

## Anova Seafood launches the new chilled counter

At the Seafood Expo Global in Brussels, Anova presents their new product range for the chilled counter. The range characterises itself through premium products, that are available year round. The products are brought to the market via a short, controlled and transparent supply chain. “We see consumer demand increasing for products with a transparent and simple supply chain. We simply want to eat good food and know where our products are from,” says Arjan Oosterlee, Commercial Director at Anova Seafood. “This range answers to the consumers’ needs.”

As a global seafood supplier, Anova has a long history in managing seafood supply chains. Their products range from Lake Victoria Perch from Tanzania, cod from the North East Atlantic Ocean, to shrimp and pangasius from Vietnam, to tuna from the Western and Central Pacific to wild salmon from Alaska. “We need to manage where our products are from, how they are produced and under which circumstances,” says Rens Elderkamp, Strategic Sourcing Manager at Anova Seafood. “This means we buy our products directly at the source and manage the individual supply chains through our global network.”

Throughout the years Anova has built a solid base of partnerships and product expertise worldwide for their frozen, fresh and chilled products. This expertise is used in selecting premium products for the chilled category. “Our selection of products for the chilled category is based on consistent good quality, delicious taste and good appearance,” says Arjan Oosterlee, “we work with our customers such as retailers, wholesale and chilled pre-packed seafood distributors to define the best products for their category and manage the supply of these products: from ship to shelf”.

In 2016, Anova brought more focus in their supply chains to create more efficient supply chains. By investing in a new production line for their MSC cod production they now produce year round high quality cod products for the chilled and fresh counter. The Anova quality assurance office in Vietnam supervises production for their shrimp and pangasius products. For their MSC albacore and MSC yellowfin tuna production, Anova invested in the expansion of its joint venture production facility in Vietnam. Their position in tuna sourcing and processing, makes Anova unique in their variety of tuna offerings: ranging from loins and steaks to value added products such as MSC albacore cubes and saku for the sashimi market. Anova’s MSC yellowfin tuna for the frozen counter is produced in cooperation with partner Pacifical.

Anova will publish their new Corporate Responsibility Report at the SEG in Brussels. In this year’s report, Anova elaborates on transparency as one of the key pillars in the sustainability debate. Visit Anova at the SEG in Brussels in Hall 6, Booth 1023 from April 25 to April 27.

### *About Anova Seafood*

Anova Seafood is established in 1994 in 's-Hertogenbosch. Since then, the company has evolved into an international supplier of fresh, frozen and chilled fish for European retail and foodservice. With a procurement office in Vietnam, several partnerships worldwide, and daily distribution through one of the 40 platforms in Europe, Anova Seafood is a proud player in the fish industry. [www.anovaseafood.com](http://www.anovaseafood.com)

---

Contact details: in case of questions concerning this press release, please contact: Marit van der Heijden, Communications & CSR manager, via +31 6 53293558 or [MaritvdHeijden@anovaseafood.nl](mailto:MaritvdHeijden@anovaseafood.nl)