



Updated Oct. 16, 2020

# New England Seafood International

## Enhancing Lives Through Fish

New England Seafood International Limited (NESI) is a highly respected, London-based importer, processor and supplier of fresh and frozen premium sustainable fish and seafood to retailers and leading food-service brands in the UK and Northern European markets. The company was founded by Fred Stroyan in 1991, and Fred remains involved in the business.

NESI's **customers** include the UK's leading supermarkets, as well as smaller retail outlets and leading sushi and healthy-eating chains via its Joii foodservice division. NESI is the UK's leading importer of sashimi-grade tuna.

The Marine Stewardship Council has twice awarded NESI **Retail Supplier of the Year in the UK**, in 2018 and again in 2020. This prestigious award starts with retailer nominations for leaders in sustainability.

NESI **sources** more than 30 species of wild and farmed fish and seafood from 37 countries worldwide, and its expertise lies in a passion for responsible sourcing and converting raw material into delicious, healthy products from trusted sources.

NESI's approach to each species that it sources involves taking a sea-to-plate view and connecting the dots at every stage of the journey to optimize the experience and value for the consumer and to ensure that NESI delivers the full value of every fish harvested.

In addition to supplying most of the UK's retailer brands, NESI's own **consumer brands** celebrate the unique qualities of each species. The brands include Leap and Fish Said Fred. Learn more at [Neseafood.com](http://Neseafood.com); [www.leapwildsalmon.co.uk](http://www.leapwildsalmon.co.uk); and <http://www.fishsaidfred.com/>

### Core Purpose

Enhancing Lives Through Fish

### Core Values

Teamwork

Respect

Integrity

Customer Care



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Through Learning we grow

### **Vision Statement**

It is October 2023 and ...

We are the “go to” partner for our customers, chosen for our species, and famous for consumer-led innovation in showing people how to enjoy our fish every day.

### **Focus**

Maximizing the value of seafood sourced from well-managed fisheries all over the world, through efficient conversion and innovative marketing

### **Operations Highlights**

NESI processes Tuna, Salmon, Cod, Haddock, Seabass, and Seabream at two facilities, one in Grimsby and one in London. Both sites operate to the highest technical standards, with a vast and wide-reaching set of customer and industry accreditations. Its processing capabilities include:

- state-of-the art equipment, such as water-jet cutting and X-ray optimization software
- unique capability in sourcing, storing and processing Superfrozen tuna
- patented defrost process that delivers consistent quality and optimum shelf life

NESI has grown its sales ten-fold in the last 20 years and sees an opportunity to continue to grow in the markets it serves.

- 650 full-time employees from dozens of countries around the world
- Operates 24/7/364

### **Founder**

Fred Stroyan

### **CEO**

Dan Aherne

### **CFO**

Iain Imray