

Fish trade fair: Higher profile with new products

fish international with Japanese flounder, Black-Sea salmon trout, Sea Dogs & more

Precisely portioned cobia from Panama, Japanese amberjack as a sushi topping, organic shrimps from Costa Rica: The products from Open Blue Sea Farms, Kagerer and Ristic are just three of the vast range of new products to be discovered at the fish international 2020. There will be a particular focus on high-quality convenience foods at the fish trade fair from Sunday 9 to Tuesday 11 February at MESSE BREMEN. Other top topics are frozen and smoked products. Furthermore, visitors from the food and fish retail industry, the hospitality industry and catering can find lots of interesting delicatessen plus of course fresh fish and seafood.

Large number of new exhibitors

"For example Lazsom will be exhibiting for the first time. The company reports an annual production of 16,000 tons, making it Turkey's largest salmon trout and Black-Sea salmon trout farm", says Project Manager Sabine Wedell. Black-Sea salmon trout is a lesser-known species in Germany. "The fish international is our first trade fair in Europe," says the Head of Exports, Musa Özer. He explains that the main markets so far have been Russia and Japan. "We've already sold some container loads to Germany and a few truckloads to Lithuania, but we want to make our top-quality produce much more widely known in Europe."

Also largely unknown in Germany is the Japanese flounder (hirame), which Kiliç is presenting for the first time in Bremen. The company, a leading Turkish sea bass and seabream producer, produces some 100 tons per year in a closed-circuit system. So far, it sells mainly to customers in the USA, says the Assistant General Manager Sinan Kiziltan. In Asia, hirame are valued especially for sushi, but Kiziltan says they are also very good grilled, with a taste reminiscent of sole.

Other big names are also taking part in Bremen: The All-Fish-Handelsgesellschaft is the largest supplier of Cape hake on the German market, while P&G International Trading, Berlin claims to be Europe's largest importer of zander. Regal Springs is a global operator whose tilapia fish farm was the first to receive Aquaculture Stewardship Council (ASC) certification. The company pays special attention to sustainability – something it shares with Zamek-Meinhardt Seafood-Service of Minden. This company processes sturgeon from German fish farms. As Barbara Zamek-Meinhardt is keen to point out, this "avoids unnecessary long transportation and guarantees absolute traceability". Customers can choose fillets, steaks, portions or whole fish.

Ready-to-eat: high convenience

Ready meals and convenience foods are booming. The Dutch shellfish producer Koninklijke



Prins & Dingemans B.V. offers a range including various oysters and fresh as well as cooked shellfish. Lithuanian surimi specialist Vici recently received an award for its ready meal Surimi Noodles Wok Style. The company has developed innovations such as its seafood antipasti including shellfish with courgettes and water chestnuts. Polish company Seko devises ingenious recipes for herring: for example as a pizza topping. Fisherman's Choice stands for easy-to-eat shrimp products such as shrimp balls and rolls or dim-sum-shrimps. Another Dutch company that will come to Bremen is Roem van Yerseke. Apart from shellfish, the company also supplies high-convenience lobster. Danish company Amanda Seafoods for example is known for its cod and plaice roe in tins, which it also recommends eating fried.

Talking about tins: "In lots of big cities, tinned fish has become a trendy bar food," says Sabine Wedell. This is embodied at the fish international by Manger Trouvé, a company from Hanau. Its range has grown to around 100 different types, including spider crab meat, sea urchin roe and hand-boned anchovies from award-winning production.

Tastings in the "Smoke house"

A whole range of foods will be available to try not only at the exhibitors' stands, but also in the trade fair's taster area – the "Smoke house". On offer here will be tinned sardines, organic sea bass, caviar, and smoked specialities. Friesenkrone is presenting its "Sea Dogs" for the first time. This is a herring dish inspired by the hot dog, but with only the bun served hot. "The wording and design are aimed at a younger target group", says Head of Marketing Sylvia Ludwig. "We want to provide fish retailers with materials that will deliver extra sales at the counter."

The ticket is also valid for the GASTRO IVENT which is taking place simultaneously in Halls 6 and 7.

More information at: www.fishinternational.com

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On fish international

Founded in 1988, the fish international in the MESSE BREMEN exhibition halls is the only German trade fair for fish and seafood. Every two years, it attracts a good 12,000 visitors from the fish industry, fish wholesalers, food retailers and the hospitality industry. Here they find some 300 suppliers from around the world and use this opportunity to find out the latest information and discuss current topics in the business. The next fish international will take place from Sunday 9th to Tuesday 11th February 2020.

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