

LONG TERM

Confidence in Convenience

Whether in our Lunenburg plant or our Newport News distribution and manufacturing facilities, the 1,360 employees of High Liner Foods share a proud heritage and unrivalled global seafood expertise. But that means little unless we successfully translate it every day into nutritious, innovative products that our customers and consumers want to buy and can prepare — with confidence and convenience.

The nutritional, environmental and financial case for customer-focused, innovative seafood solutions is clear.

Long-term success requires new ways to drive seafood consumption and to increase demand for High Liner products. That means breathing new life into core products and creating new ones that reflect food trends and shifting demographics. We know consumers, and especially millennials, are migrating from the supermarket's centre aisles to its perimeter. They want healthier options and more convenience. With innovative, foolproof solutions, that's what we increasingly offer.

In addition to driving demand for and awareness of our products, we must ensure they are available in retail and foodservice environments when our customers and consumers want them. Having simplified our supply chain and operations, we can work more effectively with our customers on competitive pricing, promotional activities and product mixes that meet their needs. And by increasing the efficiency of our three plants — in Lunenburg, Newport News and Portsmouth — we will strive to always deliver orders on time and in full.

As the largest foodservice supplier of value-added frozen seafood in North America and the leading retail frozen seafood brand in Canada, we have the scale and reach to deliver the value-added and unprocessed seafood products our customers and consumers want. In effect, we're a trusted one-stop shop. The diversity of our species and sourcing countries also means we can respond to inevitable shifts in consumer trends better than other seafood companies focused on a single species or source country.

The case for seafood's nutritional and environmental benefits is clear. Our job is to connect with nutrition and environment conscious consumers through our distribution partners, as well as through digital and social media marketing. We need to make High Liner and the convenience of our products top-of-mind as they consider delicious, planet-friendly and trustworthy alternatives to beef, pork and poultry. Looking for great tasting seafood should — and can — be synonymous with High Liner and our brands.

10+

brands

synonymous with great tasting seafood.

1,360

dedicated employees

and unrivalled global seafood expertise.

Through product innovation, we're focused on connecting with consumers in a meaningful way — especially millennials who may believe seafood is difficult to prepare.



KeepFresh™

Marinating and flash freezing seafood at its peak helps preserve its great taste and nutritional value. Our unique KeepFresh™ technique locks in that fresh taste without adding chemicals. The result? Frozen seafood that can compete with fresh fish — especially when it comes to high-price species.

We first introduced KeepFresh™ entrees such as Sea Cuisine Wild Pacific Cod Loins in 2016, and we will launch even more items in the U.S. and Canada this coming year — expanding our menu of innovative solutions for our foodservice partners and consumers alike.

