



# THIS IS WHAT FRESH FISH TASTES LIKE

A FAMILY BUSINESS SINCE 1922







# OUR FACILITIES

At over 85,000 square feet our state-of-the-art processing factory has 3 production lines.

2 lines manufacturing, freezing and packing up to 1 tonne per hour of retail breaded, battered and dusted products and also a similar size recipe dish; manufacturing, freezing and packing line which in total gives us a capacity to produce up to 3 tonnes of packed retail products per hour.

Our qualified and experienced operational team oversees:

**The on-site 600 pallet cold store** – fully equipped with mobile racking ensuring efficient raw material and finished product handling.

**The safety of our food products** – through our quality control and robust systems, our high standards comply with existing legislation. This ensures we retain our BRC higher level accreditation and provide complete product traceability.

Although large enough to handle the volume demanded by retailers and food service enterprises, the team at Seafish UK is small enough to take a flexible approach, tailoring our response to match the distribution and business processes of all our customers.



This is a NUT FREE production facility. Employees and visitors are requested **DO NOT BRING NUTS** or products containing nuts onto these premises

**No smoking**

All visitors must report to Reception

For attention please ring bell or call 01482 223646

## WITH STATE-OF-THE-ART TECHNOLOGY WE ARE RAISING THE BAR WHEN IT COMES TO QUALITY AND EFFICIENCY.

Using precision steam technology, the Air Glade steam deglazer utilises cutting-edge steam technology to remove glaze gently and evenly from seafood products. This process preserves the natural texture, flavour, and appearance of the seafood, ensuring that every bite is as delicious as the day it was caught.

We take pride in our sustainable seafood practices, and the Steam Deglazer is no exception. It minimises water consumption and energy usage, aligning perfectly with our dedication to environmental responsibility.



## OUR BRANDS



## OUR VISION

Our vision is to be the leader in the industry, a benchmark for the rest to follow. Our aim is to become our competitor's vision.



## OUR MISSION

Our mission is to provide convenience to consumers, to provide superior quality without compromise, to be an endless source of innovation and to build long-term relationships with our business partners through open and honest communication.

## A FAMILY FIRM A LITTLE MORE ABOUT US

Seafish UK is a family-owned and run business. We have been producing, marketing and exporting frozen seafood products with an emphasis on high quality and affordability for over 100 years.

Our UK Head Office, based in Hull, is over 100,000 square feet and we currently employ over 100 ambitious members of staff.

We have an on-site coldstore which holds 600 pallets and our three production lines include two bespoke coating lines and one ready meal/fish in sauce line.

Our range has been developed through a unique understanding of the fish industry and is combined with years of experience helping retailers and caterers in the UK and across Europe to meet the growing and changing demands of their marketplace.

We have been fully BRC accredited for the last 15 years, grade A or above, and are also MSC and ASC accredited.

It is our policy to avoid the use of any species of fish that is listed on the Marine Conservation Society (MCS) Fish to Avoid list.



# SUSTAINABILITY IS IN OUR SOLE

Sustainable fishing is a dominant concern of Seafish UK. We aim to make certain that our product originates from sources that are constantly monitored in order to keep fish stocks at sustainable levels.

The wellbeing and stability of the world's seas and oceans is paramount to foster an ecologically clean and stable planet, with responsible fishing practices playing a major role.

Seafish UK has measures in place which allow us to trace exactly where each individual product we produce has originated from. This gives us the ability to maintain our own strict checks on the sources we use, all of which are guaranteed as sustainable.

## GLOBAL STANDARDS

Our certification to the latest BRC (British Retail Consortium) Standards guarantee the standardisation of quality, safety, operational criteria and ensure that we, as modern manufacturers, fulfil our legal obligations and provide protection to the end consumer.

BRC Global Standards are now a fundamental requirement of leading retail and foodservice customers.



WE WEAR OUR  
BADGES WITH PRIDE:



# OVER 100 YEARS OF EXPERIENCE IN SEAFOOD EXCELLENCE

..... **1922** - Originally an offshore fishing and wholesale operation in the Shetland Isles, the company expanded into the frozen fish market in the 1960s, delivering convenient and affordable seafood products under the Sheltie brand.

..... **1980** - With expansion came success and it became apparent that larger premises were needed. During the early 1980s, the company relocated to Hull – a city justly proud of its fishing history.

..... **1993** - Following a successful start to the 90's, the company needed to increase production capacity and rather than trying to "shoehorn" another line into the existing factory, looked for alternative, larger and more modern premises to provide some "future proofing" for further expansion.

..... **1994** - The Wassand Street premises was purchased and a brand new coating, frying, freezing and packing line was installed, capable of packing up to a tonne of retail packs per hour.

..... **2001** - Seafish entered into the BRC accreditation scheme and following our inaugural audit were awarded Foundation Level.

..... **2002** - The company was awarded the BRC Higher Level, the highest award then available, which in subsequent years was renamed Grade A which has been maintained since.

..... **2003** - The company becomes independent of its Shetland roots when the current owner, Bob Carter, completes the purchase of the Hull factory and its assets, known at the time as Shetland Seafish (Hull) Ltd.

..... **2004** - Following the successful acquisition of the Hull factory the company rebrands as Seafish UK Ltd.

..... **2013** - A third freezing and packing line is installed, giving Seafish UK the capability of manufacturing, freezing and packing up to 3 tonnes of finished products per hour.

..... **2016** - Seafish UK Ltd is awarded the highest level of independent accreditation; the prestigious AA standard of the British Retail Consortium's, Global Standard for Food Safety.

..... **2020** - COVID-19 was declared a global pandemic. Seafish continued to trade, manufacturing and supplying products to the healthcare, home delivery and retail sectors.

..... **2022** - Emma Acklam returns after a 2-year break and work gets underway on the rebrand and restructure of the company.

..... **2023** - Rebrand is rolled out across the entire company, including the launch of a new website, uniforms, marketing collateral, tradeshow stand and mini pop-up kitchen.

..... **2023** - AFOS Air Glade Steam Deglazer installed to improve productivity in the factory.

..... **2024** - Bob Carter, CEO, steps down from the day to day running of the business to let daughter Emma and sons Andrew and Robert (2nd generation) take the reigns as Board of Directors.



# PRODUCTS

INNOVATIVE PRODUCTS FOR THE RETAIL AND CATERING INDUSTRIES.



## FILLETS

Natural or shaped fish fillets coated in a crispy 3 way-cook batter or rustic golden breadcrumbs.



## DUSTED

Lightly dusted skinless and boneless fish fillets are a healthy option.



## PORTIONS

Fish fillet portions coated in a crispy 3 way-cook batter or rustic golden breadcrumbs.



## FINGERS

Fish fillet fingers coated in a crispy 3 waycook batter or golden breadcrumbs.



## BITES & GOUJONS

Fish fillet bites and goujons available in a crispy batter, golden breadcrumbs or flavoured crumb.



## TOPPERS

Skinless and boneless fish fillet portion topped with various sauces and coated with golden breadcrumbs.



## FISH CAKES

Fish fillets blended with potato, IQF ingredients and seasonings then coated in golden breadcrumbs.



## READY MEALS

Fish fillets in a range of delicious sauces and toppings.

## DEDICATED DEVELOPMENT TEAM

One of the other major keys to our success has been our ability to work with our customers to develop new, profitable additions to expand their frozen food ready meal range or launch new product lines.

With the help of celebrity chefs, food magazines, television programmes, government backed scheme and a desire for healthy eating, fish-based products are forcing their way to the front of the freezer cabinet in food outlets across the country.

From the humble battered fillet, to the more sophisticated taste of Three Fish Roasts and Luxury Cakes, we have a range of products to suit your needs.

Our Product Development team are constantly working to meet the demands of the modern consumer's busy lifestyle. Here again understanding our customers marketplace has helped us to grow our business alongside theirs to secure long term working relationships.

OCEAN  
BISTRO



IF YOU HAVE  
SO-FISH-TICATED TASTE,  
GIVE THESE A READ.





**Thanks for the oppor-tuna-ty**  
**We'd love to stay in touch**

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**WE'RE ON SOCIALS, GIVE US A FOLLOW!**

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