



This Is What Award-Winning 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 breaded, battered and dusted value added products and a recipe dish; manufacturing, freezing and packing line which in total gives us a capacity to produce up to 3 tonnes of packed products per hour.

Although large enough to handle the volume demanded by retailers and major 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.



Our Brands



OCEAN
BISTRO



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 over 20 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.

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.

We Wear Our Badges With Pride

Our accreditations and industry memberships reflect our commitment to quality, responsibility and best practice - recognised by leading bodies across the seafood and food industry.



Sustainability is in Our Sole

Sustainable fishing is central to everything we do at Seafish UK. All our seafood is sourced from carefully monitored fisheries to help protect fish stocks and support the long-term health of the world's oceans. With full traceability across our products, we maintain strict checks on every source we use – ensuring responsible practices and guaranteed sustainability throughout our supply chain.



Products Award-Winning Products

Innovative products for the retail and catering industries.

Recognised for quality. Chosen for flavour. Built to perform.



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 way-cook batter or golden breadcrumbs.



Bites & goujons

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



Toppers

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



Fish Cakes

Fish fillets blended with high quality IQF ingredients and seasonings then coated in golden breadcrumbs.



Ready Meals

Fish fillets with a range of delicious sauces and toppings.

Why These Products Win

- ✓ Proven favourites across menus and occasions
- ✓ Award-recognised quality
- ✓ Versatile formats for everyday and seasonal use



From family favourites to seasonal standouts, these products deliver trusted quality and award-winning taste.



Beer Battered Cod Goujons



Battered Haddock Fillet Burger



Chunky Haddock Fingers



Chunky Cod Fingers



Cod Florentine



Halloween Shapes

All products cook from frozen: Oven & Air Fry
Responsibly sourced | Quality assured | Award-winning taste



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 it's 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 - First appearance at the International Food & Drink Event (IFE), marking a major milestone in our brand reintroduction.

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.

2024 - Proud sponsorship of Chanterlands Girls Football Club, supporting and empowering young girls and women in sport.

2025 - Our biggest year yet for sponsorships and tradeshow, including a partnership with local super league club Hull FC and collaboration with the British Frozen Food Federation (BFFF).

2026 - A landmark year of major events, bold brand exposure and increased output - setting the pace for the future of Seafish UK.

Making Waves in Our Community More Than Fish – It's About People

As a proud Yorkshire business, Seafish UK is deeply committed to giving back to the communities that have supported us for generations. From the beginning, we've believed that success isn't just measured by what we produce, but by the positive impact we make beyond the factory floor.

Our official partnership with Hull FC marks our first major sponsorship with a professional sports club – a milestone that reflects our shared values of teamwork, dedication and local pride. This collaboration represents more than brand alignment; it's a celebration of community spirit and a commitment to helping others achieve their goals.

Alongside our professional partnerships, we continue to support grassroots sport and emerging local talent, helping young people to grow in confidence, develop new skills and chase their ambitions. Whether on the field, in the pool, or within our own workplace, Seafish UK remains passionate about inspiring the next generation to make waves of their own.



If you have a community or event collaboration in mind, we're always open to working with like-minded partners - contact us to start the conversation.

Thanks for the oppor-tuna-ty

We'd love to stay in touch

☎ 01482 223648

✉ sales@sheltie.co.uk

🌐 seafishuk.co.uk

📍 Seafish UK Ltd, Wassand Street,
Hull, East Yorkshire, HU3 4AN



SCAN ME
to visit our website!

**We're On Socials,
Give Us A Follow!**

f **@** **X** **in**

/seafishukltd

