



YOUR  
SEAFOOD  
PARTNER

FOR THE LONG HAUL



Sirena

WHITCAP  
INTERNATIONAL SEAFOOD EXPORTERS

Maris



## WELCOME TO THE BLUE WORLD OF SIRENA GROUP

### **The strongest partner in global seafood trade**

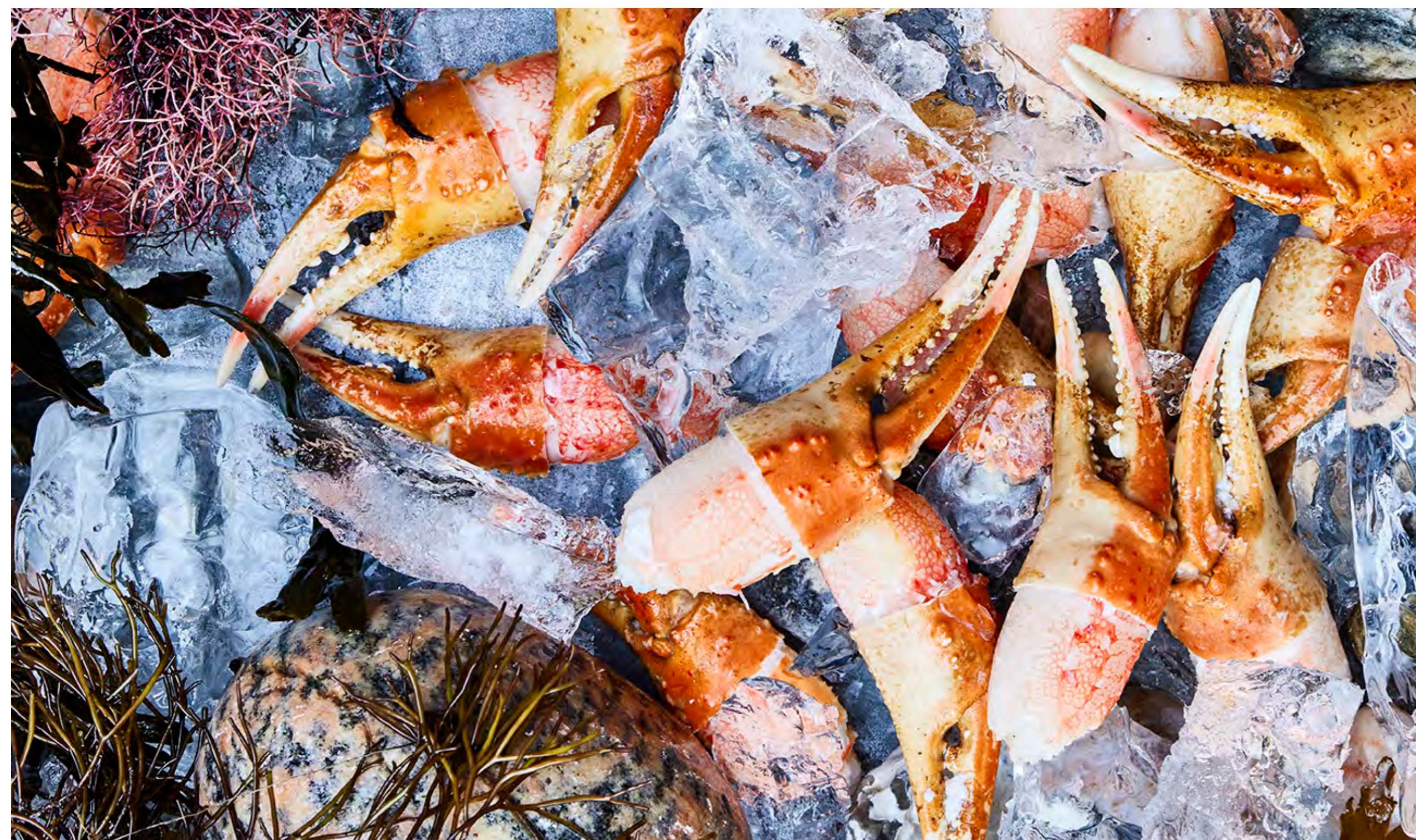
The Sirena Group specialises in the global sales and marketing of North Atlantic frozen-at-sea products. We take pride in the strength of our relationships, having cultivated some of the longest-standing strategic partnerships – and friendships – with frozen-at-sea fishing vessels and processing plants all over the North Atlantic. We've done this by taking a straightforward, long-term approach to all of our activities and relationships.

### **Expertise beyond sea level**

Our partners are some of the biggest players in the industry, and it's no secret why: our long-haul commitment and seafood trading expertise. To our suppliers, we offer long-term marketing agreements and exclusivity that guarantees exposure and the swift movement of product. To our customers, we are able to offer large volumes and consistent, on-time deliveries. We're able to achieve all of this with our deep global seafood trading expertise, based on more than 40 years' experience developing and opening fishing markets around the world.







## OUR UNIQUE STRENGTHS

### **We are always up to date on the latest global market prices**

Through our international customer network, our many North Atlantic suppliers and our highly professional team, we are always aware of the latest global market prices for any of our key species – any given day of the year. Our sales and marketing arm, staffed with extremely knowledgeable traders, has daily, up-to-the-minute communication with fisheries and plants and monitors currencies around the clock. Thus we are able to offer the most current market prices.

### **Unique access to a great product**

Our close partnerships and investments in frozen-at-sea fishing vessels and processing plants give us unique access to considerable quantities of high-quality products. We specialise in delivering 100% natural products, free from additives, and we are able to guarantee our customers a consistent, stable supply.

### **Taking ownership of quality**

Our products are sold through all major fish distribution centres worldwide, and we consistently strive to control quality across the logistics chain. Our sales people and in-house shipping department plan the distribution of catches, ensuring efficiency and freshness, whilst the fishing vessels and plants deliver daily quality reports from their ongoing production. Our on-shore team makes the final product inspection right after landing, allowing us to guarantee that the quality of our products meets the agreed specifications.





## FROM THE OCEAN TO -21°C IN 2 MINUTES: OUR QUALITY CONTROL CHECKPOINTS

### **From the sea**

Our fishing and production processes take place on highly modern trawlers and vessels. Immediately after the catch, the seafood is processed, packed and frozen to -21°C. It is then stored on board the fishing vessels until discharge.

### **At the plant**

In all our plants, we have implemented a Quality Control programme with specific microbiology and cleaning tests, performed by the in-house QC staff. The QC programme includes supervising the thawing of fish, checking the quality of the raw material, and supervising production and loading. We only work with plants that are EU and HACCP approved and certified by one or more of the following: MSC, BRC and IFS.

### **Sustainability**

We are MSC certified and have strong policies in place to secure that all of our products are sustainable. We believe in protecting the oceans to safeguard the future of our business and the planet.

### **Lab testing**

All seafood products are also tested by our local QC staff in an external laboratory, both before and after processing. This ensures that our own quality and microbiology standards are strictly adhered to.

### **Service and delivery**

When the tests are completed and results have been approved by the laboratory, the products are ready to be shipped. Our in-house logistics team takes over and ensures that all the required documents are issued for the customer. Transports are followed closely by our logistics team until they arrive safely at their destination.







## SIRENA WILD

### A True Taste of the Sea

Our Sirena Wild range showcases the finest wild-caught seafood, sustainably harvested from the world's oceans. Each product reflects the authenticity and flavor of the ocean. We select only the finest producers and certify them through rigorous quality and sustainability checks to live up to Sirena standards.



### GREENLAND HALIBUT

*(Reinhardtius Hippoglossoides)*

#### A high-fat flatfish, perfect for smoking

Greenland Halibut live in icy depths of 250-2000 metres and are caught in the waters of Greenland, Iceland, the Faroe Islands and New Foundland. The meat is snow white with a high fat content and a rich flavour, making it a popular fish for sushi, sashimi and smoking. Several products are available, such as headed, gutted and tail-off, and the fillets are mainly produced as skinless and boneless.



### COLDWATER SHRIMP SHELL-ON

*(Pandalus Borealis) – (Pandalus Montagu)*

#### Popular versatile shellfish

Our Coldwater Shrimp are caught in the cold, clean North Atlantic Ocean. The shrimps live their entire lives at the ocean's bottom and grow very slowly, giving them an exquisite flavour, a firm texture and a sweet aftertaste.

Less than an hour after being caught, the shrimp are cooked, cooled and frozen on the ship at a temperature of -25 to -27 °C. The entire process is automatic and untouched by human hands, ensuring the highest possible quality. The production of our cooked and peeled Coldwater Shrimp takes place in Canada. The fishery is MSC certified and meets the most stringent quality specifications.



### COLDWATER SHRIMP COOKED AND PEELED

*(Pandalus Borealis) – (Pandalus Montagu)*



### ATLANTIC COD

*(Gadus Morhua)*

#### Light, flaky and low in fat

Primarily caught in the North Atlantic and Barents Sea, Cod is one of the most popular fish in the world. Its flesh is white with a firm texture and has a relatively low fat content. Our Cod is available salted, dried, fresh or frozen, whole or fillets. Fillets are available skin-on or skinless.



### SAITHE

*(Pollachius Virens)*

#### Dark meat, light in flavour

Saithe is in the same family as Cod and Haddock. It is caught in the North Sea around Denmark and in the North Atlantic near the Faroe Islands and Iceland. Compared to Cod, the meat is darker. It is also rich in protein, vitamin B12 and selenium. Our Saithe is available as frozen whole fish or fillets, skin-on or skinless.



### HADDOCK

*(Gadus Aeglefinus)*

#### Lean and mild flavoured

Haddock belongs to the same family as Cod and is caught in the North Sea and the Northern Atlantic. It's slightly smaller but with the same excellent lean and mild flavour. Our Haddock is available as frozen whole fish or fillets, skin-on or skinless.



### REDFISH

*(Sebastes Marinus/Sebastes Mentella)*

#### Brightly coloured with a rich flavour

Redfish, or Ocean Perch, is caught in the waters around Greenland, Iceland, the Faroe Islands and New Foundland. It is available in two types: Sebastes marinus – mainly caught in coastal areas; and sebastes mantilla – mainly caught at 800-1200 metres. Both varieties are rich in flavour and globally popular. Our Redfish is available as frozen whole fish, headless or gutted, or as skin-on or skinless fillets.



**PIKE PERCH**  
(*Sander Lucioperca*)

**Light and firm meat with a delicate flavor**

Pike Perch (*Sander lucioperca*) is caught in the fresh water bodies of Eastern Europe and Asia. It grows to a maximum length of 120 cm, weighing 15 kg. It has light, firm meat with a delicate flavour.

Pike-Perch meat contains high level of protein and has a relatively low fat percentage.



# WHITECAP

INTERNATIONAL SEAFOOD EXPORTERS INC.



L'ASSOCIATION COOPÉRATIVE  
DES PÊCHEURS DE L'ÎLE LTÉE  
ISLAND FISHERMEN'S  
COOPERATIVE ASSOCIATION LTD



CHILEAN SEABASS (TOOTHFISH)  
*(Dissostichus eleginoides)*

**Rich, buttery flavor with a mild, slightly sweet taste**

Wild-harvested from the icy cold depths of the South Pacific and extensively regulated by Sernapesca, this fish is known for its firm texture and exquisite taste, making it a popular choice in top-end restaurants.



SNOW CRAB  
*(Chionecetes Opilio)*



LOBSTER  
*(Homarus Americanus)*



SCALLOPS  
*(Placopecten Magellanicus)*

**Snow Crab, Lobster and Scallops**

From the cold waters of Eastern Canada, we also harvest fine-quality Snow Crab, Cooked & Peeled Shrimp, Scallops and Lobster in the wild. They are exported by Whitecap International, serving some of the finest seafood producers in the world.





## SIRENA AQUA

### **Sustainably farmed, naturally delicious**

Our Sirena Aqua collection features premium aquaculture seafood, carefully cultivated in sustainable environments. "Sustainably Farmed, Naturally Delicious" represents our commitment to responsible farming practices. We select the finest producers and certify them through our many quality and sustainability checks to meet Sirena standards, providing consumers with the certainty of excellence.



**SNOW COD**  
*(Gadus Morhua)*

### **An exclusive, refined taste and a firm yet flaky texture**

A sustainable choice known for its bright white, flaky meat and delicate flavor, making it perfect for a range of recipes.



**CHILEAN FARMED SALMON**  
*(Salmo salar)*

### **Rich, buttery flavor and a smooth, tender bite**

Sourced from sustainable farms, this salmon is celebrated for its rich flavor and healthy fats, making it an excellent choice for various dishes.



**WARM WATER PRAWNS**  
*(Litopenaeus vannamei and Penaeus monodon)*

**Succulent flavor and firm texture**

Known for their sweet, succulent flavor and firm texture, these prawns are farmed responsibly in Vietnam, India, or Ecuador, perfect for grilling or stir-fried.



**AUSTRALIS BARRAMUNDI**  
*(Lates calcarifer)*

**Mild, buttery flavor and a delicate, flaky texture**

Rich in protein and Omega-3, this premium white fish has a mild, buttery flavor and is ocean-farmed in Vietnam.



**TILAPIA**  
*(Oreochromis niloticus)*

**Mild, slightly sweet flavor with a lean, flaky texture**

Farmed in high-oxygenated volcanic lakes in Indonesia without growth hormones or antibiotics, offering a mild, slightly sweet flavor and firm texture.



Mersey Phoenix harvests and produces high-quality North Atlantic Coldwater Shrimp



For more information about the Mersey Phoenix hold up your phone camera to the QR Code

## PROUD TO CALL OUR PARTNERS



### Qikiqtaaluk Fisheries Corporation

Qikiqtaaluk Fisheries Corporation is a fully owned Inuit birthright development corporation – a subsidiary of the QC Group of companies. Created in 1983, QC's mission is to provide employment and financial opportunities for the Inuit region. QC is the sole owner of the multi species harvesting vessel SAPUTI, with quota on Coldwater Shrimp and Greenland Halibut.

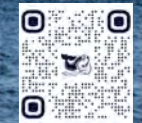


### Mersey Seafoods

Mersey Seafood is a Nova Scotia based fishing company with a group of modern freezer trawlers harvesting and producing high-quality North Atlantic Coldwater shrimp. Sirena is a proud marketer of Mersey Seafoods products.



Saputi is a multi species harvesting vessel with quota on Coldwater Shrimp and Greenland Halibut.



For more information about the Saputi hold up your phone camera to the QR Code







## OUR GROUP OF COMPANIES



### Whitecap International Seafood Exporters

As a leading seafood marketing company, Whitecap represents the finest seafood producers in the world. Their products, available globally, are particularly prominent in the US market, where they are sold through major retail chains and food service companies.

**Main products:** Snow Crab, Lobsters, Scallops, Chilean Seabass and Coldwater Shrimp.



### Maris Seafoods

A seafood marketing company with offices across England, Maris procures globally from a range of accredited producers. They distribute various forms of sustainable seafood products ranging from wild-caught to farmed, nationwide, catering to processors, retailers, wholesalers, and food service specialists.

**Main products:** Atlantic Cod, Haddock, Tilapia, Barramundi and shrimp.





In 1992 Sirena was the first company to introduce North Atlantic coldwater shrimp to China. The market quickly grew and China became a major importer. Today Sirena's coldwater shrimp are sold in 350 stores all over China.

## SIRENA GROUP A/S

### Founded by seafood entrepreneurs

Sirena was founded in 1985 by the current owners, Peter Buhl and Steen Riber. Peter and Steen had years of experience in the seafood industry before they ventured into global seafood trading.

Their understanding of the needs of fishermen and producers as well as retailers and consumers has helped them cultivate their strategic long-term relationships and build their business into the global leader it is today.

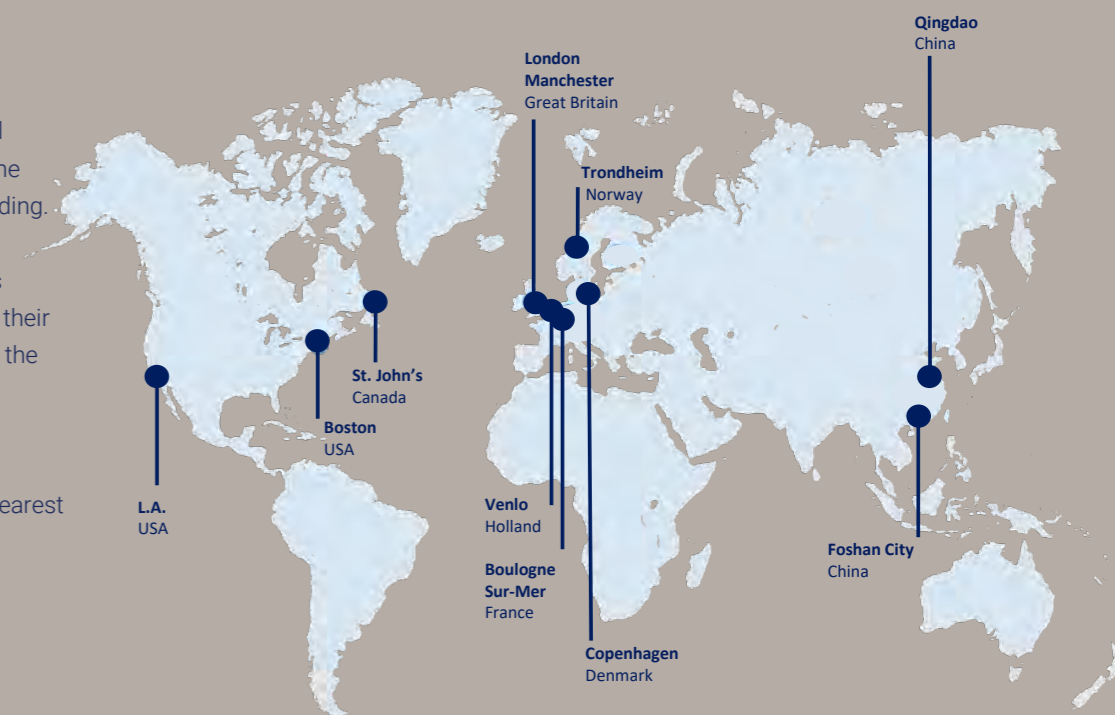
### Work with us

To become one of our suppliers or customers, contact your nearest Sirena office.

See contact information at [sirenagroup.com/contact](http://sirenagroup.com/contact).

### Headquarters

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# PURE AS SNOW PERFECTED BY NATURE

Pure as Arctic snow, delicate as nature's finest.  
Snow Cod – a pristine taste, naturally crafted  
in Norway's icy waters.



## SIRENA GROUP IS PROUDLY INTRODUCING THE WORLD'S FIRST COMMERCIAL SUPPLY OF NATURALLY FARMED ATLANTIC COD

### Norcod

Norcod is a pioneer in sustainable, naturally raised cod, delivering premium quality through cultivation methods that respect our shared ocean resources. Their responsible 360-degree approach encompasses:

- Stock health: No antibiotics used
- Minimal impact: From fish, feed, and waste
- Sustainable feed: Natural and highly digestible
- High efficiency: Up to 98% fish utilization
- Low emissions: Electric vessels instead of diesel

### Snow Cod embodies the purity, brilliance, and delicacy of snow

Harvested from the icy waters of Norway's Arctic, our Snow Cod mirrors the beauty of its snowy surroundings. Each bite captures the purity of snow and the exceptional quality of our fish.

**Flaky:** Firm yet flaky texture, evoking the delicate perfection of snowflakes.

**White:** Bright, snowy-white fillets that signify exceptional quality and natural brilliance.

**Pure:** Meat of pristine purity, reflecting the unspoiled essence of Norwegian waters.

**Delicate:** An exclusive, refined taste that mirrors the elegance and purity of snow.


**Norwegian:** Harvested from the clear, cold waters along Norway's rugged coast, blending tradition with sustainable practices.








# NORCOD – A PIONEER IN THE MODERN COD FARMING INDUSTRY


### The pioneer and market leader

 Market leading producer of premium Atlantic Cod listed on Euronext Growth in 2020

 Operating 5 farming sites (19,079t MAB1) with plans to invest in additional sites to reach 25,000t WFE production target

 >20 years of R&D has enabled quantum leaps in biologic development – 8th gen of fry is currently performing very well

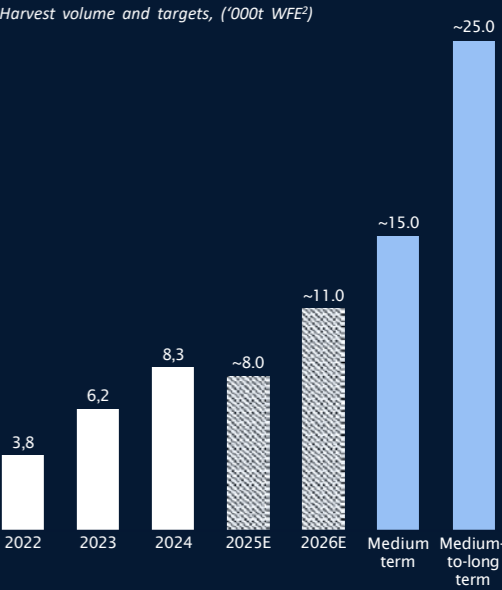
 Consistent year-round supply of top-quality North Atlantic Cod

 Unparalleled freshness from delivery within 2-3 days in fixed available volumes

### Ideally located in Central Norway



### Targeting harvest of 25,000t WFE







[sirenagroup.com](https://sirenagroup.com)

