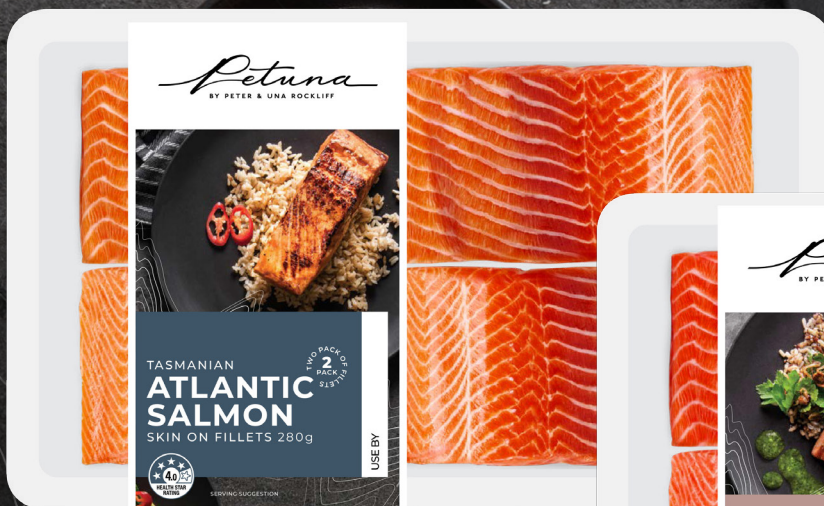




INTRODUCING

# Petuna fresh Salmon & Ocean Trout MAP trays

SALMON FILLETS 280G  
OCEAN TROUT FILLETS 260G



THERE IS A TREND  
TOWARDS CONSUMERS  
EATING MORE FISH  
AND SEAFOOD.

Making it easily available and in formats  
that deliver more convenience will lead  
to increased category sales.

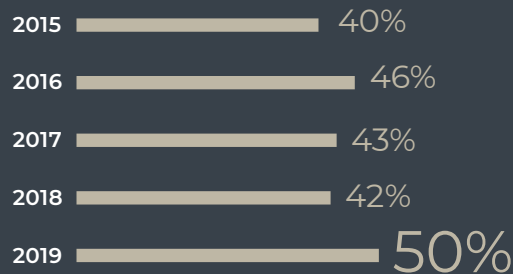


■ Eating less of this ■ Eating more of this

Data: Australian Fresh Fish Shopper Research, July 2020

- In Europe, pre-packed salmon has grown from 40% of the category to 50%\*.
- Australia lags behind Europe with a market estimate of around 20% share.
- Pre-packed salmon is sold at a significant premium to behind the glass (~20%) & is in double digit growth, outstripping behind the glass in large retail.

**THEREFORE, AN OPPORTUNITY EXISTS TO GROW THE PREPACKED FORMAT**

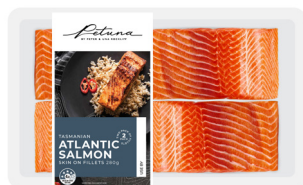


■ Prepacked

\* Data: Kantar 17.10.19

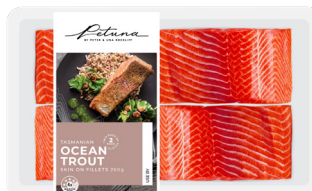
## WE HAVE CONFIDENCE PETUNA WILL HELP GROW YOUR CATEGORY.

- MAP trays are a great 'grab and go' solution for those in a hurry
- Keeps longer in the fridge than behind the glass salmon means shoppers can consume beyond the day of purchase
- Can freeze for later use
- Fixed weight/price means consumer knows what they pay up front
- MAP is strong against impulse purchases and those shopping for dinner tonight



### **SALMON 280G**

PRODUCT CODE: 140068  
UNITS/CASE: 8 X 280G  
(2.24KG CARTON)  
CHILLED SHELF LIFE: 14 DAYS



### **OCEAN TROUT 260G**

PRODUCT CODE: 145047  
UNITS/CASE: 8 X 260G  
(2.08KG CARTON)  
CHILLED SHELF LIFE: 14 DAYS

## WHY PETUNA?

- Established and trusted Australian brand.
- Petuna has a proud history that spans 70 years.
- Petuna is proud to be the most sustainably certified aquaculture company in Australia, with the highest certifications of any aquaculture company in the world.
- Petuna has end to end supply: We grow, harvest, process and pack our products in Tasmania.
- We have a track record of success with salmon and ocean trout across Australia.

## SUSTAINABILITY

Petuna MAP trays are APCO certified to be fully recyclable.

## BAP CERTIFICATION

Petuna Salmon & Ocean Trout is BAP certified and sustainable. Petuna is committed to producing the highest quality, sustainably sourced seafood whilst responsibly maintaining the welfare of our fish and the environments in which we operate.

