



ICELANDIC  
SEACHILL

More People  
More Fish  
More Often

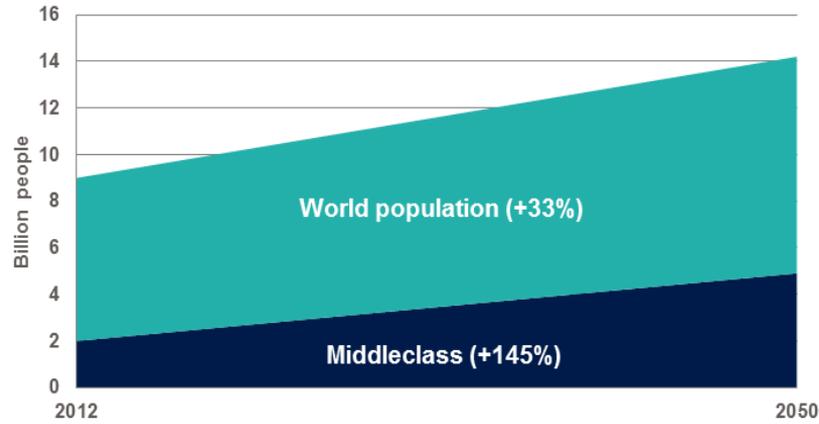


Simon Smith

Managing Director

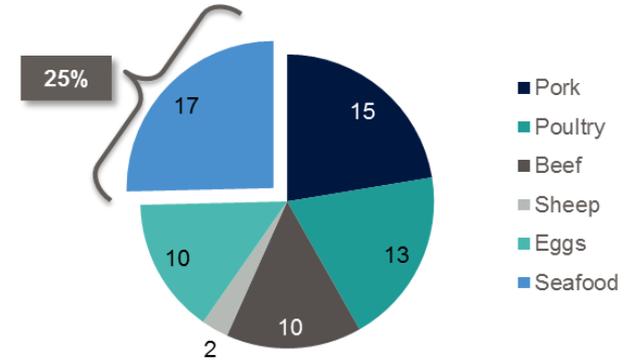
Sjávarútvegsráðstefnan 2015, Hilton Reykjavík Nordica,  
19.-20. nóvember.

## Middleclass will outgrow population growth ...

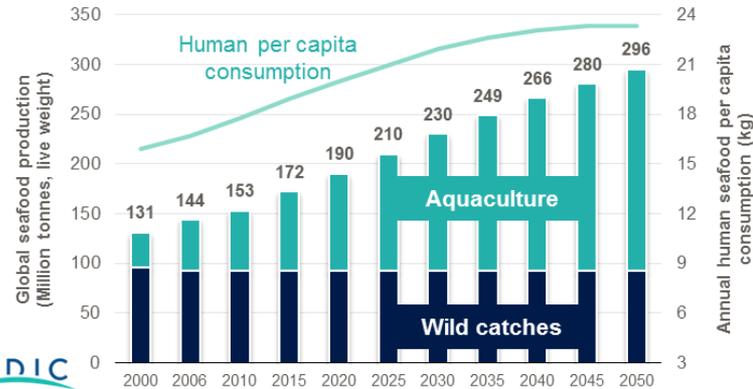


## Seafood world largest source of protein...

World per capita consumption (kg per annum)

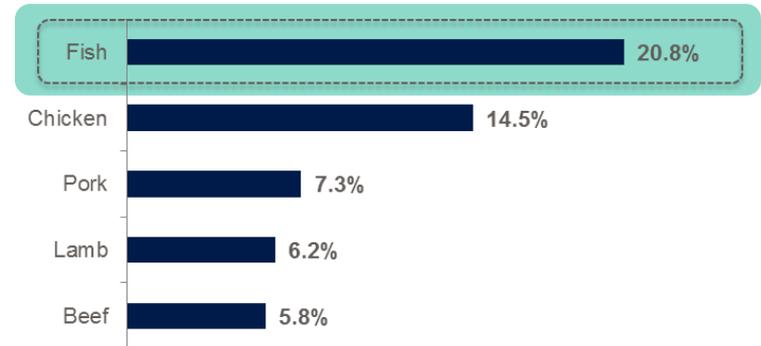


## Supply of wild fish has reached its limits ...

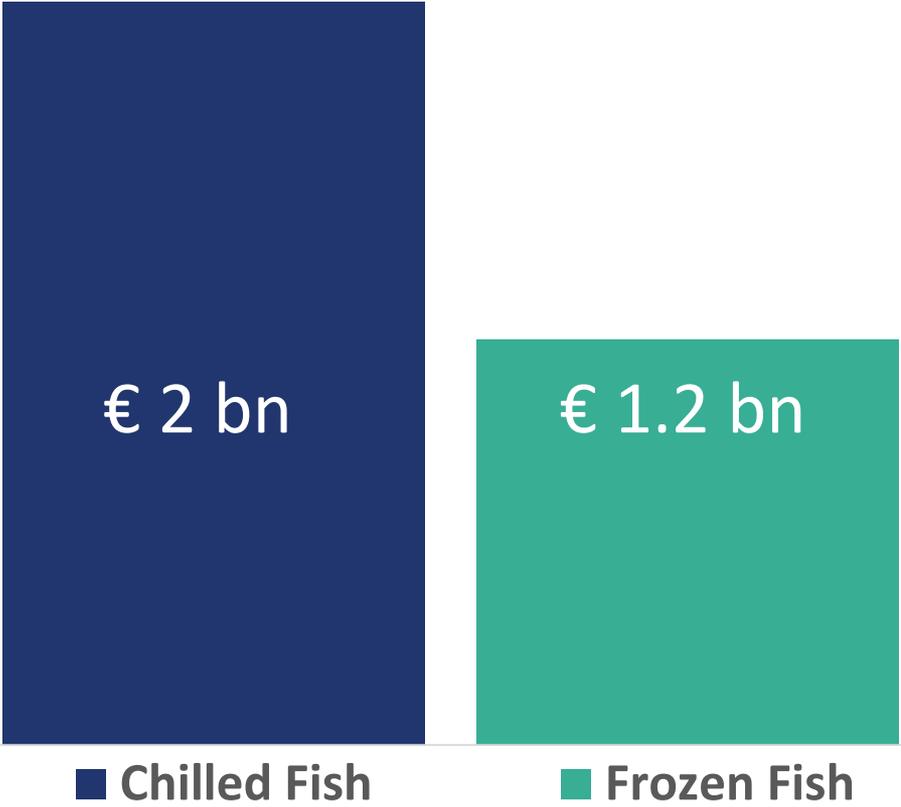


## Fish most consumed protein for health reasons ...

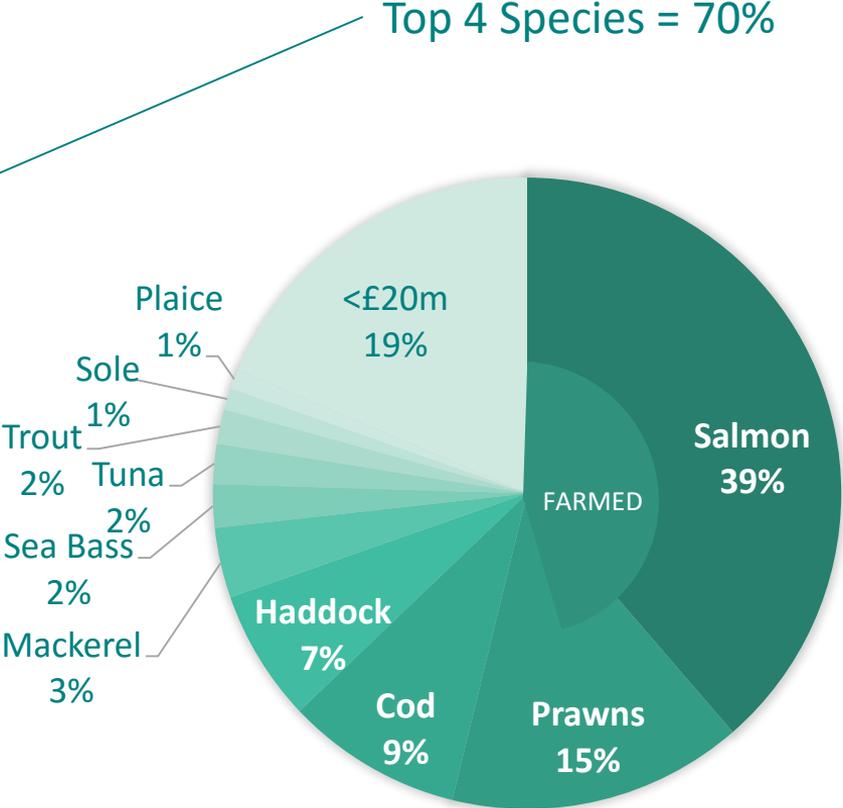
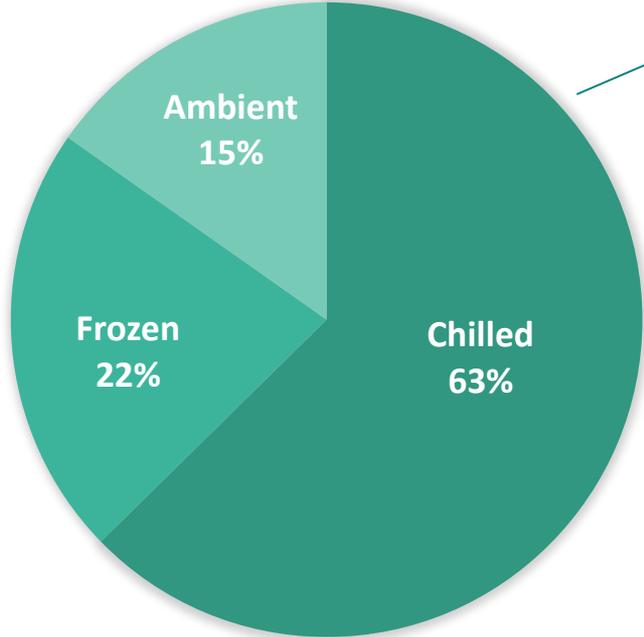
Percentage of meal occasions consumed for Health



# The UK Retail Fish Market



# UK €4bn market



Around half of the total UK chilled fish market is supplied from Grimsby processors and in Whitefish closer to 90%

JUBILEE QUEST

GY-900

A photograph of a large blue and white ship, the Jubilee Quest, with the registration GY-900. The ship is viewed from a low angle, showing its upper hull and deck structure. The text 'JUBILEE QUEST' and 'GY-900' is printed in white on the blue hull. The image has a light blue overlay.

Location  
Knowledge  
Skills

A true cluster of expertise

€380m

Wetfish  
Smoked  
Coated  
Ready To Eat

1200  
People

ICELANDIC  
SEACHILL

100%  
Grimsby

4  
Sites

# Three Pillars to our Strategy

Icelandic inspires consumers in its core  
Markets to eat more quality fish from sustainable resources

Market driven with a deep  
understanding of consumers  
needs and trends

Best-in-Class operations,  
with focus on efficiency,  
quality and flexibility

Expertise through the  
supply chain

Attract and retain top talent with expert knowledge of seafood and consumer behaviour

Innovated seafood category manager with focus on R&D throughout the value chain

# Industry leading Consumer Expertise





# Health as a reason for choice now in growth as confidence returns

% of servings



# Less Time In The Kitchen

TIME TAKEN TO PREPARE & COOK THE MAIN MEAL



1980 60 minutes



1990 45 minutes



2014 32 minutes

# Some of our favourites on the 'threshold'



1. Sandwich

10 mins



2. Roast Dinner

55 mins



3. Pizza

23 mins



4. Other Pasta

24 mins



5. Soup

12 mins



6. Spaghetti Bolognese

32 mins



7. Curry & Rice

32 mins



8. Curry

30 mins



9. Soup & Bread

11 mins



10. Stew

48 mins



11. Chinese

30 mins

Average Preparation Time

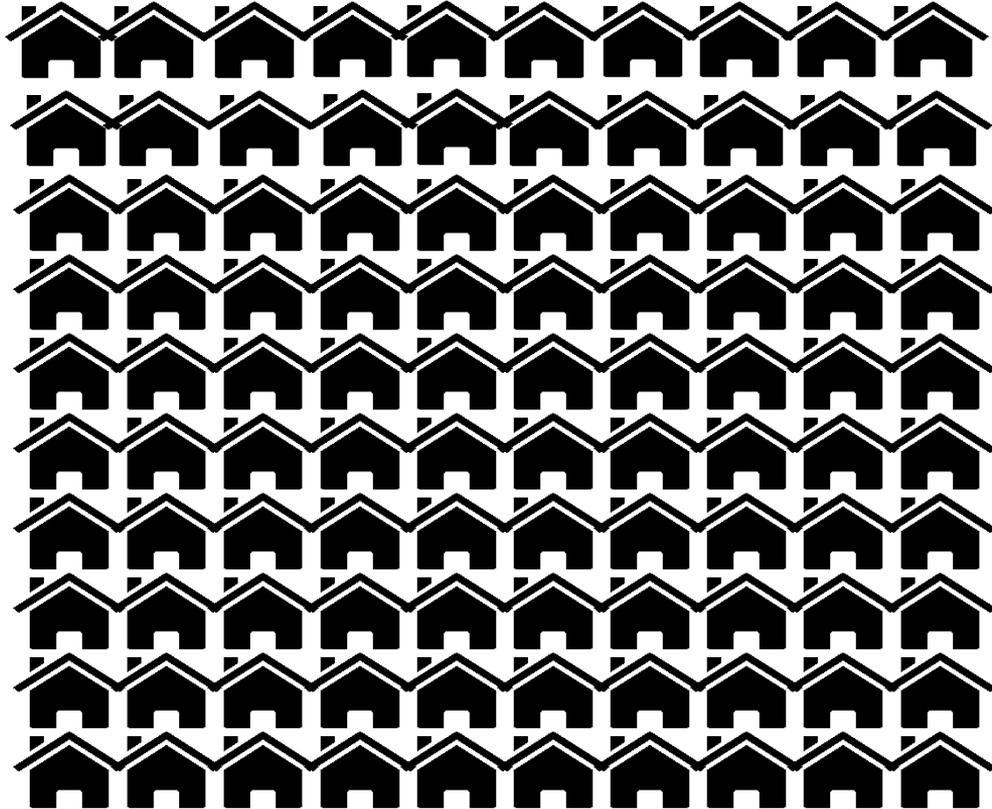


33 minutes

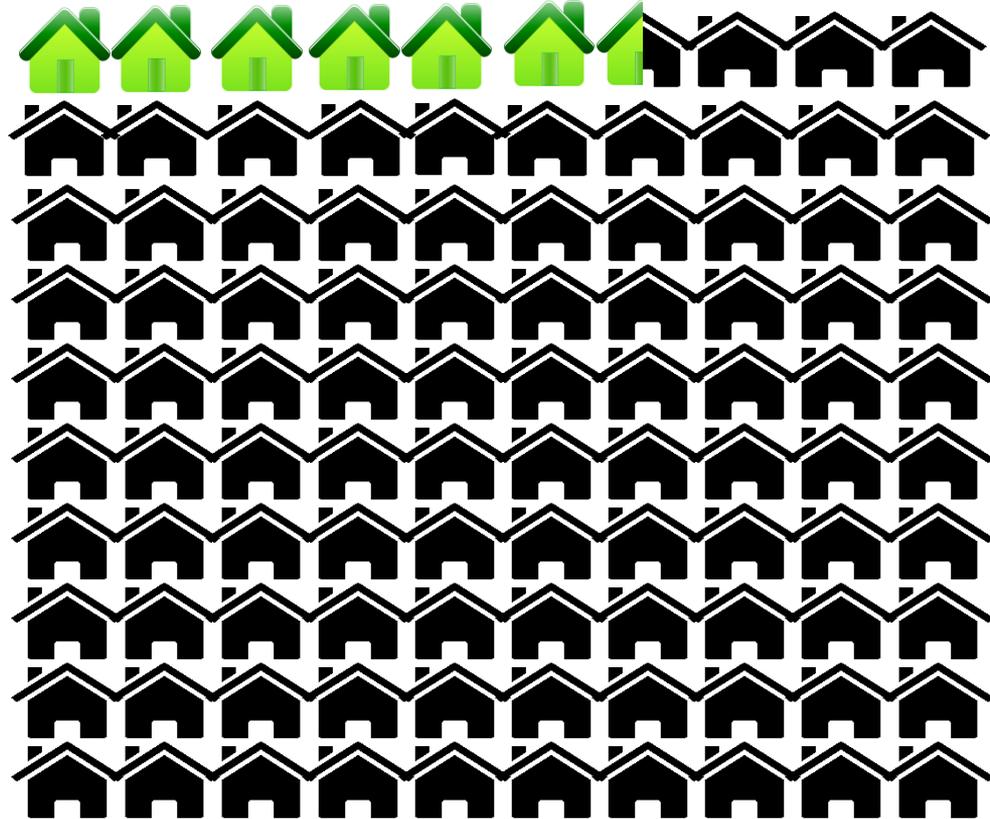
# What is the biggest selling fish product in the UK?



# How many Households buy the biggest UK Product?



# How many Households buy the biggest UK Product?



# How often do they buy it?

## January

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## February

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

## March

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## April

S	M	T	W	T	F	S	
				1	2	3	4
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30			

## May

S	M	T	W	T	F	S
31					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## June

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## July

S	M	T	W	T	F	S	
				1	2	3	4
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31		

## August

S	M	T	W	T	F	S
30	31					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

## September

S	M	T	W	T	F	S		
				1	2	3	4	5
6	7	8	9	10	11	12		
13	14	15	16	17	18	19		
20	21	22	23	24	25	26		
27	28	29	30					

## October

S	M	T	W	T	F	S	
					1	2	3
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

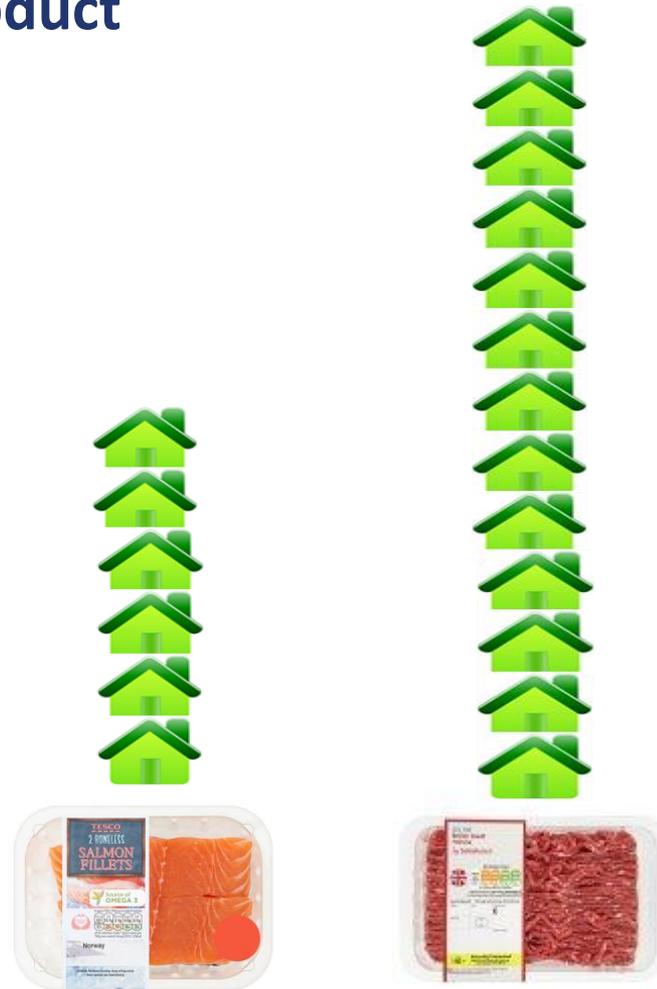
## November

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## December

S	M	T	W	T	F	S		
				1	2	3	4	5
6	7	8	9	10	11	12		
13	14	15	16	17	18	19		
20	21	22	23	24	25	26		
27	28	29	30	31				

# Best selling Meat product





Bringing  
**new**  
CONSUMERS  
to **fish**

**A consumer  
insight  
driven  
strategy**



# Consumer fear



We have identified 3 consumer personas



**Fresh fish Fanatics**



**Fish Wanabees**



**Fish Frighteners**

It's about the dish  
not just the fish

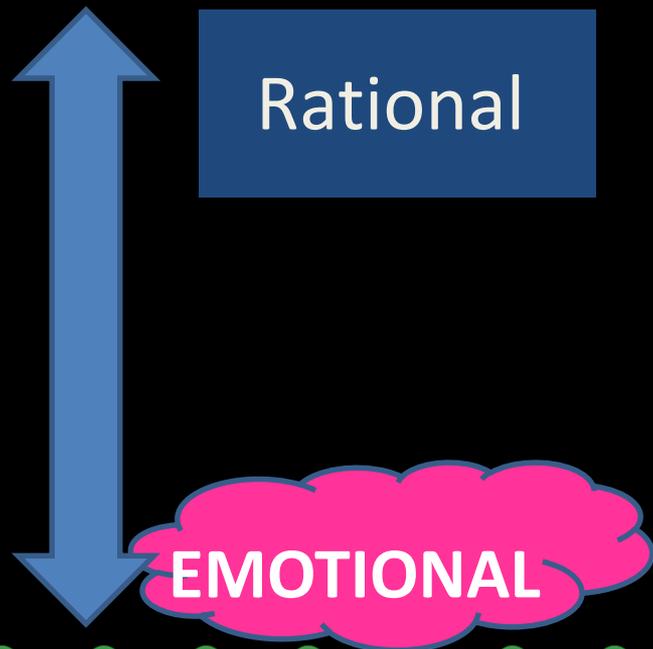




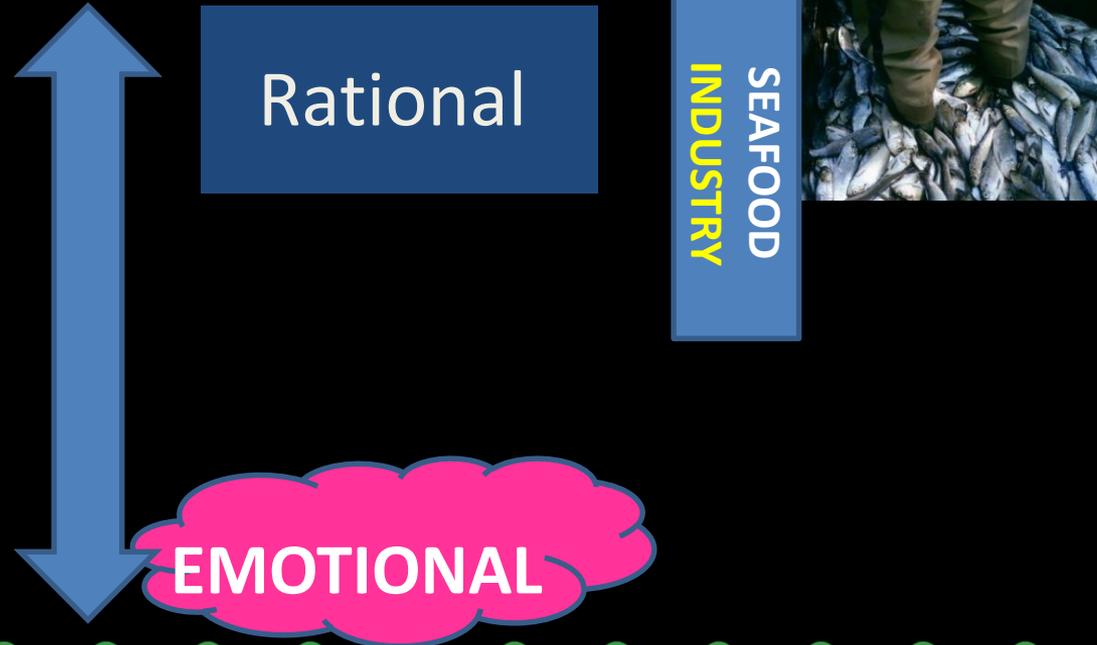
What do shoppers and consumers need?

Rational

What do shoppers and consumers need?



What do shoppers and consumers need?



# What do shoppers and consumers need?



# What do shoppers and consumers need?



**EMOTIONAL**

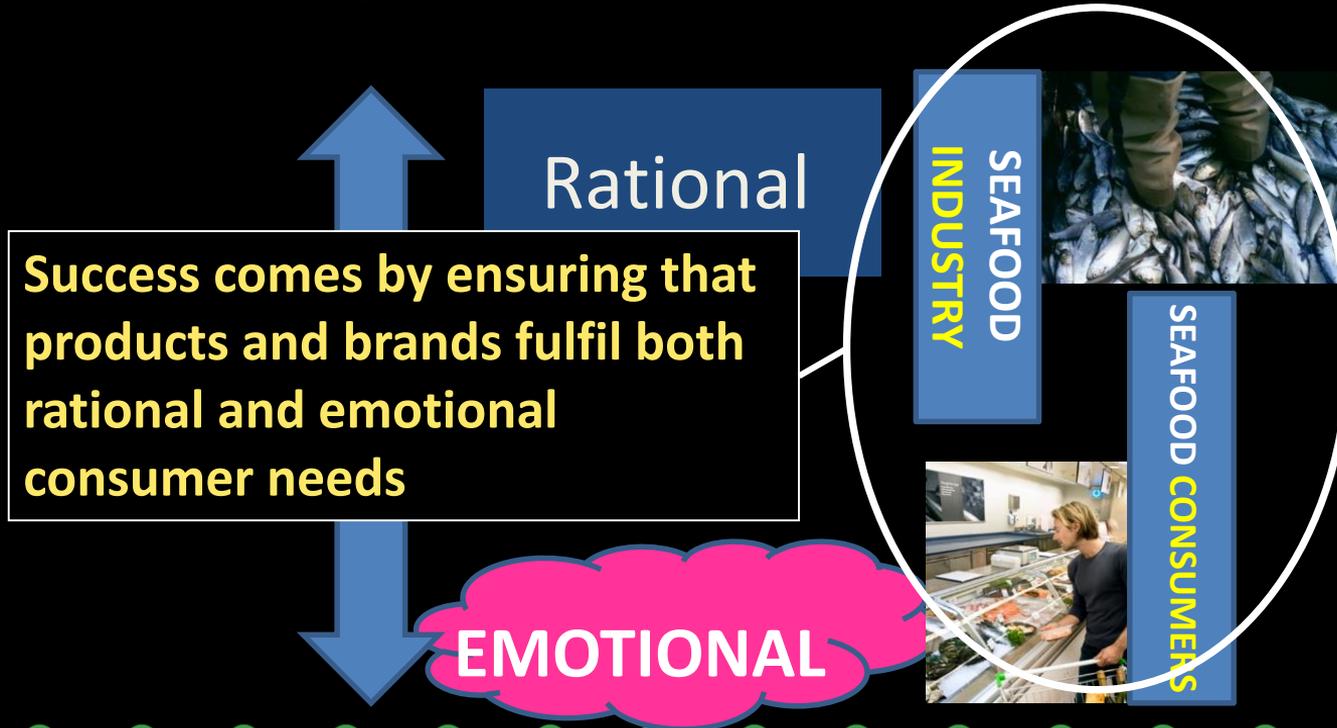
**SEAFOOD  
INDUSTRY**



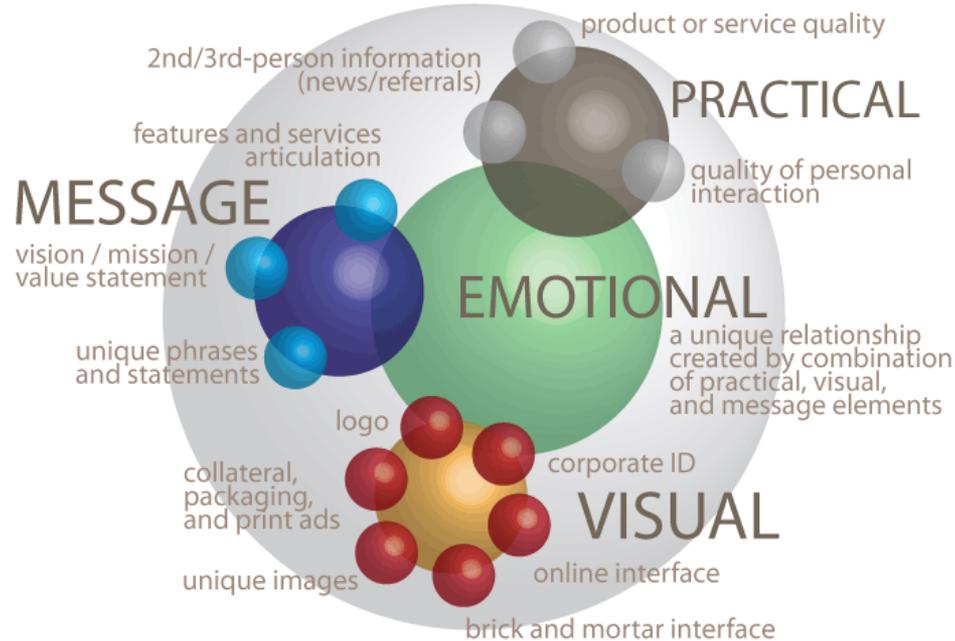
**SEAFOOD  
CONSUMERS**



# What do shoppers and consumers need?



# The language of branding



## Rule #1

A name is not a Brand

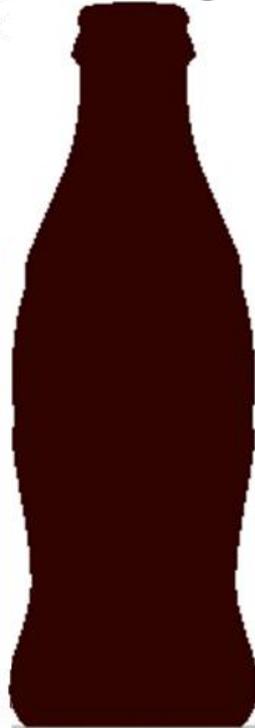
# The language of branding

What makes a strong brand?

Personal  
Action



Colour



Shape



Illustration



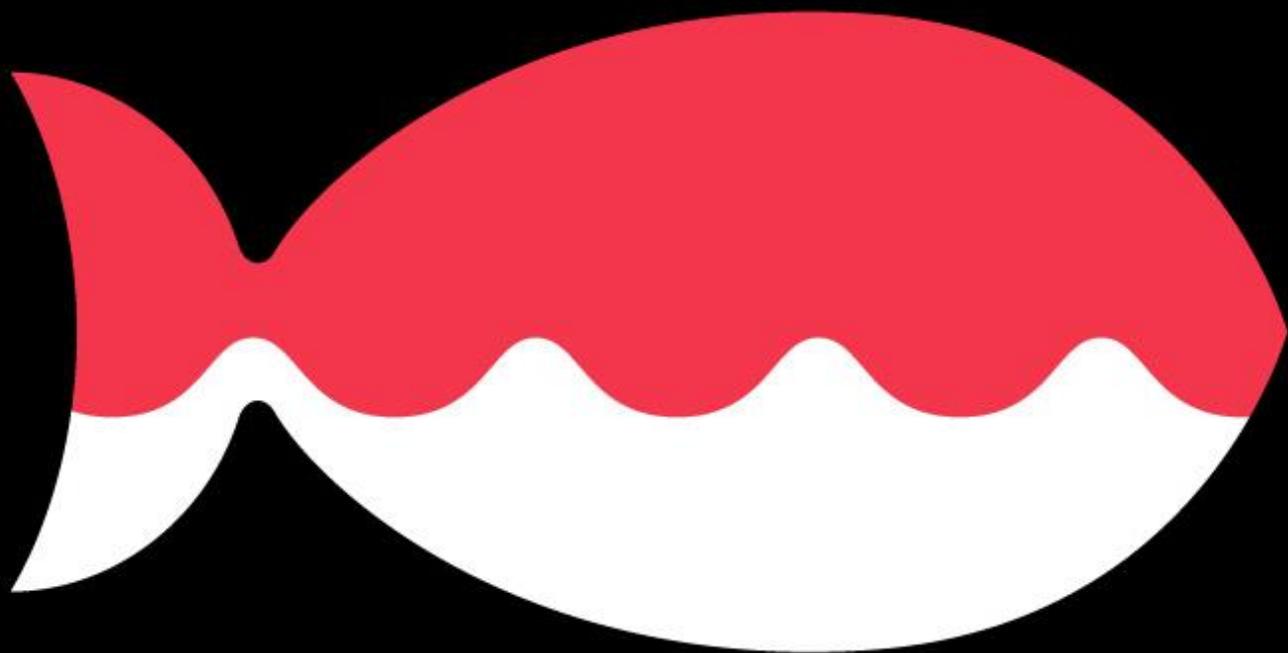
Language



Typography

It's the real thing.  
Coke.









Absolut Vodka  
Fruit Shot





CoolBrands®  
2013/14



CoolBrands®  
2014/15





Truly integrated 21<sup>st</sup> century communications

ATL  
Traditional  
media

# Frequency

Insert

Saucy 2015 final 030

TV Ad

# We've attracted new shoppers

More than 50% of  
sales are genuinely  
incremental

25% are new to  
the category

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# Saucy Shoppers



- Have higher value shopping baskets – 7% higher
- Are highly loyal and will switch stores if not available
- “Have highest share of wallet” in the category
- 20% Higher repeat rates than own label

Our Saucy Fish icon is strong enough to have some fun .....



Insert School of fish movie



ICELANDIC<sup>®</sup>  
GROUP

Thank You