

ICELANDIC

# JOIN THE TREND, LIVE ICELANDIC

**Sharing quality with the world**



# AN INTERNATIONALLY RENOWNED BRAND

Built on our history of 75 years, Icelandic Seafood is known throughout the international markets for superior premium quality. The Icelandic name precedes us. We have established strong relationships with key suppliers at home in Iceland and all over the world. We are recognised as purveyors of the finest quality. Buying Icelandic Seafood is a symbol of quality that is trusted by restaurants and retailers the world over. They understand that we do business with integrity and stand by our Icelandic principles of immaculate quality and customer service.

Icelandic is the owner of the “Icelandic” and “Icelandic Seafood” brands, managing all marketing for the brands in addition to providing various services to licence holders and other producers in Iceland.

The company’s primary licencing partners are Solo Seafood and High Liner Foods, which sell high quality seafood products under the “Icelandic Seafood” brand. All products sold are subject to strict quality standards and quality control, resulting in a leading position of the brand in seafood.

Solo Seafood is the owner of Icelandic Ibérica in Spain, one of the primary sellers and distributors of lightly salted Icelandic cod. Icelandic Ibérica provides products to over 4,000 customers in five countries in Southern Europe.

High Liner Foods is the leading North American processor and marketer of value-added frozen seafood. Their products are sold throughout the United States, Canada and Mexico. High Liner Foods is a licence holder for the ‘Icelandic Seafood’ brand sold to restaurants and hotels in N-America.

The logo consists of the word "ICELANDIC" in a white, sans-serif, all-caps font, centered within a dark blue rectangular background. A thin, white, wavy line is positioned directly beneath the text, resembling a stylized horizon or a wave.





# OUR VISION

**"To enlighten and inspire  
restaurants and consumers to  
make Icelandic Seafood the  
number one choice."**





## OUR MISSION

**"To become the beacon of  
unrivalled quality."**



# OUR FOUR CORE VALUES

**1**

## NATURAL

**We are a natural company in balance with our environment.**

**2**

## AUTHENTIC

**As a nation of fishermen we have stories to tell.**

**3**

## TRUSTED

**Robust and reliable – we live up to Icelandic principles.**

**4**

## FINEST QUALITY

**Immaculate quality from the purest oceans and fields.**

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**We uphold the traditions  
of our nation with quality,  
sustainable produce created  
in balance with nature.**







# BEACON OF QUALITY

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**A series of global trends have created a need for a beacon of quality in the fish and seafood industry, these trends include:**

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LOW FISH  
CONSUMPTION

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TRADITIONAL FISH  
MARKET

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MODERN CONSUMERS

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HEALTHY LIVING



# IMMACULATE ICELANDIC QUALITY

For centuries Icelandic fishermen have worked with dedication, each generation passing on their knowledge and techniques to the next. We are the sum of every Icelandic fisherman's experience – the heart of a nation of fishermen. Our story is a journey through generations and as we evolve, our journey continues.

Icelandic has always had unique access to top quality, sustainable seafood resources from suppliers throughout Iceland. Our methods have been shaped by the deepest respect for our environment and as our partners have grown over the years, we have insisted on the implementation of the same Icelandic principles worldwide. We pride ourselves on fresh, line caught fish from Iceland that can be traced throughout the value chain from the sea to your plate.

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**"I want to know that my fish and seafood comes from a sustainable environment – if it's Icelandic I know that quality is a top priority."**





# 75 YEARS OF EXPERIENCE

The Icelandic brand name is powerful, and it precedes us. We have established strong relationships with key suppliers at home in Iceland and all over the world, and a solid reputation among our customers. Buying Icelandic is a symbol of quality that is trusted by restaurants and retailers the world over.

Over the years we have also built strong relationships with our partners, which is why they want to keep using our name.

We are a leading global seafood brand with more than 75 years of experience, and we have a reputation of quality among suppliers and consumers around the world.

**We supply the best  
restaurants and retailers around  
the world with our high quality  
Icelandic products.**

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# WHAT WE PROVIDE

We are the link between suppliers and consumers. Icelandic provides suppliers in the fish and seafood industry with information, guidelines, and marketing material that can be used to communicate the Icelandic brand to restaurants, retailers and end consumers. Our long history, our quality standards and our international network have enabled us to transform the seafood industry.

We lead the market with quality Icelandic brands that focus on our heritage and current consumer trends. With superior branding, we will create results for our partners, and we have the experience and the network to revolutionize the seafood market.

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**We ensure the highest quality standards by providing full traceability throughout the supply chain and logistical services.**



# WE OFFER ALL OUR PARTNERS

**1**

**A strong brand and  
recognized name**

**2**

**75 years of knowledge  
in the fishing industry**

**3**

**Innovation and inspiration**

**4**

**Marketing support**

**5**

**Operational support**

**6**

**Product portfolio expansion**

In other words, we offer our partners a world class brand that embodies current global trends and has a unique story that cannot be copied.

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# BRAND SUPPORT

Icelandic designs and creates corporate promotional material that promotes the Icelandic brand among our partners and to the rest of the world. All the material belonging to our licensee toolbox is available in an online portal that ensures licensees easy access at all times.

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CORPORATE  
PROMOTIONAL  
MATERIALS

CONFERENCES

EVENTS

MAGAZINES

ONLINE/  
SOCIAL MEDIA

INFORMATION,  
TOOLS &  
GUIDELINES

BRAND  
MANUAL

QUALITY  
MANUAL

BRAND  
ELEMENTS

LICENSEE  
TOOLBOX

IMAGES

VIDEOS

INSPIRATIONAL  
CONTENT

PRESS  
MATERIAL

POS MATERIAL

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# OPERATIONAL SUPPORT

Icelandic has a highly experienced team of inspectors that ensure that all products live up to the highest quality standards. In addition, we have a team of procurement experts that assist our partners with co-ordination, finding new suppliers and products, negotiation, and inventory planning. Finally, we are a licenced customs brokerage, which enables us to offer assistance with customs, export and other logistical planning.

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