

SPECIAL EDITION 24TH MARCH 2021

THE SCOOP

MOWI®



New MOWI branded salmon range set to make a splash in UK market

We are delighted to bring you a special edition of The Scoop to mark the UK launch of the MOWI branded salmon range.

From today, Sainsbury's is the first retailer in the UK to stock the MOWI premium range which showcases our expertise in preparing the best salmon in the world for consumers.

MOWI branded salmon aims to inspire existing salmon consumers to eat salmon more often as well as recruiting new, younger consumers. With over half of the UK population keen to eat more fish, MOWI will convert that desire into purchase on a regular basis by motivating consumers with our beautifully prepared salmon.

Chatting with James Cowan, Head of Sales for Mowi Consumer Products UK, about the launch, he told The Scoop:

"We are delighted to be going to UK retailers with our exciting brand. This brings a new dimension to the salmon section in UK supermarkets, with a range of what can only be described as stand-out products.

"We have a terrific advertising campaign that will see the range of fresh salmon, smoked salmon and hot smoked salmon beamed into homes across the country across all devices.

"The new lines will help secure sales and hold on to the ever-important salmon consumer for the retailers we work with, bringing excitement and interest to the seafood aisle.

"We are extremely proud to process the salmon that our farming colleagues have worked so tirelessly to produce. MOWI branded salmon is farm-raised by Mowi Scotland and expertly prepared and packed with care by Mowi Consumer Products UK in Rosyth. It should be a proud moment for us all to see these products carrying our own company name on the supermarket shelves."

Check out www.mowisalmon.co.uk to find out more. The innovative new range, which can also be purchased from www.sainsburys.co.uk starts with three products...



Follow us on the new MOWI UK social media accounts



Fresh Scottish Salmon Fillets

Carefully cut to produce a chunky, uniform fillet which cooks evenly throughout. The expert filleting means nothing is wasted at home, as only the most succulent cuts of salmon are selected. Likely to be retailing at about £4.50 for two, these versatile fillets are high in Omega-3.



Piri Piri Slow Roast Salmon Fillets

A bit of spice makes these fillets unique. Smoking and slow roast cooking means these ready to eat portions are succulent every time. Likely to be retailing at about £5.00 for two fillets, the 'chef's cut' salmon fillets are seasoned with a unique mix of Piri Piri spices, red chilli and lime, then gently smoked over oak chips for a show-stopping dish. Perfect for a lunch or quick and tasty evening meal.



Rich Cold Smoked Salmon Slices

This product is beautifully presented thanks to its innovative packaging designed by the team at Rosyth. Packaged in a trademarked 'stair tray', MOWI is guaranteeing the consumer four even slices every time.

Many years of research and experience has resulted in the ultimate recipe for smoked salmon slices. Expertly cured, dried and smoked, the salmon is slowly prepared over many hours to give supreme quality, texture and a tender bite. The distinctively rich flavour comes from traditional oak chips, expertly treated to give the unique MOWI taste. Likely to be retailing at about £5.00 for four slices.

First production at Rosyth: Boxed and ready to go



Significant investment in Mowi Consumer Products UK

This week marks the dawn of a new era at Rosyth. For the very first time, a UK supermarket will carry salmon products with the MOWI logo and there is a palpable sense of achievement and pride at CPUK.

New staff, state of the art equipment, training and months of product development have gone into the launch of the MOWI branded salmon range.

The Scoop spoke to Bertil Buysse, Managing Director at CPUK: "The MOWI brand was introduced and presented in November 2018 for the first time during an investors' day in Edinburgh. We are very pleased that we can now launch our MOWI branded products here in the UK. This is the culmination of a lot of effort involving several of our functions and I would like to thank everybody who has been involved."

Collaboration

The launch of the MOWI brand in the UK follows successful launches in Poland and France as well as in the USA. The team in Scotland has therefore been able to benefit from lessons learned in those markets as well as having the opportunity to build on those foundations and evolve the brand to really resonate with UK consumers.

Training

A key element has been staff training. People who will be working on the production of the MOWI brand products have all been given specific training on the exacting quality standards required by the brand and also the new processes that have been put in place. Several members of the team have been involved in virtual meetings with

colleagues from overseas in order to share experience. During the development of the products, factory staff have also been involved during our extensive trials in order to give staff the opportunity to be fully trained before real production started.

Investment in new technology

To ensure consistency and high standards while maintaining an efficient process, new packing machinery and lines have also been added for both the fresh and smoked products. However clever the machinery, only the care and expertise of our people ensures MOWI salmon will be the best on the market, day in and day out.

Job creation

The anticipated demand will create an immediate requirement for additional staff who will mainly be involved in the presentation and packing operations.

Bertil concludes by saying: "We have delivered a range where consistency is the essence. The excellent taste and presentation are repeated every time thanks to our careful selection and preparation of raw material. When you combine that with innovative packaging, we are offering the consumer products which look and taste great as well as being convenient.

"Ultimately, we want this MOWI branded range to inspire consumers to eat more salmon and for our retail customers to benefit from incremental sales by providing a halo effect to their range. Together with the support of our fantastic team, we are providing excellence from the best salmon in Scotland."



Bertil Buysse



New packing lines

Meet the team

The launch of the MOWI branded salmon range has been a team effort at Rosyth. The Scoop spoke to Paul Rushforth and Vinnie Mitchell. A big thank you to Sandy Fong, Micro and Taste Panel Technician, who sent us photos of the wider team as well.

Paul Rushforth

What was your role in the lead up to the brand launch?

I am the development chef and part of the Rosyth development creative team, which also includes Lisa Bain and Robin Brown. I worked on the initial ideas and flavours.

One of the products in the range is the Piri Piri Slow Roast Salmon Fillets which started off as a paper list of around 15-20 ideas which was then whittled down to eight. These ideas were turned into recipes and then worked on in the kitchen. Eight products became six and we began to refine the recipes - looking at the ingredients, changing and tweaking flavours, smoking times, size and cut of the salmon, yields and packaging.

We didn't want the Piri Piri to dominate the salmon but equally a Piri Piri marinade should have a big flavour and not just mild background notes. We didn't want it to be just spicy as in hot either. We were aiming for a complex spice flavour with a hint of citrus, something with a depth of flavour.

Once we were happy with the balance of flavours, it was time to involve the wider Mowi team to get approval on the look and taste before handing over to Vinnie and his team in the factory.

Lee Clayton picked up the baton to trial the kitchen recipe on a larger scale. A lot of work went into getting an even distribution of the marinade whilst maintaining the balance of flavours. The appearance of the salmon was just as important, and Lee worked hard to get the salmon portions to sit straight and uniform.

I'm thrilled with the result and I think we all did a great job!

What are you most excited about for the launch?

I'm really looking forward to the future. I hope we can start to be really creative once the initial lines have been established. I think we have a great set of starting products, the Mowi raw salmon is just how I would have prepared it when I worked in restaurants or if I was preparing it at home for family and friends. The Mowi smoked salmon looks and tastes fantastic, but also the way it sits in the packaging means you can take a slice of smoked salmon from the pack without all the salmon sticking together. The Piri Piri Roast Salmon introduces new but familiar flavours to the range.

What do you think consumers will think about the MOWI range?

I hope they will see fantastic food that has been treated with the utmost care and tastes great.

Vinnie Mitchell

What was your role in the lead up to the brand launch?

As Paul explained, I lead the New Product Development team which was tasked with taking the MOWI brand range from the chef's kitchen through to launch into store.

What are you most excited about for the launch?

I always get excited about seeing a product we have been working on for months finally on the shelf for sale in the shops. This launch is different though, this time we will see MOWI emblazoned across the packaging, so I feel really proud about that.

What do you think consumers will think about the MOWI range?

I think consumers will be amazed at the high quality of the MOWI range. There is also a lot of innovation that adds to the presentation and convenience of the range such as the easy to separate slices of the smoked salmon product.



Paul Rushforth



Vinnie Mitchell



Beth Loudon



Robin Brown



Daniel Sheerin