Beat: Lifestyle

MOWI'S PURPOSE IS TO FEED A GROWING POPULATION WITH SUSTAINABLE FOOD

PIONEERS SINCE 1965

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USPA NEWS - Pioneers since 1965, MOWI is Proud of its Heritage, but always striving to improve the Way they do Things. Caring for their Salmon and the Environment is at the Heart of Everything they do. MOWI is Unique in that they look after Every Stage of the Journey, from Sea to Plate, all to make sure you get only the Best Nutritious, Delicious Salmon...

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With over 60 Years' Experience, and as Pioneers in providing Salmon Responsibly, they know a Thing or Two about Salmon. From the West Coast of Scotland, they only select the Best. They have the Highest Standards, from Sea to Plate and to respect the Salmon. Filleting, Curing, Smoking and Slicing with Precision and care, every MOWI Bite is a Real Masterpiece.

The Purpose is to feed a Growing Population with Sustainable Food.

- MOWI cares from End to End

* Hatch and Nurture their Own Salmon
* Development of their Own Sustainable Feed
* Raised with Care in Scottish Sea Lochs
* Hand Selecting the Best of the Best
* Prepared with Expertise

- The MOWI Promise:

* Hand-selected premium quality

* From Scotland
Scottish Salmon is known for being a Cut above when it comes to Premium Quality and Taste. Raised in the Cold, Remote Sea Lochs of the Scottish West Coast, Scottish Salmon has Distinctive Taste, Provenance and Nutritional Value. They like to keep Things Local by Smoking and Packing the Salmon near Edinburgh.

* 100% Fresh. Never Frozen
From Sea to Plate, everything they do ensures that MOWI Salmon Fillets and Smoked Salmon Slices reach you at Peak Authentic Freshness. The Salmon is Freshly Prepared after being caught in Scotland so that they don't ship or fly it Great Distances to ensure that the Salmon is as Fresh as possible. They also don't freeze the Fresh Fillets or Smoked Slices as they want to give you the Best Texture and Taste Experience.

* Rich in Omega-3
They use the Symbol (Omega-3) in their Logo. This 'Good Fat' helps our Bodies build Brain Cells, aiding Cognitive Capabilities such as Memory Function.

* Sustainable Choice
Fish Farming is endorsed by UNESCO as a Sustainable Way of raising Healthy, Delicious Scottish Salmon while meeting Exceptionally High Standards of Welfare. They also meet the Highest Standards that make them ASC certified. They're also

committed to our environment and are aware of the Need to reduce Packaging Material. Their Plastic Packaging is currently over 60% Recycled and they are constantly looking for Ways to make themselves more Sustainable.

- Salmon can be a Real Summer Game Changer:

* Summer is all about making Time for Get-Togethers with Friends and Family. So, instead of slaving over the Grill and the Chopping Board, there are Plenty of Ways to reach Memorable Culinary Heights with Minimum Effort.

* Move over boring burgers and everyday sausages, salmon is the next big thing to hit the barbecue

* If you're looking to take your Salmon to the Next Level with a Generous Marinade, from the Classics to something a little more Adventurous, there's a World of Flavourful Options (Garlic Mayo Dip, Roast Peppers & Harissa & Lime Dressing, Thai-Style Dressing, Miso & Lime Hollandaise, Lemon & Poppy Seed Dressing...)

- Versatile, Delicious and Healthy, there's something for Everyone:

* Ready To Eat
* Ready To Cook
* Organic

- The French and Salmon: Between Pleasure and Demands, a Consumption that is Transforming:
MOWI x VIAVOICE Study

* A staple on French Plates, more than 9 out of 10 French People consume Salmon, confirming its Status as a Flagship Product in Fresh Produce Aisles. Better still, the Viavoice Study carried out for MOWI reveals that Salmon is much more than just a Food: it is Synonymous with Cuisine, Quality, and High Standards, Values dear to the French.

* The French Fans of Salmon: Nearly 9 out of 10 French People buy Salmon, a Consumption Pattern that is even more pronounced among those under 50.

* 44% of Buyers eat Raw and Smoked Salmon (72% Raw, 69% Smoked, 19% Cooked)

* Salmon, the Star of Plates: The French prefer to eat their Salmon in Raw Slices and in Hot Recipe!

* Tasting Preferences: 69% in Raw Smoked Salmon Slices, 69% in Hot Recipes (Potato, Grilled, in Sauce...), 34% in Cold Recipes (Fortare, Carpaccio, Salade,...)

* 45% Plain, Raw (Sushi Sashimi 42% are over 31 Years old 41% live in a Family Relationship)

* 18% in a Sandwich or Bagel
.../...

Source: MOWI

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