

NORTH
ATLANTIC
SEAFOOD
FORUM



FSG Foods

North Atlantic Seafood Forum

2017



FSG Foods



- Supplier of all kinds of product to be used in a Sushi restaurant
 - Fresh fish
 - Frozen goods
 - Dry goods
 - Non-foods
 - Beverages
- Dominating in Denmark
- Important in Scandinavia



Table of contents

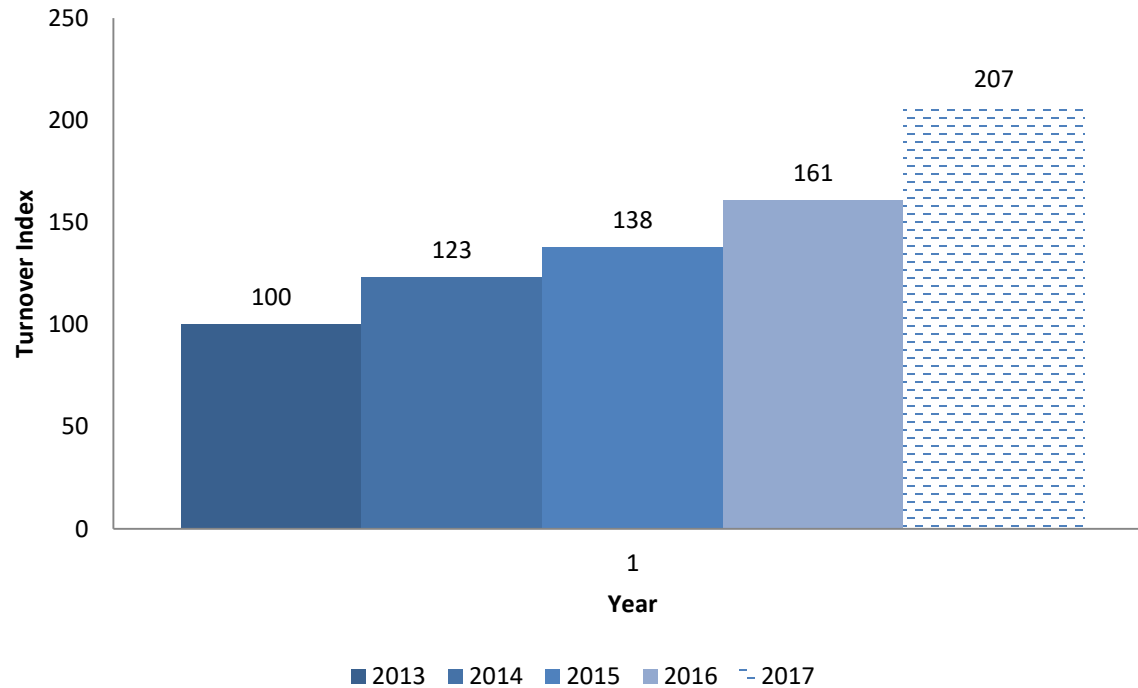


1. Who is FSG Foods
2. Sushi development
3. Sushi segments
4. Customer demand
 - Buffet
 - High-end
 - Take away
5. Customer what do they expect they are eating
6. Next generation Sushi
7. Crabs/ Shellfish worth enemy
8. Where do the restaurant earn their money
9. What do we sell of seafood today
10. What to do ?

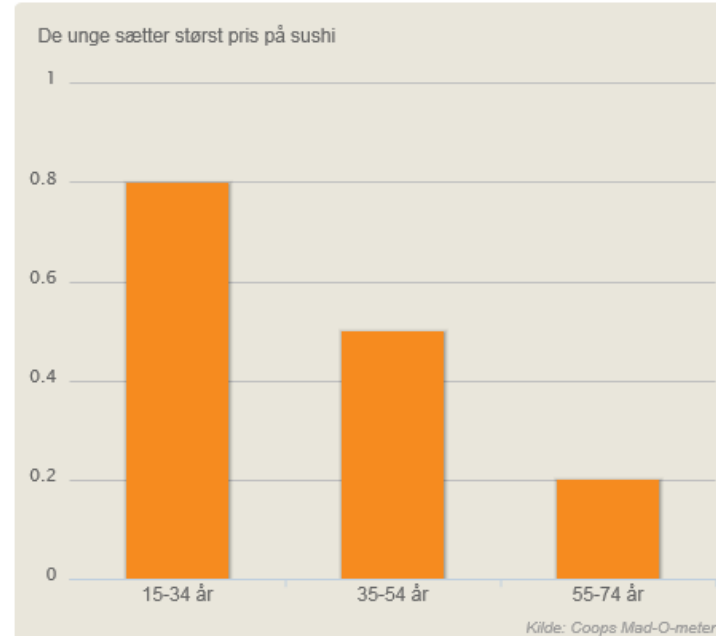
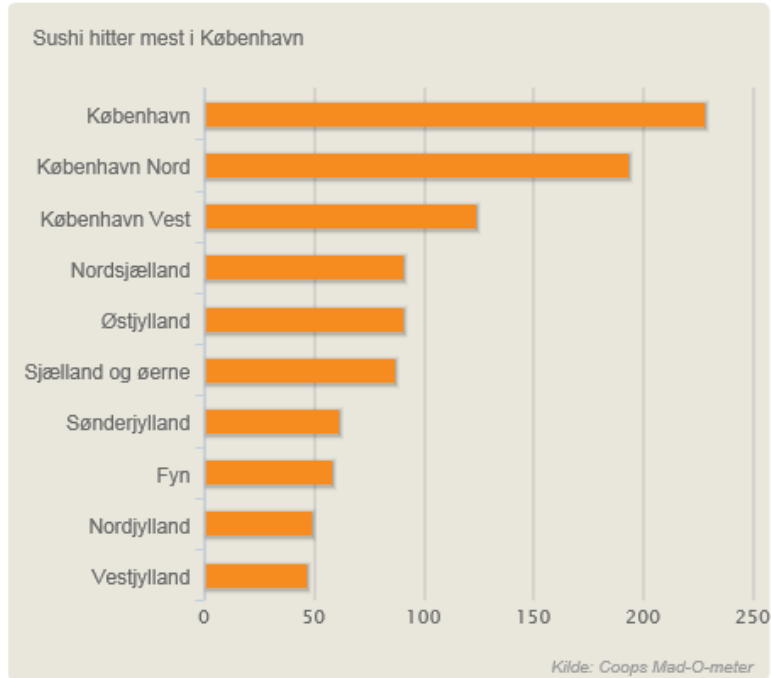


Sushi Markets in Denmark

Development from 2013



Main customer of Sushi



De unge spiser markant mere sushi end de ældre.

On an average day one out of 200 Danes eat sushi (0.5%).
Survey done April 2016



Segments within Sushi



Main segments

Rest. Mainstream Sushi + Buffet

Chain Customers

Rest. Sushi High End - Asian Fusion

Wholesalers

Take away - High End

Take away - Low End + average

Other segments

Retail - fish counter

Catering – Industry/ mass
production

Retail- Asian shop

Retail – Supermarket

Catering – Horeca

Others



Customer demands

Buffet (all you can eat at xx)



Young people
Family with kids

From guest perspective

Enough

Cheap

Something for everybody

Fast meal

From restaurant perspective

Get a lot out of “not much”

Find cheap substitutes

Find “filler”

Secure use of all parts of the fish



Customer demands
High-end restaurants



From consumers point of view

Delicious

Have time to eat

Ok to try new things

From restaurants perspective

Important to differentiate from buffet
and crab is an important partner

Find new ...



Customer demands
Take away restaurants



From consumer point of view

Delicious

Fast

Easy

Ready to eat

From restaurant point of view

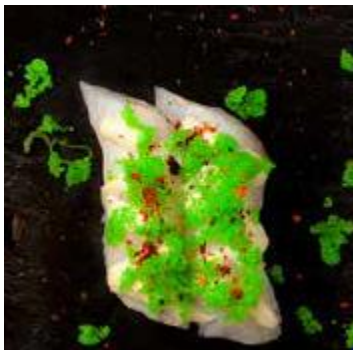
Earn money

Easy to prepare



Next generation sushi

From - To



What do customer expect that they are eating ?

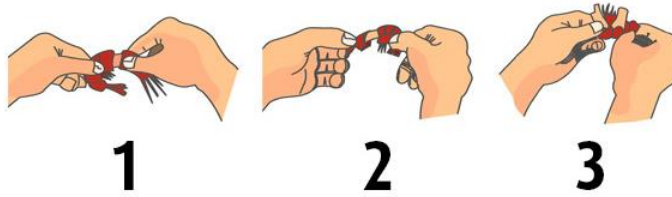


Restaurant name
"Saltwater crab"



How do the consumer
expect crab to taste ?

Shellfish's worst enemy



Where do restaurants earn their money ?



Surimi
Tamago (Egg omelet)
Mix mayo salat



What do we sell of shellfish to Sushi restaurants today



What to do ?

- Be clear in what part of the Sushi you want to serve
- Inspire
- Be creative
- Put yourself in the mind of the restaurant/ customer
- Accept that you are dealing with an expensive product
- Find you niche

