

The perfect time to inspire consumers to love fish

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Young's Seafood Procurement Director





We'll cover...

- Young's 200 years of inspiring a love of fish
- Current trends perfect for seafood
- What's on the horizon

The UK's leading seafood company



Heritage

Started in 1805 and have a rich seafood heritage.



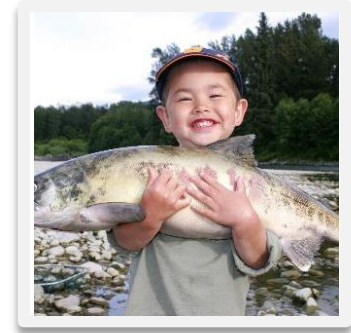
Expertise

2,300 colleagues across the UK.



Nationwide

We proudly supply all the major multiples.



Inspiration

We inspire people to love fish now, and for generations to come.

Why these trends are perfect for seafood...



Seafood is worth almost £3.0bn (€3.4bn) in the UK...



Chilled Seafood

£1.9bn (€2.2bn)

+1.6%

164k tonnes

+3.0%



Frozen Seafood

£1.0bn (€1.2bn)

-0.7%

139k tonnes

-3.8%

...and Chilled Seafood is currently out-performing both Meat & Poultry



Chilled Seafood

£1.9bn (€2.2bn)

+1.6%

164k tonnes

+3.0%



Fresh Meat

£7.9bn (€9.3bn)

-8.1%

1.2m tonnes

-1.7%



Fresh Poultry

£3.3bn (€3.9bn)

+1.0%

694k tonnes

+1.9%

Cod & Haddock remain very important to the UK consumer...

Chilled Seafood	Volume (Tonnes)	3yr % Growth
Salmon	48.3k	+3.8%
Cod	26.2k	+5.9%
Warm Water Prawns	15.2k	+13.8%
Haddock	14.9k	-8.5%
Mackerel	5.9k	-3.2%
Pollock	5.6k	+54.8%
Cold Water Prawns	4.0k	-14.2%
Herring	3.3k	-20.9%
Mussels	3.0k	-14.1%
Tuna	2.8k	+9.7%
Sea Bass	2.6k	+17.8%
Basa	2.5k	+12.5%
Trout	1.7k	-19.1%
Plaice	1.4k	-41.3%
Sole	1.0k	-24.0%



Frozen Seafood	Volume (Tonnes)	3yr % Growth
Pollock	46.6k	+6.1%
Cod	37.5k	-7.7%
Haddock	11.6k	+1.6%
Warm Water Prawns	7.5k	+10.6%
Salmon	7.4k	-28.9%
Basa	6.9k	-10.2%
Scampi	5.8k	+0.8%
Cold Water Prawns	5.2k	-5.9%
Sole	1.2k	-12.9%
Tuna	1.0k	-15.5%
Squid	0.9k	+47.7%
Plaice	0.7k	-58.9%
Mussels	0.6k	+62.8%
Sea Bass	0.6k	+91.1%
Herring	0.4k	-2.5%

...other species have been experiencing significant growth

Chilled Sea Bass

+18% Volume (vs 2017)
+1.0m shoppers (vs 2015)



Total Pollock

2nd largest Specie in the UK
+6% Frozen Volume (vs 2017)
+55% Chilled Volume (vs 2017)

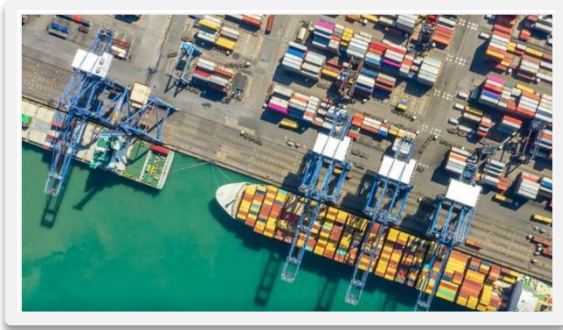


Total Salmon

Largest Specie in the UK
63% of all UK shoppers will
buy Chilled//Frozen Salmon



Consumers are still worried about the impact of Brexit...



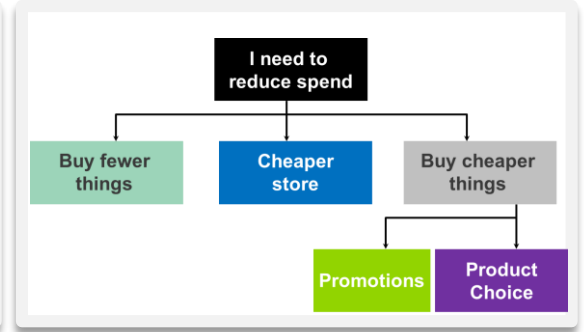
Uncertain tariffs

Trade Deal or no trade deal – what is the tariff?



Squeezed income

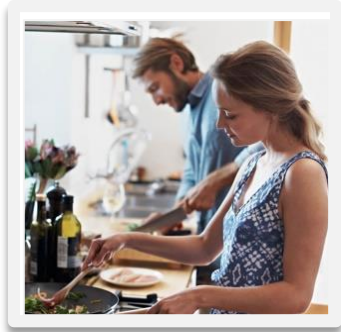
Disposable household income will reduce.



Trading down

Trading down to cheaper products & retailers.

This can be a huge opportunity for fish...



Scratch cooking

Home scratch cooking is on the rise.



Family time

Families are eating more together.



Less waste

Reducing food waste.



Eating out less

Creating restaurant occasions at home.

And the perfect time for premium...



More considered

More likely to trade down and into own label.



Occasional indulgence

Mimicking that out of home experience.

Inspiring with a clearly defined benefit...



McCain

Triple cooked,
posh pub chips.



Halo Top

Ice cream you
can feel good
about eating.



Gastro

Restaurant quality
fish.



Kellogg

Be a force of
nature.

Environmentalism is here to stay...



Taking active steps

21% of UK FMCG (fast moving consumer goods) spend.



Reduce household waste

Food Packaging is largest contributor.



We need to take action

Shoppers say manufacturers need to take action.

Consumers want to see us act...



Sprite

Same Sprite, new clear bottle.



Border

Removing 90% of the plastics in its packaging.



Young's

Removed 37T of black plastic and counting.

Fish is perfect for the flexitarian trend...



517 million

Plant based evening meals.



Reduce/reject

Only 14% are eaten by vegans.



$\frac{3}{4}$ for health

Meat avoidance, not rejection.



Love of fish

No one says they are looking to eat less fish!

How fish can inspire meat reducers...



Healthy

Be explicit about health.



Easy Recipes

Make fish more accessible & versatile.



Targeting

Target your consumer & occasion.

What's on the horizon...



What's on the horizon...



Less food waste

Balancing responsible plastics and food waste.



More aquaculture

There will be a great demand for protein.



Responsible fishing

A greater focus on sourcing responsibly.



Thank you



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