



VERLASSO™
HARMONIOUSLY RAISED FISH

The Future of Salmon

Verlasso™ is taking the lead in establishing a new model for salmon farming with a goal to ensure our fish are always raised in harmony with nature. We've developed a new breakthrough approach to aquaculture that ensures the future availability of salmon and produces a healthy and delicious product for consumers.

For retailers, Verlasso represents three key advantages in the changing seafood market:

1

Ensuring the Future Supply of Fish

Verlasso's method of raising salmon reduces depletion of ocean resources, protects biodiversity, and creates a better environment for the fish by reducing dependence on wild-caught feeder fish by 75%. Our higher standards for fish farming foster the health of the fish, resulting in better taste and quality.

Verlasso's progressive farming practices also ensure the ongoing availability of salmon. Our approach represents the future of sustainable aquaculture, which you can participate in and support.

2

Provide Benefits Your Customers Actively Seek

Verlasso salmon is guaranteed to be an excellent source of high-quality protein and healthy omega-3s because we carefully control the diet of our fish.

We deliver superior standards from egg to harvest; every fish is traceable to the source. Your customers will take comfort in how we farm our salmon.

3

Improve the Business Performance of Your Seafood Counter

Salmon is becoming a low-priced commodity with retailers facing increasing competition every day. You need to ensure the salmon you sell stands apart, based on both taste and sustainability, and remains a compelling and differentiated option for consumers.

Verlasso salmon creates a premium product tier that will not be available at every store. It will drive sales and generate repeat purchases at the seafood counter. Verlasso offers you a multi-faceted, integrated marketing program, plus our expertise, to support your sales efforts and drive traffic to your stores.