

FRESH IDEAS FOR INDUSTRY LEADERS

food & drink

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friendly invasion

**FAMILY FRIENDLY ATMOSPHERE AND ORIGINAL SAUCES
ARE HUHOT MONGOLIAN GRILL'S RECIPE FOR SUCCESS.**

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SWIMMING SUCCESS

Admiral Fish Farms is creating a unique brand for a select group of consumers.

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ALWAYS NEW

PGP International is committed to new product development

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STEAK OUT

Cool Hand Luke's Steakhouse offers a trip back to the days of the Old West

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PLUS THE MYERS GROUP CARRIES ON AN INDEPENDENT GROCER TRADITION



Swimming Success

By building a “culture of care” at every step in the process of raising and bringing an Atlantic Salmon to market, Admiral Fish Farms is creating a niche brand for a select group of consumers.



Under the ESQU™ Atlantic Salmon brand - Admiral Fish Farms is committed to taking a premium approach to raising salmon.

Ask most caffeine lovers and they'll likely agree that not all coffee is created equal. What's that got to do with salmon? “Everything - when it comes to defining yourself with a commodity-driven marketplace”, says Glen Brown, CEO & President of Admiral Fish Farms located on Grand Manan Island, NB, Canada.

“If you ask, the majority of people – they might tell you that all salmon pretty much tastes the same, but that's usually because they haven't had

company profile

Admiral Fish Farms

www.AdmiralFishFarms.com

Sales: \$15 million

Hq: Grand Manan, New Brunswick

Service: ESQU™ Atlantic Salmon

Glen Brown (President & CEO)

“We build relationships with select nutrition suppliers, distributors and processors who share our commitment for elevating the expectations of consumers.”

the opportunity to experience something different. Just like growing grapes for a fine wine, or a premium coffee bean - the level of care is often the differentiator”, Brown says.

Admiral Fish Farm's CEO also sees a strong connection between small niche wineries and fine coffee producers who are doing things with a different mindset than some of the larger competitors in their industry.

“At Admiral Fish Farms, transparency and a shared passion towards creating a ‘culture of care’ far outweighs any emphasis on volume.”

The Company is focused on creating partnerships with like-minded people; which include distributors, processors and retailers.

Building the Network

The ESQU™ Atlantic Salmon venture began in 2005, with the first salmon being sent to market in 2007. To produce a premium farmed salmon, the Admiral Fish Farm front line and management team on the Bay of Fundy provide extraordinary care at every level of their operation. For example, they are the first producer to invest in the testing of iCage™ technology which allows for a more balanced approach to growth and reducing their environmental footprint. They are also the first



Admiral Fish Farms is focused on the highest possible standards when it comes to raising and producing an ESQU™ Atlantic Salmon.

salmon producer to receive SQF Certification as part of their desire to ensure chef-preferred consistency and taste for their salmon.”

“As part of our network, we also have some amazing distributors like John Nagle

Right now brand visibility is the goal, which Brown points out, is something rarely seen in the salmon industry, especially at the retail level. “If the consumer is not able to identify the brand, then we’ll never

“Our Distributors have a loyal group of customers who specifically ask for ESQU™ Atlantic Salmon.” - Glen Brown

Co. in Boston, Norref in Montreal, and Seacore in Toronto - all of whom place a high value on what we are doing. They they have a group of loyal customers who ask for ESQU™ Atlantic Salmon by name.”

create the kind of recognition and loyalty enjoyed by companies like Starbucks.” he states “That’s why the partnerships we’ve established are based on transparency and trust.”

Embracing Quality

ESQU™ Atlantic Salmon are the first in North America to be raised using Safe Quality Food (SQF) certified processes. Brown notes that many companies cite various kinds of certification and best practices, but to ensure quality and credibility Admiral Fish Farms relies on regular third party audits of its processes. According to Brown, third party auditing is not something that has traditionally been embraced throughout the seafood industry – but it is critical if brands like ESQU™ Atlantic Salmon are going to differentiate themselves with consumers in the marketplace.

“We’ve embraced SQF Standards throughout the entire production cycle from the hatchery straight through to distribution,” states Brown, “We spend a lot of time working with our distribution and retail partners and we’re starting to see the rewards,” he explains. Restaurants like Laloux, one of Montreal’s most popular Parisian-style bistros, is evidence of Admiral’s growing appeal in the premium market. Not only was Laloux named best bistro in Quebec in 2009, their belief in the ESQU™ Atlantic Salmon brand is proudly displayed for all to see on their menu.

Seth Gabrielse, chef de cuisine at Laloux says he appreciates Admiral’s commitment to sustainability and best practices when it comes to raising Atlantic Salmon. “As a chef, I am always appreciative when given the choice of a premium product that I believe ethically falls in line with what we try to do here at Laloux,” he states.

Retailers like Odessa from Quebec are appreciative of the care and passion Admiral has committed to the ESQU™ Atlantic Salmon brand. The fresh seafood retailer has been marketing the brand directly to customers with great success. “As we increase brand visibility, social media tools will improve the way we are able to communicate with consumers,” Brown says. “The real credibility in terms of differentiating our product will come from the consumers themselves, by giving them the ability to share their experience”.