

# Bluehouse Salmon

## First U.S. Harvest for Atlantic Sapphire

MIAMI, FL., Sept. 28, 2020

On Monday, September 28<sup>th</sup> Atlantic Sapphire celebrated a groundbreaking moment in the company's history, realizing a 10-year old vision with the first harvest of USA-raised Bluehouse Salmon, at scale. Our innovative production technology has resulted in sustainably raised, premium salmon, fresh from Florida. This development marks a historical moment for the U.S. seafood industry.

In the weeks following the first harvest, Atlantic Sapphire will increase weekly volumes. The company will be expanding its footprint in locations of Giant Eagle, H-E-B, New Seasons Market, Publix, Safeway, Sobey's, Sprouts Farmers Market and Wegmans.



*Image Caption: Atlantic Sapphire CEO Johan Andreassen holding Bluehouse Salmon from the first harvest.*

Johan Andreassen, Atlantic Sapphire's CEO, commented "we knew we had the potential to have an enormous impact on the salmon industry, and with much of the seafood imported into the United States, we wanted to continue to make a positive contribution by seeking out a location that would reduce the carbon footprint of salmon available in the North American market. Today we're proud to finally start serving Americans delicious Bluehouse Salmon with a quality and freshness they have not experienced before."

The company is poised for exponential growth with a growing network of nationwide distribution. For more information or to find a retailer, visit [bluehousesalmon.com](https://bluehousesalmon.com).



*Image Caption: Atlantic Sapphire employees celebrate first harvest.*

The Chef's Warehouse, a purveyor of high-quality artisan ingredients for chefs, will be among the first partners to receive the premium Bluehouse Salmon product.

The Chef's Warehouse said, "we are thrilled for this historic moment in our industry and eagerly await for the first shipment to arrive at our warehouses. The sustainability model, coupled with domestic production, makes this a no brainer for our chef customers. Within 48 hours from harvest, we will provide the foodservice community the freshest and incredibly clean tasting salmon that compares to no other."



*Image Caption: Bluehouse Salmon Smoked Salmon*

Another industry partner, Adam Caslow, co-chief executive officer of Acme Smoked Fish said "We are amazed and excited for this landmark achievement by Atlantic Sapphire. Land-based aquaculture salmon

from the USA is a seismic shift within the seafood industry. The path to sustainable growth is clear as we work together to provide the marketplace with high-quality protein that greatly reduce their environmental impact. Acme is proud to contribute our expertise for the benefit of generations to come.”



*Image Caption: Bluehouse Salmon Retail Display*

More than just a supermarket, Giant Eagle has served as a local neighborhood grocery store for more than 80 years. At Giant Eagle, quality food meets incredible value and grocery shoppers are treated like family.

"Finally, a locally produced salmon, fresh from Florida, that meets the growing demand from our shoppers for a delicious, healthier alternative that minimizes the impact on the environment. The extra freshness and the mild taste are a game changer. We are thrilled to be part of the launch in our region and are looking forward to a long term partnership," said Rich Castle, director of seafood of Giant Eagle.

The story of H-E-B begins started more than 100 years ago as a small, family-owned store in the Texas Hill Country. Today H-E-B serves families all over Texas and Mexico in 155 communities, with more than 340 stores and over 100,000 employees. H-E-B's commitment to excellence has made them one of the nation's largest independently owned food retailers with an unwavering commitment to exceptional service, low prices and friendly shopping.

New Seasons Market began in 2000 when three families worked together to open a neighborhood market, a place where local communities could come together to connect with where their food comes from. A friendly, inviting place that honors its region's farmers, ranchers, growers and makers – helping them

prosper for generations to come. Over the years, their community has grown, but the goal is still the same: to build community through good food.

Daisy Berg, seafood program and category manager from New Seasons Market, the first buyer to carry Bluehouse Salmon from Denmark, says “we believed in Atlantic Sapphire since day one and are proud to have been the first grocery chain to carry land raised Bluehouse salmon from Denmark. Zero ocean impact, sustainability and clean taste have been key to creating a successful program. We are so excited to receive the first harvest of USA raised, land based salmon and believe it will be an even bigger success with our customers!”

Since 1930 Publix’s associates and customers have helped grow Publix from a single store into the largest employee-owned company in the United States. With a mission to be the premier quality food retailer in the world, Publix remains passionately focused on customer value and now serves more than 1,250 locations across the southeast.

Safeway operates as a banner of Albertsons Companies, one of the largest food and drug retailers in the United States. With both a strong local presence and national scale, the company operates stores across 35 states and the District of Columbia under 20 well-known banners.

A proudly Canadian business, Sobeys Inc. has grown from a small meat delivery business in Stellarton, Nova Scotia to one of the fastest growing and successful food retailers with more than 1,500 corporate and franchise stores across the country.

Sprouts is the place where goodness grows. True to its farm-stand heritage, Sprouts offers a unique grocery experience featuring an open layout with fresh produce at the heart of the store. Sprouts inspires wellness naturally with a carefully curated assortment of better-for-you products paired with purpose-driven people. Headquartered in Phoenix, and one of the fastest growing retailers in the country, Sprouts operates more than 350 stores in 23 states nationwide.

With a mission to help customers live a healthier, better life through food, Wegmans offers the freshest ingredients possible. Offering choice, quality and value in every aisle Wegmans aims to make shopping a genuine pleasure. The family-owned company, founded in 1916 and headquartered in Rochester, NY, is now a regional supermarket chain with 103 stores across New York, Pennsylvania, New Jersey, Virginia, Maryland, Massachusetts and North Carolina.

Based in Brooklyn, New York, Acme Smoked Fish Corporation is a fourth-generation, family-owned smoked fish purveyor. Since the company’s beginnings in the early 1900s, Acme has been committed to providing the highest quality of seafood specialties in an expanding number of varieties, from customer favorites like Smoked Nova, Pickled Herring and Whitefish Salad to innovative new products like Sashimi-style Smoked Salmon, ready-to-eat Poke Bowls, and Smoked Atlantic Salmon Candy. Acme’s products are sold in retail and food service from coast to coast at the most recognizable supermarkets, specialty stores and bagel shops and enjoyed at restaurants and delicatessens under the Acme, Blue Hill Bay, Ruby Bay, and Great American brands. The company has been recognized with several sofi Awards. To learn more, please visit [www.acmesmokedfish.com](http://www.acmesmokedfish.com) and follow along on social media at @acmesmokedfish.

### **About Atlantic Sapphire**

Atlantic Sapphire is pioneering Bluehouse® (land-raised) salmon farming, locally, and transforming protein production, globally. Atlantic Sapphire has been operating its innovation center in Denmark since 2011 with a strong focus on R&D and innovation to equip the company with technology and procedures that enables the company to commercially scale up production in end markets close to the consumer.

In the US, the company has since 2010 worked to identify and permit the ideal location for Bluehouse® farming in Miami, Florida. The company is close to completion of its phase 1 build out which is projected to harvest approximately 10,000 tons of salmon annually. The company has also secured the key US water permits to produce up to 90,000 tons onsite, and has a targeted harvest volume in 2031 of 220,000 tons.

[AtlanticSapphire.com](http://AtlanticSapphire.com)