

Bluehouse Salmon

**Bluehouse,
green planet.**

Sales and Marketing Update – December 2nd, 2020



Sales, marketing and activations update – North America

- First Miami harvest in September 2020, ramping up volumes and retail footprint weekly
- Currently in over 1,000 retail locations in North America, labelled with Bluehouse Salmon brand
- New locations updated continuously on: <https://bluehousesalmon.com/where-to-buy/>
- Excellent consumer feedback on quality, texture and taste
- Education, marketing and PR efforts increasing to build strong consumer brand
- Key product attributes secure price premium at retail:
 - Unmatched freshness
 - Locally raised in the USA
 - “Ocean Safe” – no impact on coastal areas
 - No antibiotics or pesticides
 - Heart Healthy
- Smoked salmon line planned to hit retail in Q1 2021

Marketing and activations in US retail



Sales and Marketing update – Denmark

- Brand developed for Europe: Sapphire Salmon
- Focus on expanding footprint – currently in 100+ retail locations
- Presence across Europe, including Denmark, France, Italy, Germany, UK and Spain
- Smoked salmon line planned to hit the shelves in Q1 2021
- Online distribution in Denmark and Germany in Q1 2021

