



## FOR IMMEDIATE RELEASE

The Sykes Seafood Group will bring together **Sykes Seafood** (UK) and **Klaas Puul** (NL) at the world's largest and most diverse seafood trade event, **Seafood Expo Global 2026**, to showcase new product innovations, launch refreshed branding, and highlight the combined strength of their shrimp and seafood portfolios. This marks a major milestone as both companies exhibit for the first time under the unified **Sykes Seafood Group**, reinforcing their position as a leading European seafood supplier and producer.

**Warrington, UK, April 2026** – Sykes Seafood Group will bring both Sykes Seafood (UK) and Klaas Puul (NL) to Seafood Expo Global in Barcelona this year (21–23 April 2026). The group will debut a refreshed brand identity and showcase an expanded range of shrimp and seafood products that underline its position as a leading European supplier and producer.

Visitors can expect several new product formats, including **King Prawn Steambags** and **Premium Twin Pot Cocktails**. These sit alongside classic category staples such as **high-quality North Sea shrimps** and **hand-peeled pandanus**, which continue to embody the group's craftsmanship, heritage, and strong market reputation.

Additionally, Sykes Seafood is proud to announce that three of their products, **Ultimate Lobster, Prawn & Crayfish Cocktail**, **Argentinian Red Shrimp with Chimichurri Butter**, and **XXL North Atlantic Scallops with Garlic & Herb Butter**, have been selected as finalists in the Best Retail Product category of the **2026 Seafood Excellence Global Awards**. The competition features and recognizes the best seafood products at the Expo. All three products will be showcased throughout the event at the Seafood Excellence Global stand in the Galleria (between halls 4 and 5) and will also be featured on the [Expo's official website](#).

Attendees of Seafood Expo Global can meet the Sykes and Klaas Puul teams at **Booth #4A201** where commercial, innovation, and sourcing specialists will be available to discuss category growth, NPD, sustainable sourcing, and partnership opportunities.

“This year's Expo marks an important milestone as we showcase the combined strength of Sykes Seafood and Klaas Puul,” said Neil Townend, Group Managing Director. “Our expanded innovation pipeline and extensive product range reflects our shared expertise in shrimp and seafood, as well as our commitment to delivering premium, responsibly sourced solutions that enable our customers to drive category growth and meet evolving consumer demand.”

The Sykes Seafood Group continues to build on its deep category expertise, vertically integrated sourcing, and longstanding commitment to responsible production and sustainability.

## About Sykes Seafood Group

Sykes Seafood Group is a leading European seafood processor and supplier, specializing in responsibly sourced warm and cold-water shrimp, various fish and shellfish offerings, and an extensive portfolio of added-value seafood products. With operations across the UK, Netherlands, Germany, and Morocco, the group supplies major retailers, foodservice operators, and manufacturers with a focus on quality, sustainability, and innovation.

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