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## Finnforel's LOHI ASC Alder Smoked Rainbow Trout Fillet, Selected as a Finalist in the 2024 Seafood Excellence Global Awards



**VARKAUS, FINLAND, Wednesday, 27 March 2024** – [Finnforel's](#) LOHI ASC Alder Smoked Rainbow Trout Fillet has been selected as a finalist in the Best Retail Product category for the 2024 Seafood Excellence Global Awards. Winners of the competition will be selected and announced on 23 April 2024, at 18:15 during the 30<sup>th</sup> edition of [Seafood Expo Global/Seafood Processing Global](#) which takes place 23 – 25 April in Barcelona, Spain.

The perfect tenderness and authentic smoky flavor (no artificial aromas used) of LOHI alder smoked fillets create a mouthwatering but yet so easy culinary experience to the consumers. The taste of Finnish forests speaks for itself. LOHI alder smoked rainbow trout differentiates in the category both with the amazing authentic taste as it has been smoked using real alder (no artificial aromas), the convenience of the product to consumers and fully sustainable way it is produced from eggs to smoked and packaged fillets.

On top of this all consumers can enjoy this delicacy with good consciousness as the rainbow trout used in this product has been farmed using sustainable RAS method.

The Seafood Excellence Global Awards competition features and recognizes the best seafood products represented at the Expo. LOHI ASC Alder Smoked Rainbow Trout will be displayed during the three-day event in the Seafood Excellence Global stand located in Galleria, between halls 4 and 5, and can also be viewed on the Expo's website at [www.seafoodexpo.com/global/seafood-excellence-global-awards-product-showcase](http://www.seafoodexpo.com/global/seafood-excellence-global-awards-product-showcase).

Finnforel sells rainbow trout mainly in consumer-friendly packages of one or two fillets as well as in "Family packs". The package of one portion fillet is just the right size for one adult, the double fillet is eaten by two adults or one adult and two children with the Family pack comfortably feeding a family of four. The fillet sizes are optimized so that they fit neatly in the most common 26-centimetre frying pans. LOHI Alder Smoked Rainbow Trout fillets are ready to eat gourmet level products that are super easy to use. No mess, no stress, no hassle. Remove the package and you're good to go. Think fast food but even faster.

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Finnforel is the home of the global fish farm mutiny from Finland. Founded in 2017, Finnforel has quickly claimed a spot among the world's leading ecologically friendly aquaculture companies. Finnforel grows pure, healthy and ecological rainbow trout in stable, safe and clean indoor conditions using an industry-altering Recirculating Aquaculture System technology (RAS) that allows to monitor the entire production chain with full traceability. The company's fish farm is located in Varkaus, North Savo. The company's products are currently available in over one thousand Finnish grocery shops under the Saimaan Tuore brand in Finland and their export brand is LOHI – Low in Waste High in Taste.

In November 2020, the company achieved a remarkable milestone when its million-ton production facility in Varkaus achieved maximum capacity for the production of high-quality fish. Finnforel's production capacity increased from one million kilos to three million kilos with the opening of their new Gigafactory in 2023, and they will also be breaking ground by launching Finland's first brood fish and smolt production operation at their selective rainbow trout breeding centre in Hollola.

#### **About Seafood Expo Global and Seafood Processing Global**

Seafood Expo Global and Seafood Processing Global form the world's largest seafood trade event. Thousands of buyers and suppliers from around the world attend the annual, three-day exposition to meet, network and conduct business. Attending buyers represent importers, exporters, wholesalers, restaurants, supermarkets, hotels, and other retail and foodservice companies. Exhibiting suppliers offer the newest seafood products, processing and packaging equipment, and services available in the seafood market. SeafoodSource.com is the exposition's official media. The exposition is produced by Diversified Communications, the international leader in seafood-industry expositions and media. [www.seafoodexpo.com/global](http://www.seafoodexpo.com/global).

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