

## Press information

# Seafood From Scotland brings back Scottish seafood to SEG 2024

Scotland Pavilion: 2E601 (Hall 2)

**Media brunch: Wednesday 24<sup>th</sup> April, 10.30am – 12.00pm**

Seafood Scotland is hosting a brunch at the Scotland Pavilion to meet the team, and a range of Scotland's leading producers, and of course, an opportunity to sample Scotland's premium delicious and sustainable seafood.

### To attend the lunch and for media requests:

Janice Macgregor: +44 (0)7747 548939 / [janice@clarkcommunications.co.uk](mailto:janice@clarkcommunications.co.uk)

Seafood from Scotland, in collaboration with Scottish Development International, will return for the 30<sup>th</sup> instalment of Seafood Expo Global (SEG) in Barcelona from 23-25 April. Team Scotland will be showcasing 18 Scottish producers from various regions across Scotland, representing every step of the sea-to-plate journey, featuring a diverse array of fishers and processors.

The event will also be an opportunity for the Seafood from Scotland team to engage with buyers, media, and producers from across Europe ahead of the organisation co-hosting the Responsible Seafood Summit with Global Seafood Alliance, taking place in St Andrews, Scotland in October this year.

Renowned chef Steve Walpole and his team will return this year to provide delicious seafood dishes at the Scottish Seafood Bar, a hugely popular stand at the event, and for the first time, the chef's team will be hosting cookery demonstrations each day.

The trade marketing organisation, which celebrates its 25<sup>th</sup> anniversary this year, will also be hosting a media brunch on Wednesday 24<sup>th</sup> April at the Scotland Pavilion for journalists to meet the Seafood from Scotland team and a range of Scotland's leading producers. During the brunch, journalists will

be able to sample some of Scotland premium and sustainable seafood and meet a range of producers.

**Marie-Anne Omnes, Head of Trade Marketing - Europe for Seafood Scotland said:**

"The Seafood Expo Global in Barcelona presents an incredible occasion to engage with suppliers, buyers, and distributors worldwide. As Seafood Scotland commemorates its 25<sup>th</sup> anniversary, we are looking forward to participating once more to bolster Scottish seafood enterprises, fostering both existing relationships and forging new business ventures.

"I'm excited to showcase of Scotland's premium, sustainable seafood over the three-day event. Through various events, culinary demonstrations, meetings, and networking sessions, we aim to champion Scotland's diverse seafood offering while emphasizing its quality and sustainability. Such gatherings are instrumental in cultivating trade alliances while spotlighting the richness and excellence of Scotland's seafood."

**SCOTTISH SEAFOOD EXHIBITORS AT SEAFOOD EXPO GLOBAL**

<b>Scotland Stand Exhibitors - Hall 2, Stand 2F601</b>	<b>Independent Exhibitors – Halls 1, 2 and 3</b>
<ol style="list-style-type: none"> <li>1. Associated Seafoods - Booth 7</li> <li>2. Highland Smoked Salmon - Booth 12</li> <li>3. International Fish Cannery/Nor Sea/Nolans - Booth 9</li> <li>4. Loch Duart - Booth 8</li> <li>5. Lunar Freezing - Booth 1</li> <li>6. MacNeil Shellfish - Booth 13</li> <li>7. Orkney Crab - Booth 10</li> <li>8. PDK Scottish Shellfish - Booth 10</li> <li>9. Scottish Sea Farms - Booth 5</li> <li>10. Scottish Shellfish - Booth 11</li> <li>11. Simpson Fish - Booth 3</li> <li>12. St James Smokehouse - Booth 2</li> <li>13. Thistle Seafoods - Booth 4</li> <li>14. Wester Ross - Booth 6</li> <li>15. Scottish Quality Salmon – Booth 14</li> <li>16. Label Rouge – Booth 14</li> <li>17. Salmon Scotland- Booth 14</li> <li>18. Seafood Scotland – booth 14</li> </ol>	<ul style="list-style-type: none"> <li>• Ace Aquatec Ltd - 3GG200 (Seafood Processing Global)</li> <li>• Bakkafrost Scotland - 2H201</li> <li>• Cooke Aquaculture Scotland Ltd - 3F200</li> <li>• Denholm Seafoods Limited - 2H601</li> <li>• DFDS Logistics Limited - 3II501 (Seafood Processing Global)</li> <li>• MacDuff Shellfish - 3M501</li> <li>• MOWI Consumer Products UK - 3B401</li> <li>• Pelagia AS - 2D300</li> <li>• Seafish Industry Authority – 2I601</li> <li>• Scottish Fishermen’s Organisation - 2H601</li> <li>• XyRex Ltd – 1F901</li> </ul>