



Press Release Text (longer version)

Hottlet is back, and ready to show what's new!

We are more than happy to announce our return to this year's Seafood Expo Global. As one of the very first exhibitors when the show was still held in Brussels, we're looking forward and very proud to be part of it again.

This time with our own booth!

Over the past years, Hottlet has built a strong reputation as a reliable partner, known for consistent quality and a wide, carefully selected range of frozen products. That foundation remains unchanged, but this year we're putting an even stronger focus on making those values more visible.

A key highlight is the rebranding of EPIC, our brand for professionals. With a refreshed look and a clearer message, EPIC now reflects what we stand for as a team and company more than ever. It's not about doing more, it's about doing things better, with attention to detail and a clear standard of quality.

The updated brand brings together everything that matters to us. Quality you can always rely on, honest products, and a straightforward way of working.

One simple sentence that says it all:

Frozen food done right.

At our booth, visitors can discover the renewed EPIC range, explore our assortment, and connect with the team behind Hottlet. Whether you're searching for a long-term, reliable partner or just getting to know us, we're looking forward to meeting you.

Come by, take a look, and let's talk!

The logo for EPIC, featuring the word "EPIC" in a bold, orange, sans-serif font.



Press Release Text (shorter version)

Hottlet is back, and ready to show what's new!

We are more than happy to announce our return to this year's Seafood Expo Global. As one of the first exhibitors when the show was still held in Brussels, we're proud to be a part of it again.

This time with our own booth!

If you know Hottlet, you know what we are all about. Reliable quality and a wide, strong range of products. That hasn't changed, but this year we make it more visible than ever.

We are introducing a new version of EPIC, our renewed brand for professionals. New look, clearer message, but the same core behind it.

Quality, honesty, and doing things right.

One simple sentence that says it all:

Frozen food done right.

We'd love to welcome you at our booth. Come by, take a look, and let's talk!

The logo for EPIC, featuring the word "EPIC" in a bold, orange, sans-serif font.