



Mowi Shines at Seafood Expo North America

March 10-12th, Boston Convention Center

MIAMI, FL — March 2024- **Mowi** CP of Americas is set to dazzle at the largest seafood tradeshow in Boston, Massachusetts, taking place from March 10th to 12th. Occupying an impressive 2,400 square feet, Mowi's dynamic booth at the Seafood Expo North America at **booth number #217**.

Mowi's booth at the Seafood Expo stands as one of the most captivating at the event venue. "We eagerly anticipate welcoming our valued customers to an event that celebrates the passion, innovation, and success within the seafood industry. The **Mowi** Booth is just a glimpse of our organization's extensive capabilities in serving our retail partners. With processing facilities spanning the globe, **Mowi** can craft tailored programs leveraging our years of product development and technological investment," says Joe Fidalgo, **Mowi** CP of Americas - Managing Director.

On Sunday, March 10th from 1:00 p.m. to 2:30 p.m. visitors to the booth will get to meet and greet 'The Salmon Queen' Gigi Ashworth @gigieats, author of the new book [Seduced by Salmon. Seduced By Salmon: Showing You 69 Ways with Salmon... After Pre-Heating Your Oven!](#)

On Monday, March 11th at 11 a.m., Mowi announces a dynamic partnership with Christopher Kimball's Milk Street (www.177milkstreet.com). The aim is to inspire Americans by demonstrating how truly sea-to-fork salmon can elevate their own cooking. This collaboration will provide ideas, techniques, and recipes for Mowi salmon, developed by the acclaimed Milk Street kitchen and editorial teams.

Here attendees will meet Christopher Kimball the founder of Milk Street, a food media company which includes an award-winning magazine, books, a cooking school, an online retail store, culinary tours, and a non-profit partnership with Big Brothers and Big Sisters and Boys & Girls Club. Kimball is also host of the Emmy Award winning, Public Television Series Milk Street and the Milk Street radio, a weekly public radio show and podcast heard on more than 230 stations across the country. Kimball was also the founder, publisher, and editor of Cook's Illustrated and

Cook's Country Magazine, and host of America's Test Kitchen for more than 20 years. Also at the booth will be **Matt Frampton**, Milk Street VP of Brand Partnerships.

"The Seafood Expo provides the ideal platform to showcase the expanded **Mowi** Brand, featuring innovative products in the fresh pre-packed, smoked, and coated frozen categories," adds Diana Dumet, Senior Director of Category and Marketing at **Mowi** CP of the Americas. "We intend to show to the trade audience **Mowi's** product quality and versatility. We offer Atlantic Salmon from 7 different origins and each one is available to serve all types of customers."

Robert Clark, Director of Sales and Business Development at **Mowi** CP of Americas, highlights, "The Mowi booth will feature the most extensive product collection ever presented at this prestigious event. We eagerly await connecting with the trade community and showcasing our organization's capabilities in serving the American seafood industry." The booth will showcase:

- **Mowi** Atlantic Salmon Fresh, Never Frozen (skin packed)
- **Mowi** Atlantic Salmon Smoked
- **Mowi** Atlantic Salmon Coated Breaded (skin packed)
- **Mowi** Atlantic Salmon Frozen in a Box
- **Ducktrap** Lightly Smoked Seafood
- **Marine Harvest** Fin Fish Variety
- Food Service

Mowi's presence at this event underscores its position as an industry leader and its commitment to leading the Blue Revolution by encouraging consumers to embrace more ocean-friendly foods.

About Mowi:

Mowi, a Norwegian company, has consistently delivered healthy and delicious seafood since 1964, becoming a leading aquaculture company. Mowi collaborates with the ocean to produce nutritious, delectable, and top-quality seafood while striving for the highest sustainability standards. As a supplier of farm-raised Atlantic salmon, **Mowi** fulfills one-fifth of the global demand and is dedicated to reducing the environmental impact of seafood production. The company operates in 25 countries with over 12,000 employees. Learn more about the world's largest Atlantic salmon supplier a www.mowi.com/about

Mowi has been recognized as the world's most sustainable protein producer for the fourth consecutive year by the FAIRR Initiative. The Coller FAIRR Protein Producer Index assesses the world's 60 largest publicly listed animal protein producers, evaluating them against ten environmental, social, and governance (ESG) criteria, including GHG emissions, deforestation, antibiotic usage, and working conditions.