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Vičiūnai Group Accelerates U.S. Expansion: New Subsidiary and Product Innovations to Debut in Seafood Expo North America event

BOSTON, MA, JANUARY 13, 2026 – Vičiūnai Group announces a pivotal step in its strategic North American expansion at North America's largest seafood trade event, Seafood Expo North America. Organized by Diversified, the Expo will take place from March 15–17, 2026 in Boston, MA, USA at the Thomas M. Menino Convention & Exhibition Center. Building on years of successful presence at the event, Vičiūnai Group will utilize this premier platform to provide live tasting sessions of its industry-leading imitation crab sticks made with fish protein, salmon, and Gyoza potstickers to major retail and food service buyers.

"Participation in Seafood Expo North America in Boston provides direct access to key U.S. market players - retail chains, distributors, foodservice providers, and brokers. This platform is essential for our company's expansion in the U.S. market," said Egidijus Stankus, CEO of VG Trading Inc.

The Group's commitment to the market is underscored by a landmark $100 million investment in a new salmon processing complex in Lithuania. This facility is set to triple the company's annual salmonid capacity to over 110 million pounds, with more than 95% of production dedicated to Western markets, including the United States. This expansion ensures that Vičiūnai Group can provide a stable, high-volume supply chain of sustainably processed salmon and trout to meet the evolving needs of the American consumer.

Beyond its core salmon offerings, the Group will participate in the Seafood Expo North America New Product Showcase. This feature will highlight unique, value-added products that demonstrate the company's focus on global taste trends and high-protein convenience. By combining thirty-four years of manufacturing expertise with a new, localized U.S. infrastructure, Vičiūnai Group is positioned to streamline logistics and foster long-term collaborations with the continent's largest retail networks.

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About Vičiūnai Group:

Vičiūnai Group is one of Europe's largest seafood processors, delivering high-quality imitation crab sticks made with fish protein, salmon, and ready-to-cook meals to more than 57 countries. Known for its innovation and commitment to quality, the Group operates state-of-the-art facilities across Europe, including its landmark $100M salmon complex, and maintains a strong global presence through its dedicated trading offices and subsidiaries.

Media Contact:

Julija Kuliešiūtė
Vičiūnai Group
Julija.Kuliesiute@vici.eu
+370 632 27 366