

THE LEADER IN MEDITERRANEAN AQUACULTURE



AVRAMAR

Better Fish, Better Lives



AVRAMAR

The name AVRAMAR derives from the Greek word Avra, meaning gentle breeze, and the Spanish word for sea, Mar, and it marks the beginning of a new era in Mediterranean Aquaculture.

Four leading companies Andromeda, Nireus, Selonda and the fish feed company Perseus, joined their collective experience, passion and know-how into one unified company with a common, bold vision:



Bringing the Mediterranean to your table. Better Fish, Better Lives.

AVRAMAR is the world's leading producer of superior quality Mediterranean Sea Bass, Sea Bream, Stone Bass and Pagro Maggiore, in a completely integrated value chain. As a result, we can ensure full transparency and absolute control from hatching to raising the fry, making the feed, farming at sea, harvesting, processing, creating added value, all the way to delivery at our customers' doorstep. Our expertise in the Mediterranean since 1981 has led to a deep connection with the sea. Love for fish is ingrained in our DNA, just like our values.

INTEGRATING THE VALUE CHAIN

Only AVRAMAR operates across the Mediterranean, from Greece in the east to Spain in the west. We have successfully integrated the value chain to provide full traceability and ensure superior quality of every fish by taking control of every step of the way, from sea to plate. This way we serve fresh fish consistently and reliably around the world every day.

PARTNERING TO WIN

Our geographical, cultural, and organisational diversity allows us to become more efficient in our business relationships. We operate by seeking new synergies with partners who share our vision and respect for quality fish. At AVRAMAR, we are continuously redefining the supplier-customer relationship for new depths of partnership and higher levels of business performance.

FARMING RESPONSIBLY AND SUSTAINABLY

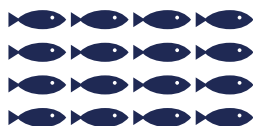
Our partners have peace of mind knowing our fish comes from good aquaculture practices and certified operations at the highest Health, Safety and Environmental standards, according to the strict EU regulations and guidelines. Our love and respect for the sea runs deep in our DNA and heritage, as does our passion for wellbeing and healthy living. Therefore, we feed our fish responsibly with top quality ingredients produced in respect of nature and life in our oceans. It makes our fish taste better in more ways than one.

INNOVATING AND GROWING

Our leading position has been cultivated by sustaining our profound dedication to innovation, positive change and being one step ahead of market expectations. At AVRAMAR, we share a close relationship with our partners as well as consumers who inspire us to expand beyond the boundaries and deliver better products. To stay true to our promise of better fish for better lives, we are constantly developing new products and innovative solutions for amazing food experiences, all the while contributing to better consumer health. Additionally, we have developed an ambitious innovation programme in value-added products – staffed with industry and innovation experts and resourced with significant investments – to create new solutions for category growth.

ANNUAL PRODUCTION VOLUME

75,000 TONNES



2,300
EMPLOYEES



IN GREECE & SPAIN

OVER
1,500 TONNES



DELIVERED TO CUSTOMERS
IN MORE THAN 35 COUNTRIES
EVERY WEEK

≈ €400 MILLION



TURNOVER



From sea to plate

fish welfare is top priority

Delivering the finest quality fish to our customers all around the world is our duty. We pay careful attention to stocking densities, water quality and the fish feed to ensure the health and welfare of our fish, which are carefully grown to the highest standards. Vertically integrated from hatchery to ready-to-cook products, and positioned at the cutting edge of aquaculture science, our goal is to offer the finest fish to meet and exceed customers' requirements, no matter where in the world they are.



**HATCHERY:
BROODSTOCK & EGGS**



**FISH FEED FOR
ON-GROWING**



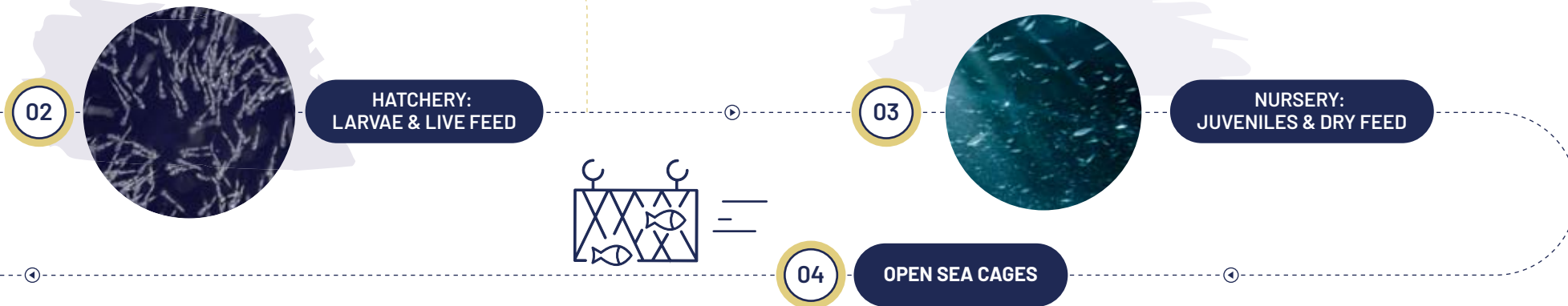
FULLY INTEGRATED

08

QUALITY CONTROL



FARMING PROCESS



06 HARVESTING

07 TRANSPORT TO PACKING STATION/PROCESSING PLANT

09 DISTRIBUTION CENTER/TRANSPORT/DELIVERY



10 POINTS OF SALE



PRODUCTION SCHEDULE

01 Hatchery: Broodstock & Eggs	3-4 MONTHS
02 Hatchery: Larvae & Live Feed	
03 Nursery: Juveniles & Dry Feed	
04 Open Sea Cages	12-18 MONTHS
05 Fish Feed for On-growing	
06 Harvesting	
07 Packing Station/Processing Plant	
08 Quality Control	
09 Distribution Center	
10 Points of Sale	

Let us dive in deep and meet our fish



MEDITERRANEAN SEA BASS

Dicentrarchus labrax

Also known as:

Loup de Mer - CAN/FR
Wolfsarsch - DE
Lubina - ES
Lavraki - GR
Branzino/Spigola - IT

Zeebars - NL
Robalo - PT
Sea Bass - CAN/UK

Our AVRAMAR Sea Bass is raised to the highest EU standards. The secret is in our GMO-free diet that has been developed by fish health scientists and the thorough monitoring of production at our very own feed mills. Its taste takes you on a culinary journey to southern Europe, where it is an important staple in the famous Mediterranean diet, believed to be one of the healthiest in the world. Popular ways of cooking include oven - or chargrilled, pan-seared, salt-crusted, or marinated in a ceviche. The texture is firm with delicate flakes, and it stays moist and succulent. Flavours are mild and not at all "fishy". It is easily classified as a "Super Food" as it is lean, yet high in protein and packed with essential nutrients such as Omega-3 and vitamin B12.





MEDITERRANEAN GILTHEAD SEA BREAM

Sparus aurata

Also known as:

Dorade/Daurade - CAN/DE/NL
Sea Bream - CAN/UK
Dorada - ES
Dorade Royale - FR

Tsipoura - GR
Orata - IT
Dourada - PT

Dorade is the most popular of all Mediterranean fish in Europe. Its unique characteristic is the golden bow above the eyes, hence the name "Gilthead" in English, "Orata" in Italian and "Dorada" in Spanish. Dorade's appearance and taste makes it very attractive – maybe that's why in Ancient Greece it was dedicated to the goddess Aphrodite!

It has soft, white meat with a rich taste, making it the most delicious of all the fish of the Sparidae family. This fine balance between taste and nutritiousness, derives from our GMO-free diet, developed and produced at our own feed mills by our fish health scientists, according to the highest EU standards. Prepare it either whole or in fillets. It is served baked, grilled, fried, steamed, or ceviche. A mere 200g of AVRAMAR Dorade can cover your weekly Omega-3 needs.





PAGRO MAGGIORE

Pagrus major

Also known as:

Pagro Maggiore - CAN/IT
Dorade Rose - DE
Pargo Rosado - ES
Dorade - FR
Fagri Vrachiptero - GR

Pagro Maggiore is considered one of the finest fish raised in the crystal-clear waters of Greece. AVRAMAR Pagro Maggiore is raised according to the highest EU standards, strictly on our GMO-free diet, developed and produced at our own feed mills by our fish health scientists. It has an attractive eye-catching red tone colour, firm white flesh and excellent taste. It can be baked, grilled, fried, or boiled to make soup.



Let us dive in deep and meet our fish



STONE BASS

Argyrosomus regius

Also known as:

Adlerfisch - DE
Corvina - ES/PT
Maigre - FR
Kranios - GR
Ombrina Bocca d'Oro - IT
Stone Bass/Meagre - UAE/UK

AVRAMAR Stone Bass has a delicate, slightly sweet taste, and always retains a firm succulence, unlike any other white fish. It gets cooked very cleanly, without unpleasant odours or seepage. A new and exciting seafood experience that, for most, is love at first sight.

AVRAMAR Stone Bass carries out a particularly special and nutritious GMO-free nourishment plan, produced at our very own feed mills and meticulously developed by our fish health scientists, according to the highest EU standards. That is how we are able to produce fish low in fat yet very rich in the two essential Omega-3 fatty acids EPA & DHA, as well as in protein. How can something so healthy be so delicious and always succulent, even if you accidentally overcook it?



Always investing, always improving

AVRAMAR's Research and Development department is always searching for new opportunities, collaborating with acclaimed universities and laboratories, offering the finest pre-packed fresh fish to our customers.

Our modern processing and packaging plants throughout Greece and Spain evaluate, process and pack fresh whole fish, gutted fish, and a variety of fillets and specialised cuts, delivering to our customers daily just hours after their harvest, ensuring maximum freshness. Safe, healthy and great tasting seafood is what we aim to offer through our value-added products.

AVRAMAR MAP TRAY BENEFITS










01 READY-TO-COOK ✓

02 PROTECTED ATMOSPHERE FOR EXTENDED SHELF LIFE ✓

03 EASY FIT IN CONSUMERS' REFRIGERATORS ✓

04 NO NEED FOR FRESH FISH COUNTER ✓

05 NO LEAKAGE IN TRANSPORT OR STORAGE ✓

BULK FILLETS		GUTTED BULK
WELL TRIMMED FILLETS		
DORADE 	BRANZINO 	STONE BASS 
F-CUT FILLETS		
SEA BREAM 	SEA BASS 	PBO 
		PBI 
		SEA BREAM Options De-scaled, gilled and gutted De-scaled and gutted Gilled and gutted Gutted
		SEA BASS Options De-scaled, gilled and gutted De-scaled and gutted Gilled and gutted Gutted
		STONE BASS Options De-scaled and gutted Headless

Available chilled and IQF upon request

Better Fish. Better Lives.

Better Planet.

Playing a pivotal role in the creation of a better world is not a choice. It is an obligation. For this reason, AVRAMAR is committed to using sustainable and responsible aquaculture practices throughout all stages of raising our fish.

							
<h3>ETHICAL FEED SOURCING</h3> <p>Our R&D succeeds in decreasing our reliance on wild fish inputs. Fishmeal and fish oil used are strictly sourced exclusively from certified stocks and never involve endangered species or IUU (Illegal, Unreported & Unregulated) fisheries.</p>	<h3>RESPONSIBLE FARMING</h3> <p>Our company's facilities are all certified by Global G.A.P., one of the world's most recognised farm assurance programmes. In addition, we are expanding our Aquaculture Stewardship Council (ASC) accreditation, the gold standard in certification for farming of our species.</p>	<h3>ENVIRONMENTAL MANAGEMENT</h3> <p>Taking measures to ensure protection of the environment is of crucial importance to our company. We are committed to safeguarding marine biodiversity, both at a local and global level. This includes careful monitoring of water quality and seafloor sediments.</p>					
							



Our Locations



As champions of the healthy Mediterranean diet, we aim to inspire millions to embrace the best fish Greece and Spain have to offer. If you share the same vision, don't hesitate to contact us. Together, we will experience new depths of partnership, meeting and exceeding your demands today and tomorrow.

- FEED MANUFACTURING
- HATCHERY
- SEA FARMS
- PACKAGING & PROCESSING



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