

## **New partnership brings sustainable mussel dishes to market!**

Two pioneering family companies and innovators in the shellfish world, Krijn Verwijs Yerseke BV from the Netherlands, and UK based Offshore Shellfish Ltd, have joined forces in a partnership to produce an exciting range of delicious and sustainable pre-cooked mussel dishes. These will be sold alongside our fresh, live, offshore mussels, which are noted for their clean shells and exceptional meat content.

Premier Offshore VOF was incorporated into Dutch law at the beginning of September 2021 and will launch the first of its new products for retail and food service in early October.

Premier Offshore offers a new vision for rope grown, pre-cooked mussels, which require just a few minutes in a pan or microwave to produce a restaurant-quality meal. Developed by top Dutch development chef Asher Bachrach, the initial range includes a taste of the Orient with Bangkok Mussels, a traditional French dish with Avignon Mussels, and a taste of Belgium with Classic Mussels.

Mussel cultivation is widely recognised as being inherently sustainable, and the two companies are fully committed to meeting the needs of the environmentally conscious consumer without compromise.

Offshore Shellfish is the first fully offshore rope-grown mussel farm in the UK and the largest in European waters. It practices regenerative aquaculture and has impressive sustainability credentials, including Best Aquaculture Practices (BAP) and Soil Association Organic certifications.

John Holmyard, Offshore Shellfish founder and managing director said: “It is very exciting to be working with such a prestigious and established company as Krijn Verwijs. Our aims and objectives on ‘green’, ‘blue’ marine development match each other well. The new collaboration will be of great benefit to both businesses and will make our mussels available to consumers across Europe and further afield.”

His company has undertaken years of research led by world-leading marine ecologists, into the effects of building a large-scale mussel farm on a previously degraded area.

“It is rewarding to see that our mussel farm has created a habitat that has resulted in an increase in biodiversity and productivity of the area. Our mussel lines and the surrounding seabed provide a wide range of ecosystem services, including food, shelter, nursery areas and protection for many marine species, from shrimp to lobsters, seaweed to sea urchins. Growing mussels is also an effective way to permanently remove carbon from the atmosphere, as it becomes locked up in their shells,” he said.

Krijn Verwijs is a family company with a 140+ year history in the sector, which produces and processes a variety of shellfish under the Premier quality mark. The company has long been at the forefront of innovative technology, investing in new packaging and techniques to optimise the quality of its products, shorten the supply chain, extend shelf life, and minimise waste, all while guaranteeing food safety and a superior customer dining experience.

In 2021, Krijn Verwijs made the switch to 100% green energy and is committed to becoming carbon neutral by 2025.

Bram Verwijs, director of Krijn Verwijs said: “We are delighted to enter a partnership with Offshore Shellfish to bring healthy, sustainable new products to consumers in Europe. As a company, we work hard to ensure that the bounty of the sea can be enjoyed by everyone, now and in the future.”

Caroline Verwijs, director of Krijn Verwijs said: “We are sure that both new and existing customers will find our new ‘no hassle’, easy to prepare and eat mussel range an exciting way to enjoy our shellfish with ease and confidence, enabling them to have a ‘Premier moment’ all year round.”