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KORSHAGS ESTABLISHES A NEW TRANSFORMATIVE PARTNERSHIP WITH GLOBAL SUSTAINABLE SHRIMP PIONEER NORAY SEAFOOD

The leading Swedish seafood company Korshags recognized for its modern craftsmanship enter an exclusive long-term partnership with Spanish pioneering indoor shrimp producer Noray Seafood.

Korshags with its roots and operations based in Falkenberg Sweden has a long and proud history of being at the forefront of premium quality, craftsmanship, innovation, and sustainability within blue food. Beginning in the fall of 2024 a brand re-launch will have been initiated to further strengthen Korshags as the branded mass-premium offering within blue food.

"The vision of Korshags is to change the perception of blue food to make it easier, more accessible, and tastier. All achieved by never compromising on our core believes of healthy oceans and genuine craftsmanship", says Jörgen Bergqvist Group CEO Ocean Collective and Executive Chairman of Korshags Food.

To enable the next level of quality and sustainability, Korshags now announces an exclusive long-term partnership with the innovative Spanish shrimp farming company Noray Seafood. Noray Seafood is pioneering new methods within sustainable aquaculture. Its indoor farm is setting a new standard of shrimp with productions methods using its proprietary biofloc recirculating aquaculture system "RAS" (100% recirculated and controlled water), in-house hatchery, no use of antibiotics or additives and no outlet of water to open water sources, resulting in an eco-friendly superior shrimp with ultra fresh sashimi quality.

"Noray Seafood is redefining the global shrimp industry with an entirely new level of quality and sustainability for shrimp farming, an industry that faces challenges as it relates to sustainability. We are moving forward with building new markets outside Spain in response to growing demand for sustainability, and we are therefore very excited to form a new partnership with Korshags, as we share the core values of quality and the importance of aquaculture sustainability, the partnership enables us to release the full potential of our products in the environmentally highly conscious Swedish market", says Benjamin Björkenheim Ajo, Chief Executive Officer for Noray Seafood.

"We are very proud of all this new transformative partnership which together with our branding and innovation pipeline will be a cornerstone in our future growth and impact strategy", finish Jörgen Bergqvist.

About Korshags Food AB

Korshags is a Swedish seafood company from Falkenberg who leads the way through modern craft towards first class products combing the highest quality and sustainability.

Since the beginning of 2023 Korshag has new majority owners in Ocean Collective AB who has announced its intention to invest through a long-term strategy for growth and transformation towards next generation of blue food.

About Noray Seafood

Noray Seafood is a Spanish indoor shrimp farming company, based 300km away from the coast outside Madrid. Inspired by the excellent renowned fresh quality of its shrimps, at Noray, farming takes place every day, in an entirely circular and sustainable manner, completely additive-free at its farm located at the centre of the Valladolid plateau.

Noray strives to work with passion, and commitment to offer its customers a premium quality shrimp, farmed without any connection to open water sources and 100% circular. The mission is to drive the transformation of the shrimp industry towards true sustainability.

Find out more: <https://norayseafood.es>

About Ocean Collective

Ocean Collective is a newly formed Swedish industrial group with the purpose to change people's relationship with its environment and to accelerate new sustainable solutions. They are pragmatic visionaries and combine existing and new solutions through collaboration with others to achieve maximum positive impact. It believes that the development of new technology combined with reaching broad consumer acceptance will play a decisive role in achieving a more sustainable society.

Our businesses as of today consists of Korshags Food AB and Ocean Next AB.

Find out more: oceancollective.se

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