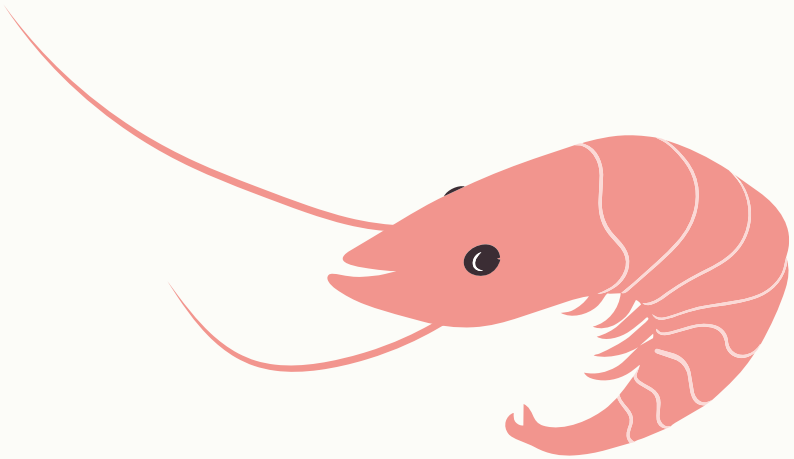
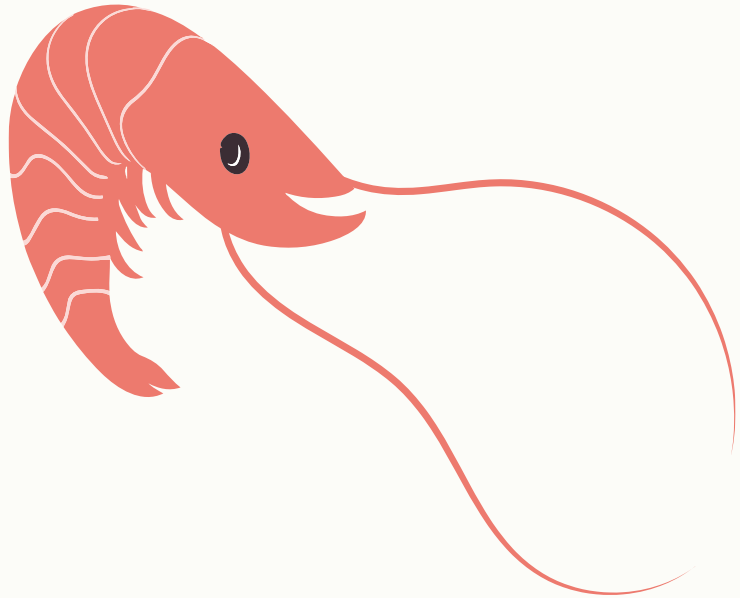


How do we catch new consumers for cold water prawns?

By Kristin and Sofie

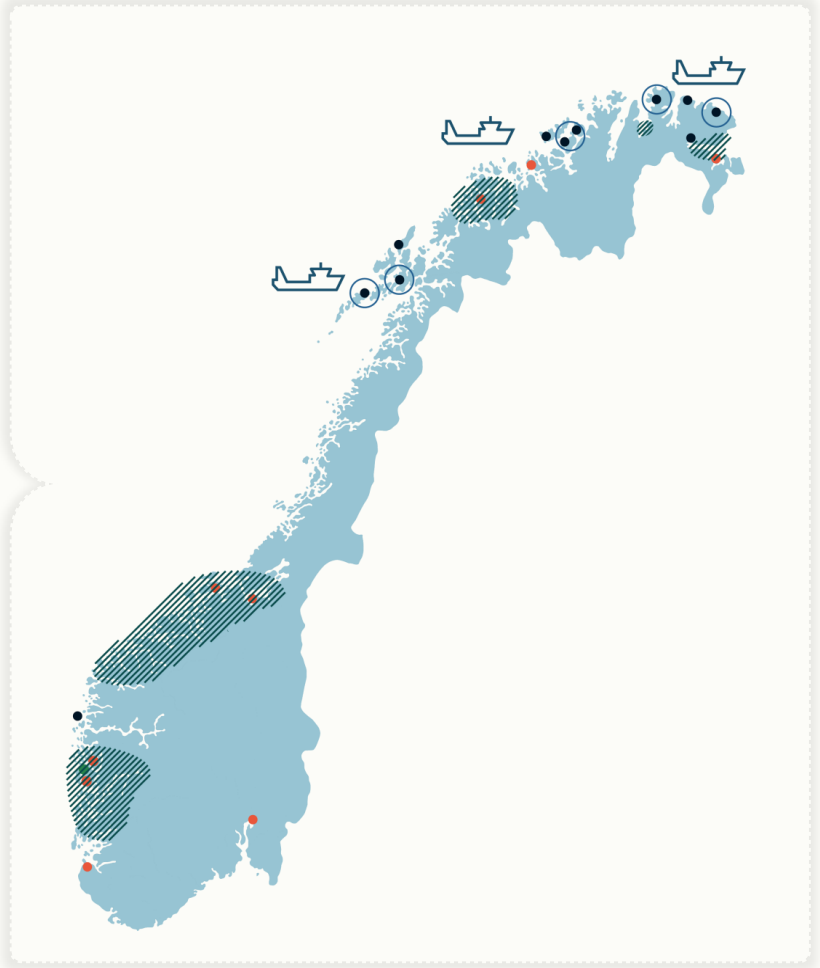
11.11.2026





Our goal:
Creating the world´s most efficient and sustainable value chain for seafood

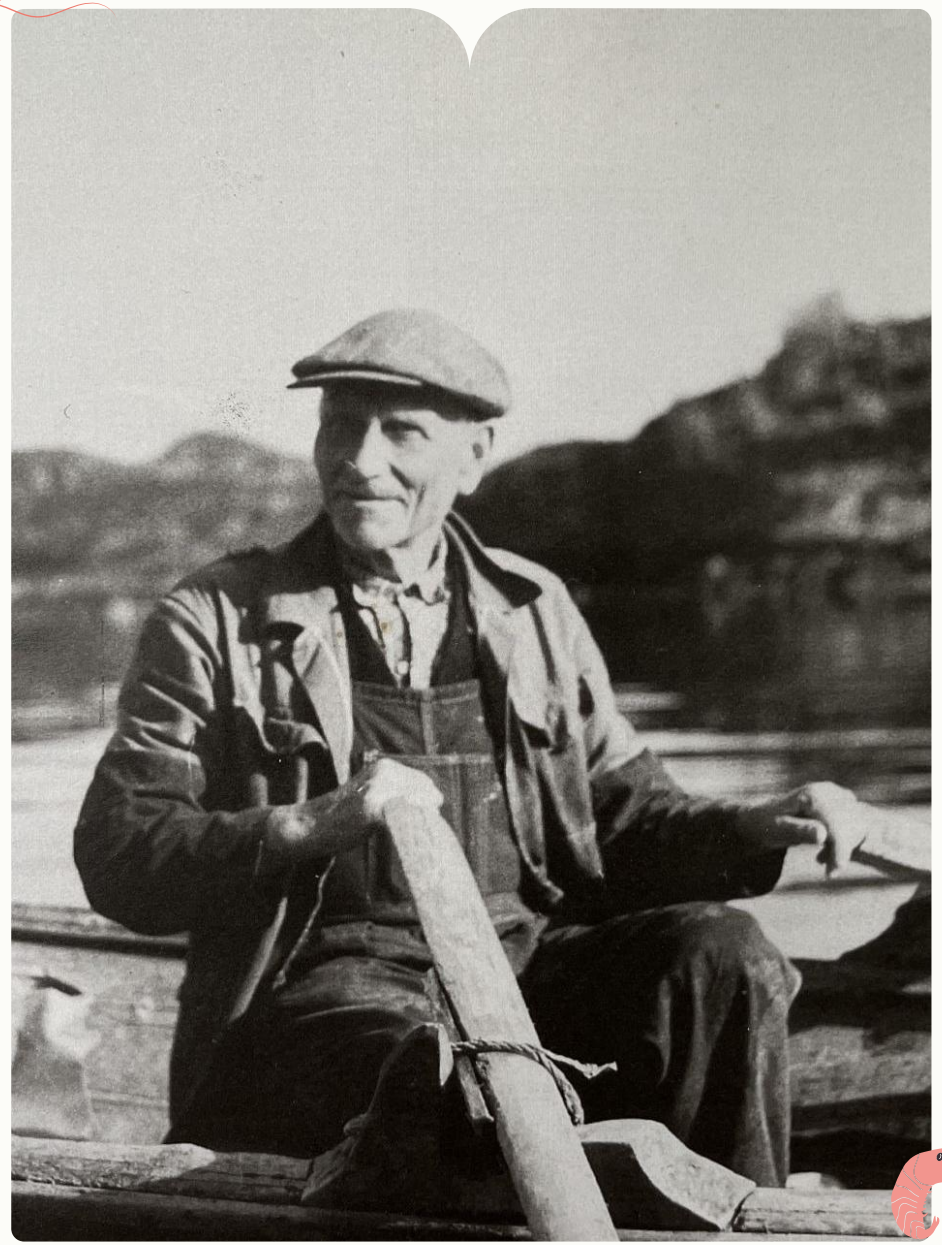




- Head office: Lerøy Seafood Group ASA
- Whitefish processing
- Harvesting, processing, sales and distribution
- Aquaculture
- Trawler

One Lerøy

Business use



Lerøy can trace it´s activities back to

1899

One of the world´s largest seafood companies with over

6000

employees

One of Europe’s largest in processing of whitefish

One of the world’s largest producers of Atlantic salmon

The world´s largest producer of trout

Norway’s largest trawling company

Yellow - Business use



Over 20 years of investments have provided us with a unique and fully integrated seafood value chain.

Open | Honest | Responsible | Creative

Yellow - Business use

Lerøy supplies
5 million meals
to 80 countries
every day.



Lerøy supplies
1 million
meals in Norway
every week.










People
LOVE
prawns

These are not competitors





– but opportunities

Catch the









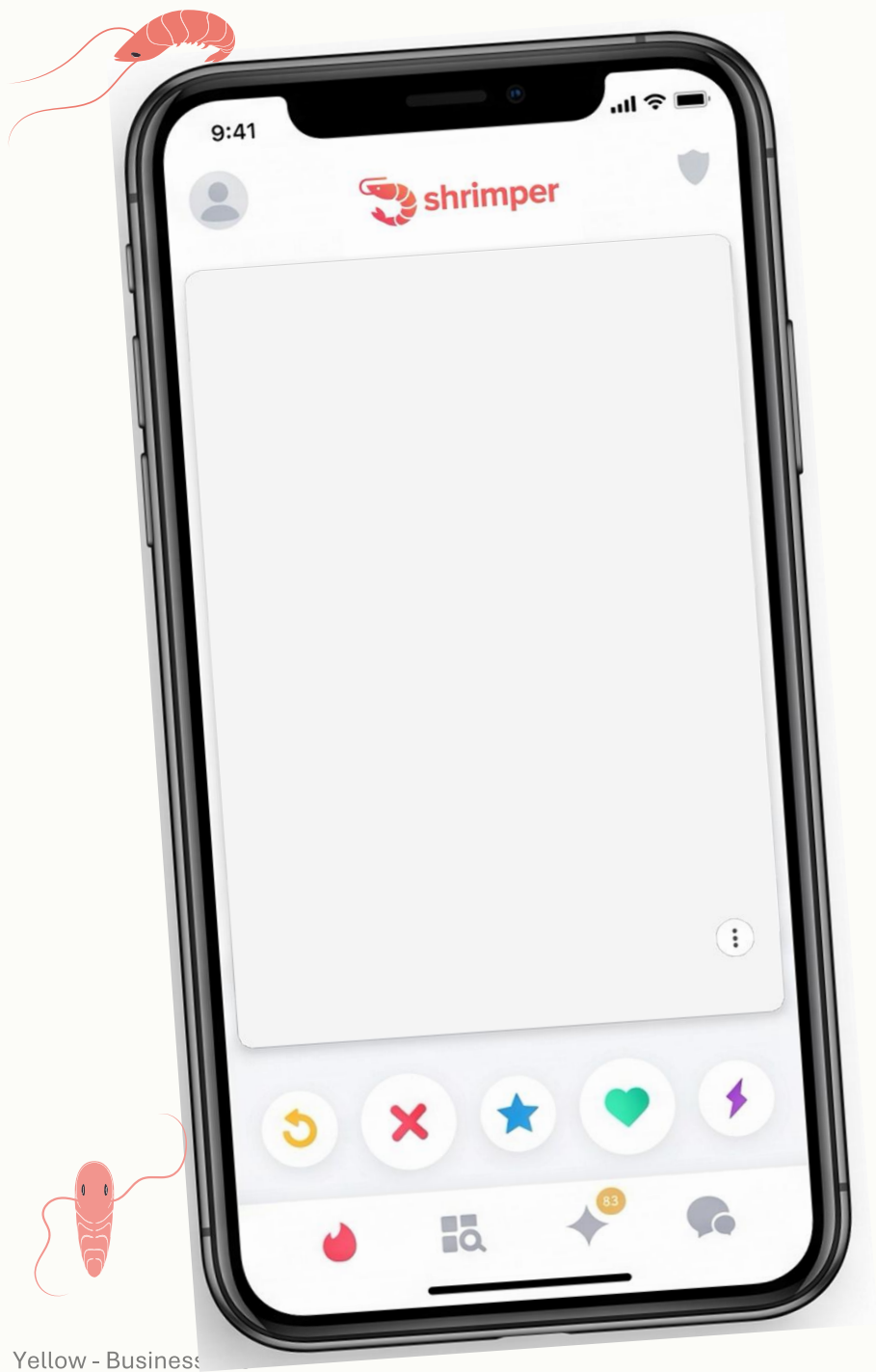



LERØY
2 MIN
RASKE
REKER
SPISESKLARE
KOKT
UTEN
SKALL
RIK PÅ
PROTEIN
28 g pr. pose
NORSKE
REKER
PERFEKT
TIL RASKE
MIDDAGER
NETTOVEKT
200 g


LERØY
NORSKE
REKER
FERDIGPILLEDE – OPPTINT
NETTOVEKT: 250 G


LERØY
Sushi
BOWL
REKER
med sushiris, edamame
og syltet rødløk
MED SOYAMAJONES
NETTOVEKT:
335 g


LERØY
NORWEGIAN COLD WATER
PRAWNS
leroyseafood.com
SEAFOOD
FROM
NORWAY

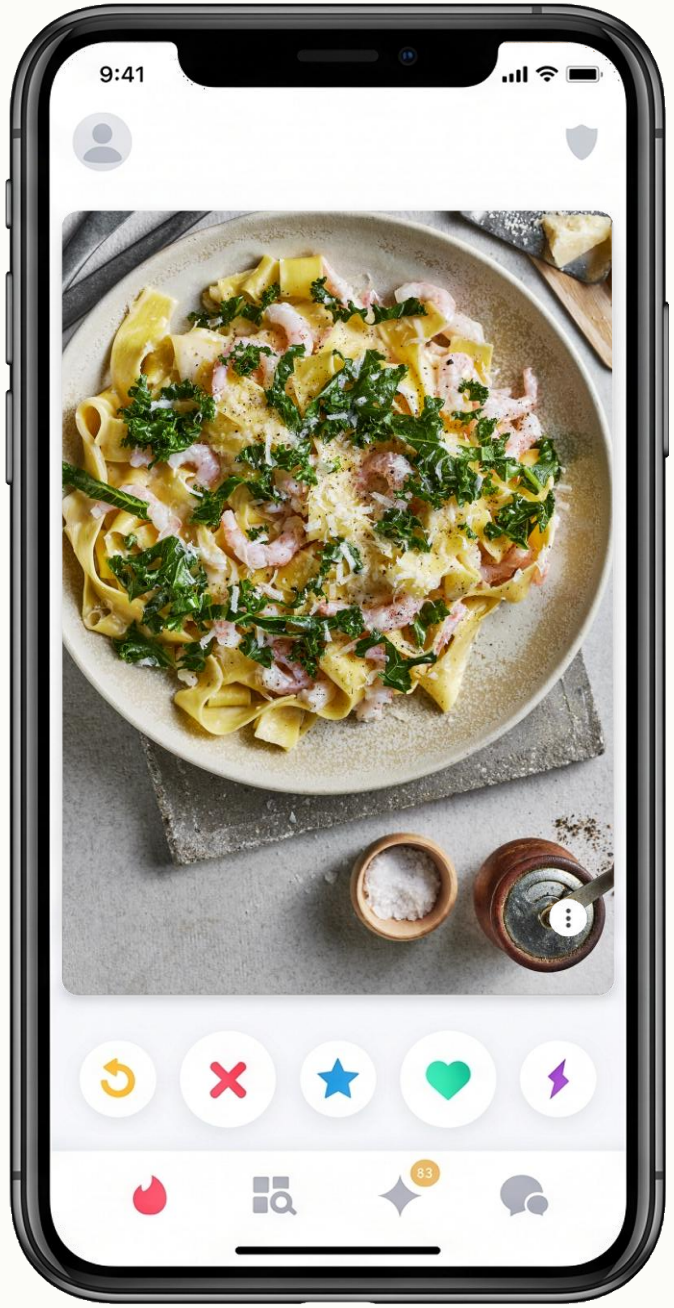


Would Gen Z swipe right on a cold-water prawn?



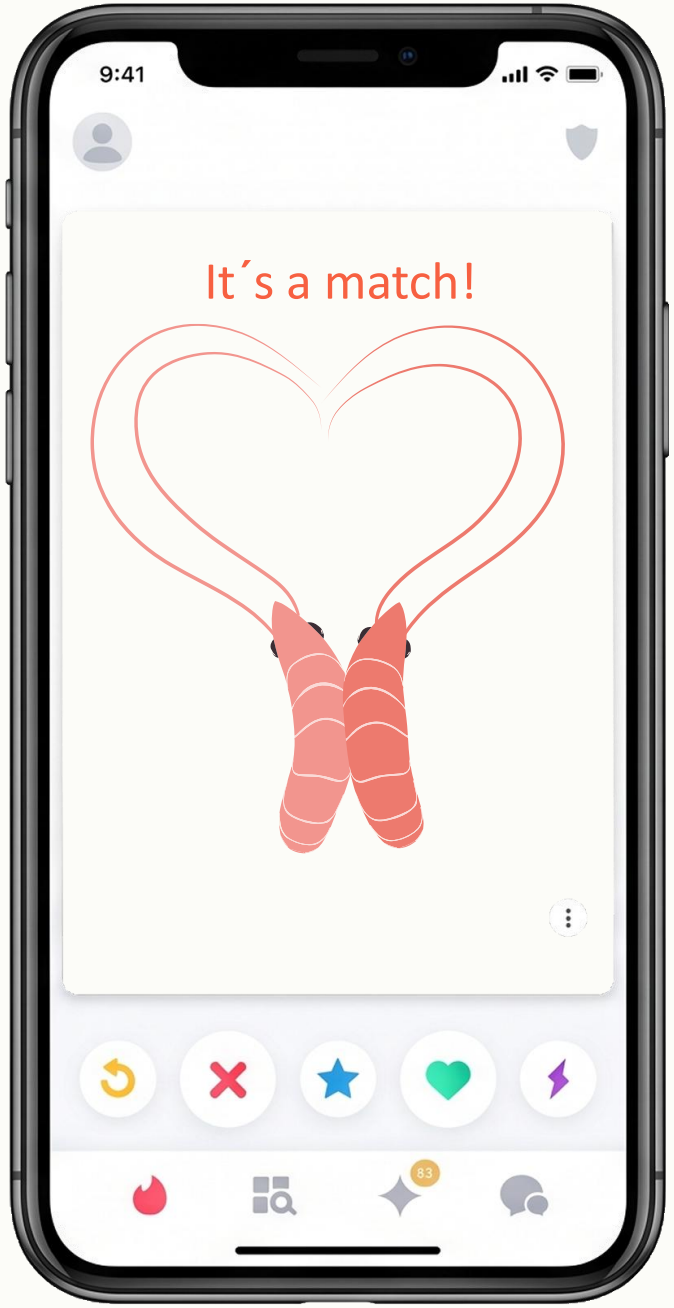
Maybe the product isn't old.

Yellow - Business use



Maybe our marketing is.

Yellow - Business use



Maybe our marketing is.

Yellow - Business use

Norwegian Seafood Council

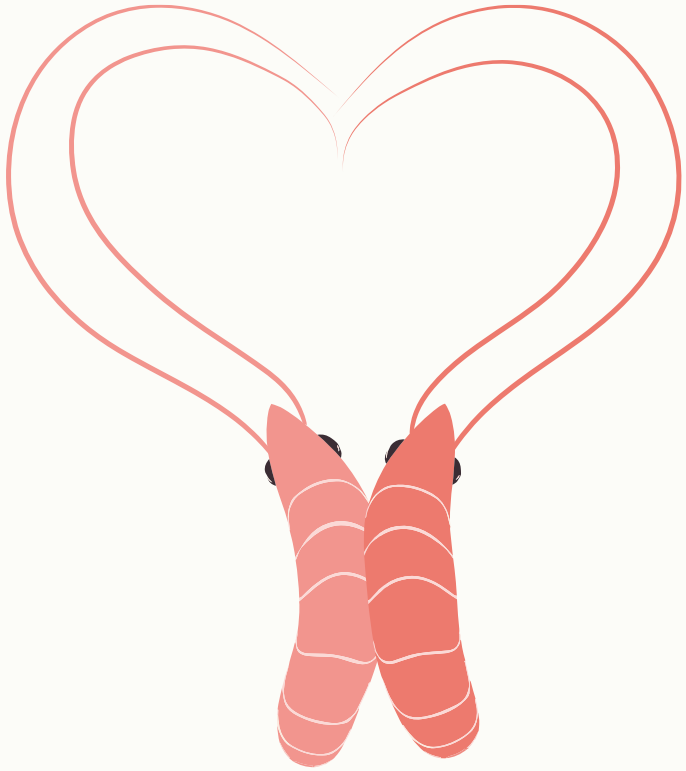
Tik Tok: Emilie Voe Nereng

Prawns is a perfect match with mango, chili, avocado – topped with soya and lime sauce



Yellow - Business use


RØSTJENTA
T-24-KN



LERØY

THE NORWEGIAN SEAFOOD PIONEER