
PRESS RELEASE

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FOR IMMEDIATE RELEASE

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NATURALLY FARMED BLACK TIGER SHRIMP TO ENTER HONG KONG MARKET

Zürich, Switzerland - Blueyou is pleased to announce the launch of Selva Shrimp® in the Hong Kong seafood market.

The sustainably farmed black tiger shrimp will be available through Blueyou's distribution partner, Family Care Ltd., in an effort to cater to an increasing demand for sustainable, high quality products in the high end seafood market.

"We are extremely happy to have Selva Shrimp® in our product portfolio. More and more clients have been asking for sustainably farmed shrimp and we have been looking for a credible source and high quality product. With Blueyou's Selva Shrimp® we found not only that, but also a great brand which informs clients about the unique origin of the product," says Betty Chu, Marketing Manager at Family Care Ltd.

The program features black tiger shrimp that are naturally raised in mangrove forests in southern Vietnam. By maintaining a functional ecosystem of mangrove forests and aquatic species, shrimp are raised using the natural productivity of the surrounding forest habitat with no external inputs such as feed, fertilizers and chemicals.

Transparent criteria are used as guidance for the aquaculture improvement process and are subject to an independent on-site verification process. The improvement project involves the direct interaction with farmers and processors to build a traceability system in addition to the sustainability improvements. The program also partners with existing organizations for mangrove and wetland conservation.

These efforts have been recognized by leading NGOs, with the Selva Shrimp® program achieving the Ocean Wise (Canada) stamp of approval and a "Best Choice" recommendation by the Monterey Bay Aquarium's Seafood Watch® program in the United States.

In Hong Kong, Selva Shrimp® will primarily be distributed to local high-end restaurants whose chefs are interested in offering more sustainable choices on their menus.

"With the Selva Shrimp® program, we want to reach out to major Asian markets. We observe an increased awareness and interest for sustainability produced seafood products and Selva Shrimp® offers the only sustainably farmed black tiger shrimp in the market," explains Matthias Krebs, Managing Director of Blueyou Trading.

Blueyou and Family Care will be sharing a booth at the upcoming Seafood Expo Asia, September 8-10, 2015, where they will feature Selva Shrimp as well as Blueyou's artisanal fishing program, Artesmar.

ABOUT BLUEYOU CONSULTING

Blueyou Consulting is an internationally recognized consulting and service company focused on sustainable fisheries and aquaculture and their related seafood supply chains. The Blueyou team of consultants includes professionals in the field of fisheries and aquaculture as well as those in supply chain management, logistics and marketing. Blueyou Consulting works within an extensive worldwide network, which includes government and non-government organizations, scientific research institutions as well as private companies in the seafood production and market sectors.

MEDIA CONTACT AND FURTHER INQUIRIES

For more information about Selva Shrimp® or Blueyou Consulting's other aquaculture and fishery improvement programs, please contact Laura Peet at laura.peet@blueyou.com and visit us on the web at www.blueyou.com and www.selvashrimp.com.

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