



PESASUR

(Pesca y Salazones del Suroeste s.a.)

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PESASUR (Milestones)

(Pesca y Salazones del Suroeste s.a.)

- Born in 1975 at Ayamonte, Andalucia, Spain.
- PESASUR borns from a merger among 5 canning factories
- PESASUR strategy is to make high valued fish preserves.
- PESASUR gets awards for product quality and business performance in Spain and abroad..
- January 2005: the building of a new plant starts in Ayamonte.
- July 2007: starting production in the new plant.
- Focus & Policy on excellency in product quality.
- April 2009: PESASUR gets P.G.I. Label from the E.U. For its Caballa and Melva de Andalicia productions.
- October 2009: PESASUR gets the certification for its canned fishes in organic oils. PESASUR is the first canned fish factory to get such a certification in the South of Spain.



Production & Quality



The Artisan Process of a Fish Preserve:

Reception of the sustainable fresh fish at the plant.

- 1) Preparation of the fish and cooking (1st) in boiling water or steam.
- 2) Fish is cleaned and skinned, the fillets are retrieved by hand and without using any chemicals.
- 3) Packaging (1st) the product is hand packed either in Cans or in Glass Jars.
- 4) Sterilisation: at very high temp and pressure to insure 5 years expiring date (2nd cooking).
- 5) Packaging 2nd and branding: cans and jars cleaning plus packing in carton boxes.

Key Quality / Price Determinants:

- 1) Raw Material Sourcing: Quality & Freshness of sustainable fish, fat % of meat and covering liquid specs (organic olive oil, organic sunflower oil, brine).
- 2) Very strict manufacturing rules as per E.U. P.G.I certification and Organic productions certification.
- 3) Skill / Experience / Facility: for product handling along the production process.
- 4) Plant Location: ease to access quality materials, tradition of canned fish production in the area.
- 5) Workforce: a high impact on both price and quality (productivity, managing & hownershiop knowledge).

Even in Modern Production quality is very closely tied to know -how.

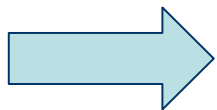




The PESASUR offer

Our quality Explained

- Supply of fresh quality sustainable fish available on site (above average)
- Use of smaller sustainable fishes = better meats
- Hand preparation, peeling and packing by experienced labour for generations in the canned fish sector.
- No use of any chemical process as per the strict rules of “Consejo Regulador Caballa y Melva de Andalucía” (European P.G.I. products) and as per canned fish in organic oil certification.
- Strong proprietary knowledge in all aspects of the seafood preserves business (workforce + management + ownership).



A « Perfect Product »



« SKIPJACK » Tuna Fish



- Slightly « fatter » and taster than other species.
- PESASUR purchases fresh sustainable fishes (lines fishing only coming from the north Atlantic ocean).
- Disctintive flavour and texture because of the sustainable fresh fish productionj
- Local fresch quality is available most of the year.
- PESARUR manufactures its Tuna Fish preserves in organic oils as well as in brine in several can and in glass jar formats.



« SARDINES »



Sardines from PESASUR are fresh sustainable « Sardina Pilchardus » fished artesinally with coastal nets.

This PESASUR product distinguishes for a very delicate preparation and cooking, that will preserve and enhance the fish's texture and flavour.



PESASUR produces Sardines in ¼ CLUB (125g) can (cased or litho) and in 270g easy empty glass jars.

The available qualities are:

- Sardines in Olive Oil
- Sardines in Olive Oil + Spicy
- Sardines in Olive Oil + Lemmon
- Sardines in Olive Oli + Tomato



« MACKEREL »

Mackerel Preserves had been leading Spanish Andalusia's seafood industry for ever. PESASUR preserves the "Caballita del Sur" the most regarded of all mackerels under the strict rules of "Consejo Regulador de la Denominacion Caballa de Andalucia" for the P.G.I products and for the canned fish in organic oils preserves. The careful sourcing of the sustainable "Raw Material" and the artisanal processing characterize the produce from this fish with a compact texture and a typical blue fish flavour.

PESARUR manufactures its Mackerel Fish preserves in organic oils as well as in brine in several can and in glass jar formats



This is an E.U. P.G.I. product.



New !! « SALMON »



PESASUR salmon preserves are the positive result of his research among salmons coming from all over the world to get good texture and savour as well as natural typical salmon pink colour.

PESASUR makes its preserves manufacturing wild salmons only.

PESASUR manufactures Salmon Fish preserves in organic oils as well as in brine in several can and in glass jar formats



Logistics Solutions



Deliveries from PESASUR Ayamonte – Spain factory:

- Any day of the week in the case of full trucks orders.
- Any day of the week in the case of 20' or 40' container load orders.
- Every Friday starting from 4 pallets minimum order.
Delivery in Continental Europe starting from Wednesday of the week following departure.

