

PRESS RELEASE

AWARD-WINNING SALMON EXPORTER EYES NEW MARKETS

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A high-quality smoked salmon producer will this week pick up a prestigious award for exports as it plans to target new markets in Scandinavia, the Caribbean, India, Thailand and Iraq.

Lossie Seafoods will collect the HSBC Award for Excellence in International Business at the Scottish Council for Development and Industry Highlands and Islands Annual Dinner and Business Excellence Awards which take place on Friday at the Drumossie Hotel in Inverness.

The award is for the business which can best demonstrate a strong track-record of innovation and success in the global marketplace. Ninety-five per cent of Lossie Seafoods' bespoke products are exported to 27 countries where they are exclusively served in the world's top establishments including The Burj Al Arab 7* hotel in Dubai and The Baja Hotel in California.

After pioneering Scottish smoked salmon into Russia, Denmark, Lebanon, Mexico and Jordan and doubling turn-over in the last three years, the firm is now embarking on further expansion.

The award will be presented by HSBC's Chief Executive Officer for Scotland, John Rendall, who is also the principal speaker at the event which attracts 350 guests from the region.

Charlie Devin, Export Sales Director, at the Buckie-based Lossie Seafoods, said:

"Winning the SCDI-HSBC Award for Excellence in International Business is wonderful news indeed for our company and our complete team of dedicated workers who have made this possible. This will lift our company and staff to another level allowing us to develop further the globalised market we operate in.

"Our staff have a positive can do attitude giving excellence in quality and service in everything we do for our globalised customer base. 2009 has been a difficult year for all business. As we move forward this year Lossie have invested in 2 new smokers and slicing machines allowing us to double and triple our smoking capacity for the years ahead."

John Rendall said:

"We are delighted to have the opportunity to celebrate Lossie Seafood's fantastic export success story."

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