

## Escal expands its fish expertise and presents new product launches at Anuga

As a specialist in high-quality frozen fish and seafood products, Escal has been strategically expanding its fish portfolio and expertise for several years. At Anuga 2025, Escal will showcase three new products that combine indulgence, quality awareness, and a strong commitment to sustainable fishing.

### Clear strategy: strengthening our position in the fish segment

As the leading brand for frozen shrimp in the German food retail market (excluding discounters), Escal is now focusing more strongly on fish – with a clear direction: tasty, convenient, and responsibly produced products. This strategy is paying off: in the past 12 months, Escal increased its turnover in the frozen fish segment by +19.5 %.\*

*\*Source: Nielsen MarketTrack – TK Fisch – LEH ohne Discounter – Sales in € – last 52 weeks to 29/06/2025*

### Strong expertise for the highest quality

Escal's fish expertise is reflected at every stage of the production chain. We carefully select our fisheries and aquaculture partners – exclusively companies renowned for the quality of their products and certified by MSC or ASC.

Strict specifications and continuous quality controls ensure we consistently meet our high standards:

- Selection of premium, carefully trimmed cuts,
- Quick freezing after catch for optimal freshness,
- Vacuum packaging for best product preservation.

### Three innovations combining taste, convenience, and quality

- **Alaska Pollock Back Fillet / Alaska-Seelachs Rückenfilet**

Alaska Pollock is one of the most popular whitefish varieties. Its tender, white flesh and subtle flavor make it a versatile choice – whether breaded, grilled, or prepared in a delicate sauce. Escal uses 100 % premium back fillet and offers the fish in a convenient family pack format. The Alaska Pollock is sustainably wild-caught in the North Pacific and MSC-certified.



*Product details: 5 back fillets, skinless– 500 g / RRP: €6.95*

- **Redfish Fillet / Rotbarsch-Filet**

Redfish is distinguished by its red-orange skin and fine, delicate flesh. For the first time in 2025, Escal is launching a skin-on version, making it especially suitable for grilling and sure to delight seafood lovers. This fish is caught in the cold waters of the North-East Pacific, and the product is MSC-certified.



Product details: 3 skin-on fillets – 400 g / RRP: €6.95

- **Wild Salmon in Puff Pastry / Wildlachs im Blätterteig**

This delicious innovation combines wild salmon with puff pastry, expanding Escal's salmon portfolio – salmon being the favorite fish of German consumers.

The wild salmon is sourced from the cold, clear waters of the North Pacific, renowned for its robust, authentic flavor – an ideal ingredient for discerning gourmets. Escal pairs this aromatic fish with a fine spinach and cream filling, wrapped in a crispy, airy puff pastry. The result: a delicate, well-balanced creation that can be easily prepared in the oven, perfect for everyday meals or special occasions, enjoyed by both young and old alike. With two individually portioned pieces per pack, this product is highly versatile – ideal as a refined appetizer or a light dinner with a fresh salad.

The wild salmon used is MSC-certified and sourced from sustainable, eco-friendly fisheries – in line with Escal's strong commitment to protecting marine resources.



Product details: 2 pieces – 2 × 160 g / RRP: €4.99

Beyond these innovations, Escal continues to offer an extended range that meets consumers' expectations in terms of taste, origin, and responsibility. Key references in our assortment include:

- ASC-certified Norwegian salmon,
- ASC-certified Coho salmon,
- Organic farmed salmon,
- MSC-certified wild salmon,

alongside a wide variety of whitefish such as cod, haddock, and pollock – all from MSC-certified fisheries.



## About Escal – family tradition meets sustainability and quality

Escal's long-term success is built on a firm commitment to quality and responsibility. For almost 50 years, the family-owned company has been bringing first-class frozen products to the market, with a special focus on fish and shrimp. The products come from the best fishing and farming areas worldwide and are certified by renowned labels: 80 % of Escal products carry ASC, MSC, or Organic certification (source: Escal brochure).

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