

Profile type **Business Offer - BOSE2024**

Title

Swedish supplier of quality caviar from Coregonus albus – Caviar of Kalix (Kalix Ljörom) – looking for distributors/ agents in Japan

Short summary*

The SME is a leading fish producer since 1928, located in northern Sweden with a wide range of tasty products from the sea. The SME is owned by professional fishermen along the coast of in northern Sweden.

The most valued and luxurious product is Caviar of Kalix (Kalix Ljörom), the first Swedish food product to be awarded the Protected Designation of Origin (PDO) status by the European Union. Caviar of Kalix is unique in its mineral content, with more and different minerals than vendace roe harvested elsewhere.

The SME is looking to expand their business in Japan and is therefore actively seeking collaboration with retailers and distributors in terms of a commercial agreement in Japan for their exclusive quality Caviar of Kalix.

Full description

The SME is owned by the fishermen in the county of Norrbotten; it has more than 30 owners in the coastal municipalities of Norrbotten dating back to 1928, all with a genuine interest in producing and developing good products, both for the domestic and the export market. The customers are mainly in the retail and HoReCa markets in Sweden, Norway, and Finland, but also some in France and Japan.

In the Norrbotten's coastal and archipelago areas, fishing has been an important industry for a long time, which has given the fishermen many years of experience and a genuine knowledge of fishing and all the products that can be developed. Commercial fishing is also an important prerequisite for rural development and a living archipelago. Fishing for salmon and whitefish is mainly carried out with fixed gear, while herring and vendace are mainly fished with trawls. It is the trawling of vendace, which is only allowed in the autumn, that results in the roe that the fishermen prepare into the unique product Caviar of Kalix.

Caviar of Kalix (Kalix Ljörom) has the status of Protected Designation of Origin (PDO) by the EU. It gives the strongest geographical protection on the market for the product. Caviar of Kalix can only be extracted from vendace in the cold, brackish water of the Bothnian Bay where the water chemistry gives the roe its unique qualities. These characteristics make it possible to distinguish it from other fish roe products.

The fish, the vendace, Coregonus Albula, is a fish in the Salmonidae family. Vendace feed on planktonic crustaceans from the rivers of Torne, Kalix, Lule and Pite. The water is totally renewed over a period of three years, as over 40 billions of cubic metres are deposited every year. The fishing takes place over a five-week period starting from the 20th of September. There are strict rules in place for vendace fishing to make sure the roe is sustainably harvested.

The SME currently conducts its business with headquarters, production, warehousing, and sales in the very northernmost part of Sweden. The company has about 22 full-time employees, an annual turnover of approximately SEK 100 million and produces approximately 900 tonnes of fish.

The company is open to discuss the form and the level of the agreement with a potential Japanese representative. It could be an agent or a distributor but must have access to end customers who may have an interest in the Caviar of Kalix - this may be high quality grocery stores to high end restaurants. The SME is willing to help with the initial marketing and samples.

Advantages and innovation

- The SME produces the luxurious Caviar of Kalix, vendace roe, and it is the unique chemistry of the water in the Bothnian Bay that gives the roe its distinct qualities.
- The company is solid with a long history and well-developed infrastructure and knowledge of export and distribution.

Technical Specification or Expertise Sought

Partners in the business of supply of fish products to grocery stores, restaurants, and institutional kitchens in Japan

Stage of development

- Already on market

Sustainable Development Goals*

Goal 8. Decent Work and Economic Growth

Goal 12: Responsible Consumption and Production

Goal 14: Life Below Water

Partner sought.

Expected role of the partner

The SME is looking for a partner that is willing to act as a distributor/ agent of Kalix Caviar to grocery stores, restaurants, and institutional kitchens in Japan. They are going to be a representative of SME in Japan.

Type of Partnership:

Commercial Agreement