



Dear Salmon Lovers

A new fast-casual seafood concept is
swimming around the world!



PINK FISH™
FRESH • NORWEGIAN • SALMON

WHY PINK FISH?



**PINK
FISH**
FRESH HUSWAGAR SALMON



From
FJORD
To
FORK



THE VISION

To be the new game changer within the fast-casual sector - bringing high quality & contemporary salmon dishes out to our customers world wide, and challenging consumer eating habits.

PINK FISH™ is an international well known brand in 2027 aiming for +500 restaurants



THE IDEA

Our business idea is to develop, implement and operate **‘the world’s’** first genuine fast casual seafood chain based on Norwegian salmon.

Premium Norwegian salmon is the hero ingredient & recipes from Co-founder and World Champion Chef in Bocuse d’Or 2009 Geir Skeie

We are where urban people are

We are insight driven

- Our concept is based on the market needs in an **underdeveloped category within the food & beverage market**
- Diversification of salmon/seafood use in the fast-food segment, delivers on a need and wish to eat healthier and more sustainable, but also the increased need for food traceability



OUR MENU

Freshly
PREPARED
HAPPY AS A
SALMON
.....

FRESH
NORWEGIAN
SALMON

Tasty

MEET
MORTEN
the Salmon

GOOD
FOOD
FAST

SALMON



BURGER

★ FLAVOUR ★



AMERICAN
DREAM

A TASTE SUPERPOWER

Omega 3
TIMES A DAY
BREAKFAST · LUNCH · DINNER



SMOOTHIE



**PINK
FISH**
FRESH NORWEGIAN SALMON



100
DEGRADABLE
PACKAGING

**IT'S A
WRAP**



BRAND PILLARS - MENU

Fast-casual menu with 3 global taste sensations, served 5 ways

SALMON IS THE MAIN INGREDIENT

Norwegian salmon is the hero ingredient
Other seafood with local and seasonal adaptations will also be used

FIVE MENU ITEMS WITH FOUR DIFFERENT VARIATIONS

Standardised fast menu:

- ✓ 3 X global taste: Asian, American, European and a DIY customisation alternative
- ✓ 5 ways: salads, raw/poke's, burgers, wraps and pots & soups

BREAKFAST MENU + OWN LABELLED SNACKS & DRINKS

Complementary breakfast menu

- ✓ Salad/wraps
- ✓ Bagels & Savory waffles
- ✓ Yoghurts & porridges
- Own labeled snacks and beverages.

SALAD/WRAP



BURGER



HOT POT



RAW

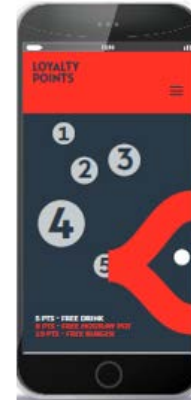


- Pink Fish aims to make tasty seafood dishes more accessible world-wide and **challenge consumer eating habits** – in a new innovative fast-casual format.
- **Taste is our top priority. Our guests should eat at Pink Fish because they love the food** – **OMG3, health and sustainability is a bonus**
- We want to **engage**, interact and understand our customers behaviour and needs



PINK FISH
FRESH NORWEGIAN SALMON

Pink Fish APP - 360° customer engagement before, during and after visit



Loyalty program
Including rewards, dialogue and customer recognition

Pre-order via app
To go straight to collection point

Order history
Memory of guests' preferences

Recommendations of dishes
Based on previous meals and "meal of the month"

Integrated customer data
Data from digital user platforms are directly integrated into Pink Fish's business system

Social media behavior
Through the app it is possible to share the Pink Fish experience

Integrated payment solutions
Payment system where solutions such as Vipps, can be used

PINK FISH & SUSTANABILITY

**PINK
FISH**
FRESH NORWEGIAN SALMON

#EATGUILTFREE



BURGER

0% 
**0% GMO'S
ANTIBIOTICS
& PALM OIL
IN NORWEGIAN SALMON**

PACKAGING



**NO USE OF
PLASTIC!**

*All packaging is
100%*

*COMPOSTABLE OR
BIO-DEGRADABLE*



PINK FISH

**SUSTAINABLE
SOURCED**
Salmon

SERVED WITH ECO-FRIENDLY
BIODEGRADABLE PACKAGING



SEA THE FUTURE

Here at Pink Fish we're helping to keep our
fjords and oceans clean for future generations.

SUSTAINABILITY



- More of the future protein must come from the sea.
- We need more protein when the world's population increases by one billion.
- Cattle and other livestock need a lot of agricultural land, and our environmental footprint is rapidly increasing

SUSTAINABILITY

#EATGUILTFREE



When we are going to feed ten billion people by 2050, we are expected to increase meat production by about 52 percent, this is expected to have a large environmental footprint...

It's possible to save a land area, the size of China if we replace just a small part of our meat production with sea food


SUSTAINABILITY



- The expansion of agriculture all over the world drives a dramatic extinction of the entire ecosystems.
- Aquaculture gives us a method to lower the pressure on our natural landscapes, outskirts and wildlife

TRACEABILITY & FOOD WASTE



- Norwegian farmed Salmon are 100 % traceable from egg to fork
- Pink Fish only  uses ASC certified salmon – meaning the highest standard within Salmon farming
- There is a demand and more focus from the consumers regarding traceable food

We see that consumers are starting to become more aware of sustainability, and are taking environmental decisions...

but they still say one thing and do another when it comes to healthy choices – **that's why taste is so important!**

Sustainable “behaviour” among the consumers is somewhat slower than we expected, **but plastic engages!!**



It is just a matter of time before this accelerates, and demand of seafood F&B concepts will be higher than traditional fast-food & burger joints...

Pink Fish is in a good position to play an important role

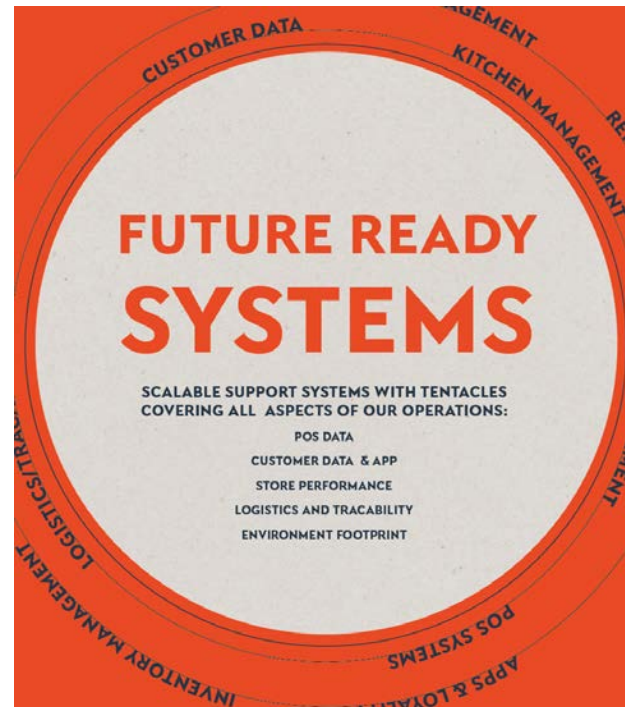


7 restaurants Q2, 2019

- **Norway**
 - 4 x Oslo
 - 1 x Bergen
 - 1 x Stavanger airport
- **Singapore**
 - 1 x Jewel Changi Airport
 - 2-3 x pipeline (Q4 2019 – Q1 2020)
- **US**
 - NYC 2020 Q2
- **SE Asia & China**
 - 2020 →



INTERNATIONAL GROWTH, FRANCHISE & JV PARTNERS



PINK FISH IN A NUTSHELL

THE WORLD'S FIRST GENUINE FAST-CASUAL SALMON & SEAFOOD CHAIN



Pink Fish is developed from day one to be:

- ✓ A fast casual Seafood **Chain**;
- ✓ **Scalability**;
 - BOH & BI systems
 - Operation & Brand standards
- ✓ Rapid growth & International establishment;
- ✓ PINK FISH is future ready & focus and deliver on sustainability
- ✓ Salmon Co has the knowledge and HQ to implement the Pink Fish's growth strategy.

“Pink Fish will be a game-changer within the fast casual seafood market, where we make high quality Norwegian Salmon dishes readily available to our customers”



PINK FISH
FRESH - NORWEGIAN - SALMON

PINK FISH
FRESH - NORWEGIAN - SALMON

YOUR ORDER
Name
LSP
Money

ACCESSORIES
FOR A GREENER LIFE

SALAD & WRAP
BURGER & FISH
CATCH OF THE DAY

FROM FJORD TO FORK

DRINK
LIKE A FISH

PINK FISH
TASTY & CONVENIENT
Salmon
NORWEGIAN WORLD
Champion
CHEF GISEL SKOG

PINK FISH
PROMOTE AROUND FOR
YOUR NEXT MEAL
WE'VE GOT YOU COVERED
f o

Toilets ↑ P Lobby F

PINKFISH

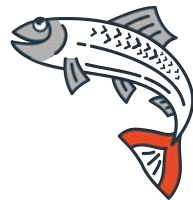
DRINK
LIKE A FISH

IN FISH TO FORK

FOR THE LOVE OF SALMON









PINK FISH was shortlisted and nominated for RLI (Retail International)

Most Innovative Food Concept in this year's Awards 2019!



WINNER OF THE RLI AWARD
MOST INNOVATIVE FOOD & BEVERAGE
CONCEPT 2019.

THANK YOU

PINK FISH
FRESH • NORWEGIAN • SALMON

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[pinkfishrestaurants](#)
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