



# GoldSeal®

## THE MARKET

A longstanding mainstay pantry item in Canadian households, canned salmon is the ultimate stand-by protein. Be it a tasty salmon salad, or the ubiquitous salmon sandwich, canned salmon is the perfect comfort food.

Annual sales of canned salmon in Canada amount to just under \$100 million with products ranging from Sockeye, Pink and Keta. Roughly two-thirds of Canadians use canned seafood, with approximately half using canned salmon.

The category enjoys a unique positioning, offering consumers an excellent and convenient source of protein, low in saturated fats, high in calcium and rich in heart healthy Omega-3's.

With a market share of 28%, Gold Seal® is a leading brand in the canned salmon market in Canada.

## ACHIEVEMENTS

Gold Seal® is owned by Canadian Fishing Company, Canada's largest producer of wild salmon and herring roe. The company also harvests and processes other premium quality seafood from the Pacific Coast of British Columbia and Alaska.

Based on the Vancouver harbour, Gold Seal® operates three major processing plants in British



Columbia. The company also owns and operates the largest fleet of fishing vessels in British Columbia and buys additional fish from hundreds of independent vessel operators. Gold Seal® also is a major processor in Alaska's wild salmon and herring business, operating two processing plants, in Ketchikan and Bristol Bay.

At the peak of the season, Gold Seal® employs more than 2,000 people in their plants and vessel operations. Gold Seal®'s fleet lands prime quality wild salmon, herring, halibut, black cod, ground fish and sardines.

## HISTORY

Gold Seal® began operations as Canadian Fishing Company in 1868 and has its roots with the New England Fishing Company, a collection of the largest fish wholesalers then doing business in Boston. To increase their supply of fresh halibut, arrangements were made for the production and shipping from British Columbia to Boston over the newly completed Canadian Pacific Railway. The fish were iced-down in boxes and shipped east in refrigerated rail cars that were built to Gold Seal®'s specifications. Shipment of fresh fish in such cars was at first considered to be impossible,

but success marked these activities almost from the very start.

Gold Seal® was one of the first seafood producers to apply modern "quick freezing" methods and very low storage temperatures to improve the quality of frozen fish. In 1907, the company expanded its supply of halibut by building a freezer and cold storage in Ketchikan, Alaska. The company was once more roundly criticized for going so far afield, but this plant, the first of its kind to be built so far removed from rail heads, soon justified its existence. During the early half of the century Gold Seal® continued to expand with freezers close to most





of the major fishing grounds in BC. These improvements made Gold Seal's facilities second to none for producing superior quality frozen halibut, salmon and other fish.

Gold Seal® began canning salmon in 1918, when the Home Plant cannery was built in the heart of Vancouver on the waterfront. To better control and improve quality, as well as to develop new products and processes, Gold Seal® created, in 1927, the first fisheries research laboratory to be established in Canada. The primary functions of the Research Department were to maintain the high quality of Gold Seal® products, to develop new products, to improve production techniques and to test supplies used in the production and manufacturing of fishery products.

To guarantee consumers of the high quality of their products' the company launched its Gold Seal® brand in 1940. Initial print ads introducing the brand to Canadian households were created by a relatively unknown artist at the time by the name of Walt Disney.

The brand quickly grew to its leadership position and is now widely distributed in most major retailers across the country. The brand has focused on supplying only the best quality canned salmon for Canadian consumers. Over time the company has added additional canned seafood items that now include tuna, clams, crab, oysters and mussels.



In 1984, Canadian Fishing Company became part of the Jim Pattison Group, the third-largest privately held company in Canada with operations in a wide range of business areas including automotive, food, media, packaging, entertainment, periodical distribution, and export and financial services.

Today, Gold Seal® products are sold throughout North America, Western Europe, Japan, New Zealand, Australia and many other countries. The tradition of excellence continues as they process

their products in state-of-the-art facilities according to strict standards of quality control.

#### THE PRODUCT

Gold Seal® is the premium national brand of canned salmon, tuna and seafood products such as crab, mussels, clams and smoked oysters.

All salmon products sold under the Gold Seal® brand are made from fresh, 100% wild Pacific salmon caught in the cold northern waters of the Pacific Ocean. Available in three delectable varieties: sockeye, pink or keta, as well as regular pack, skinless/boneless and no salt added versions.

Tasty, high in protein and low in saturated fat, canned tuna is North America's most popular fish. Gold Seal® offers canned tuna products in two dolphin-friendly varieties: white and light, in flaked, chunk, solid, smoked slices styles and flavoured tuna snacks.

With over a century of experience, Gold Seal® has earned a well-deserved reputation as a leading supplier of quality Pacific seafood.

#### RECENT DEVELOPMENTS

Capitalizing on consumers' strong preference for Gold Seal®, the company has begun to expand the line into other exciting seafoods. In 1995, Gold Seal® Smoked Tuna Slices were launched, and were awarded a Grand Prix New Product Award by the Canadian Council of Grocery Distributors. In 2004, Gold Seal® Tuna Snacks were introduced offering busy households added convenience for a perfect on-the-go lunch or snack, with an easy-open can, crackers, napkin and a spoon. Available in three delicious flavours: Lemon & Pepper, Spicy Thai Sweet Chili and Mayo & Water Chestnuts. In 2005, Gold Seal® entered the expanding nutraceutical market segment with the launch of its newest product, Gold Seal® 100% Pure Wild Sockeye Salmon Oil, a dietary supplement. The most recent addition to its product line was made in 2008 with the first frozen seafood product, Gold Seal® Frozen Sockeye Fillets.

#### PROMOTION

Gold Seal® products are supported by a wide range of brand-building consumer promotion



activities, including TV and outdoor advertising, state-of-the-art website and retail merchandisers. Promotions are focused on building awareness and generating trial of newly launched products, such as the Tuna Snack Kits.

Gold Seal® products are featured in creative sampling promotions like the 2007 Gold Seal® Café — where street teams delivered over 30,000 Tuna Snack kits in major urban centers across Canada. Consumer advertising and sampling targets today's time-starved, health-conscious seafood users.

The current outdoor campaign focuses on the convenience of their Gold Seal® Tuna Snack Kits and the wellness factor for their Chunk Light Tuna, building consumer awareness that Gold Seal® seafood products are easy to use and good for you.

#### BRAND VALUES

Gold Seal® is trusted as the traditional, premium quality canned salmon in Canada.

#### THINGS YOU DIDN'T KNOW ABOUT GOLD SEAL®

- Some of Gold Seal's first ads and promotional characters were designed by Walt Disney in the early 1940s.
- Gold Seal® sells over 65 million cans of seafood each year, which, if laid side by side would stretch from Victoria to Halifax.
- One can of Gold Seal® salmon contains about 400mg calcium, 40% of the recommended daily intake.
- No water is added to Gold Seal® canned salmon. The juice comes from the fish itself and is a great source of healthy Omega-3 fatty acids.
- Gold Seal® only has two ingredients in their canned salmon: salmon and some salt to enhance the flavour. For those who are looking to cut their intake of salt, Gold Seal® also makes canned salmon with no salt added.