

# Freshpack wants to win the American business with a Canadian partner

Freshpack works on a new operation of external growth to continue to increase. The company from Boulogne-sur-mer takes 50 % of a Canadian company's capital to be on the American business. It signed an exclusivity agreement to distribute on the European business frozen shelled law lobster.

## 1- A commercial agreement for lobster

Freshpack has finalized a commercial partnership with Shediac Lobster Shop, a company based in Shediac, a Canadian town in New-Brunswick known as the worldwide capital of lobster, to distribute on the European Business Canadian lobster. « We signed an exclusivity agreement to commercialize raw meat lobster, extracted while it is cold through a high pressure process, and directly frozen, explains Franck Paque, the Freshpack's manager. It's the same method that we use to shell our king crab. » The process makes possible to have a product with an optimal freshness, which guarantee a perfect structure, and a presentation with a vacuum pack attractive for the eyes.



Through the high pressure extraction's technique of the meat, we can recreate in our plates a lobster. As beautiful as tasty.

## 2- A foot on the American business

Wanting to be on a 300 millions of consumers' business such as the American one, when we are a small company from Boulogne-sur-mer, it's literally put a foot on another world. It's the incredible bet that Freshpack is about to succeed. *“Our discussions with Shediac Lobster went far more than supply lobster, continues Franck Paque. We made a deal to get 50 % of their subsidiary VIP Seafood. As it has agreements with big American distributors, we are also going to access to this nonstandard business to distribute our products: king crab meat, cooked meals, shrimps, etc.”*



Shediac Lobster's factory, a company based in Shediac, a Canadian town of New-Brunswick.

## 3- An identical DNA

Between Freshpack and the Canadian company Shediac Lobster Shop, there was a good chemistry since the beginning. *“The DNA is the same, reveals the Freshpack's manager. We are two family companies, who try to distinguish ourselves by offering products of high added value.”* The king crab, whose Freshpack is the first French importer with 400 tons every year, was proposed in the Picard shops during the year's end

celebrations. With of course tens of other cooked meals designed by Freshpack for its biggest client.



## Freshpack's dates

**1982:** Freddy Paque and Jacques Dutertre founded Freshpack, a company from Boulogne-sur-mer specialized in **frozen seafood and finefoods**.

**1998:** Buying of Pêchexport, **the first shrimps exporter company in Madagascar**. Freshpack manager now a fishery ground and employs **400 people** in its factory.

**June 2015:** Freshpack gets **50 % of Direct Océan's capital**, a company from Capécure (a famous place located in Boulogne-sur-mer), **number 1 of the salmon in France**. The turnover consolidated of Freshpack with Direct Océan is now of **€150 million**.

**April 2016:** Freshpack has won the **Elite price for Innovation at the SeaFood in Brussels** with its **high pressure extraction's technique of the king crab raw meat**.

**May 2018:** Freshpack signed a commercial agreement with a **lobster distributor et takes 50 % of one of its subsidiaries situated on the American business**.