

HOUSEHOLD

UK PRODUCT RANGE



BY APPOINTMENT TO THE ROYAL DANISH COURT

Royal Greenland®



ROYAL GREENLAND **FACTS**

- Royal Greenland has been trading Greenlandic products since 1774
- Royal Greenland is 100% owned by the Government of Greenland, and is the country's largest employer
- Just above 2,200 employees around the world
- More than 1,800 independent fishermen supply our Greenlandic factories with fresh seafood on a daily basis, all year round
- Our own fishing fleet fish for coldwater prawns, halibut, cod and other species throughout the North Atlantic & Arctic Ocean
- Royal Greenland owns and operates factories in Greenland, Quebec, Newfoundland and Germany



Royal Greenland

Royal Greenland is among the LARGEST GLOBAL SUPPLIERS of seafood and is a truly vertically integrated company taking responsibility for the seafood from catch to finished goods.

Our specialties are species from the NORTH ATLANTIC including coldwater prawns, Greenland halibut, Atlantic cod, Canadian lobster, snowcrab and plaice.

We aspire to meet the needs of the modern consumer. We do so by combining our UNIQUE HISTORY and our high standards of quality in conveying the finest seafood from The North Atlantic to our customers.

Our success depends on a close and fruitful cooperation with local fishermen, local authorities and our owners, the GREENLANDIC SELF RULE GOVERNMENT.

Royal Greenland does not only have the responsibility to manufacture quality seafood, we also have the responsibility to foster SUSTAINABLE development and prosperity in the Greenlandic society, as well as in other societies where we are present.

Royal Greenland is present throughout the world with sales offices or representations in a wide array of countries, our LOCAL APPROACH in each country is based on a deep understanding of customer and consumer needs which makes Royal Greenland a preferred partner within the industry.



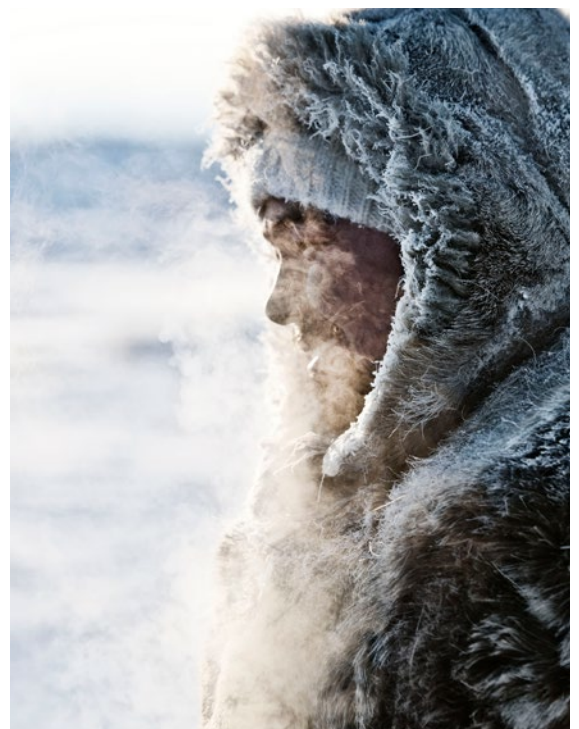
Royal Greenland brand & heritage

With its 2,166,000 km² Greenland is the world's largest island. Despite its massive area, it is only inhabited by people along the coasts, where the ice is not permanent. The centre of the island is covered by the ice cap all year round.

Greenland, the Faroe Islands and Denmark together constitute the Kingdom of Denmark. The history of Royal Greenland dates back to 1774, when trade in Greenland was established by the Danish State. At that time, The Royal Greenlandic Trade Department was founded. Responsibility for the trade was taken over by the Greenlandic Government in 1979, and soon after, the name Royal Greenland was established as a trademark for Greenlandic articles of particularly high quality.

Today, Royal Greenland A/S is an independent limited liability company, with 100 % of the shares owned by the Greenlandic Government.

At the heart of Royal Greenland's business stands the long traditions of the local fishing communities in Greenland. Coldwater prawns, Greenland halibut, snow crab, cod and lumpfish are some of the key species caught along the west coast of Greenland. The fishing, processing and seafood trades in Greenland form the basis for sustainable local communities in the country.



Household product range

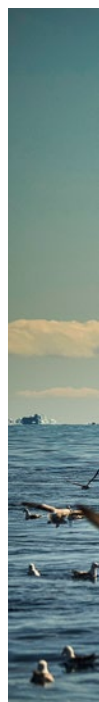
Our household range consists of carefully selected items from our North Atlantic fisheries. The vibrant packaging and culinary design make this Royal Greenland branded range an attractive proposition for the general public, E-commerce customers and smaller foodservice and retail outlet.

Royal Greenland

We have curated some of the best and most exclusive species which are widely used in the out of home market. Our MSC Cooked and Peeled Coldwater Prawns make the perfect prawn cocktail starter on a Christmas menu or at the table entertaining your guests. If you feel more adventurous why not try our snow crab clusters which are a definite show stopper on any plates! If you are not sure where to start, get some inspirations from the easy and tasty recipes developed by our Chef.

It is of course entirely up to you on how you want to prepare your seafood menus and dishes ... however you can leave it up to us to bring you the best quality fish and seafood from the North Atlantic!

Enjoy!





Content

Royal Greenland - The Company	2
Household product range	4
North Atlantic cold water prawns <i>Cooked & peeled</i>	6
Canadian lobster	8
Greenlandic snow crab	9
North Atlantic cold water prawns <i>Shell-on prawns</i>	10
Atlantic cod	11
Greenland halibut	12
Sustainability	14
Packaging	16
Online	18
Product overview	19

North Atlantic coldwater prawns

We reserve the finest prawns from all of our prawn fisheries for the Selected range. These perfect prawns are treated with great care – they have a firm structure, a bright colour and a full and sweet umami flavor. The selection offers these fine prawns shell-on, raw or cooked or ready cooked and peeled - quick to thaw and serve.



North Atlantic coldwater Prawns (Pandalus borealis)

Coldwater prawns are a true delicacy, with their bright pink colour, firm and juicy texture. From their origin in the ice-cold and clear waters of the North Atlantic and Arctic Oceans, the coldwater prawns grow slowly until reaching full size at 6 years. Due to the slow growth, flavours and texture are given time to fully develop. The sweet and savoury flavours combined with a juicy bite offer a full tasting experience. Coldwater prawns are a healthy choice thanks to their high content in protein and being low in fat.

Single frozen coldwater prawns are caught close to our processing facilities, where they are peeled and cooked in a continuous process allowing their delicate taste and texture to be preserved. They are individually quick-frozen to make portioning easy directly from the freezer. Gentle thawing in the refrigerator preserves their natural flavours best.

Prawn cocktail

INGREDIENTS (Servings 10)

- 2 lbs 3 oz cold-water prawns
- 4 heads of romaine lettuce
- 4 tomatoes
- 3 avocados
- 1 lemon
- 0,25 cup of chives
- 1 cup of creme fraiche
- 0,25 cup of dill
- Salt & pepper

Clean the lettuce and cut the tomatoes into slices, removing the seeds and juice. Cut the avocado in large dices and toss them with grated lemon zest and lemon juice.

Make a dressing of chopped chives, creme fraiche and dijon mustard. Season it with salt and pepper.

Carve the lettuce into smaller pieces and mix it with tomatoes, avocado, salt and pepper and place into cocktail glasses. Garnish generously with prawns, fresh dill and a slice of lemon before serving.



Premium Large North Atlantic coldwater Prawns

Code	Count	Size	(Gross Weight) Net Weight	Units per case
105444005	175-275	L	(500g) 454g	10

- Single frozen quality
- Wild caught in Greenland
- MSC certified, sustainable fishery



Premium X-Large North Atlantic coldwater Prawns

Code	Count	Size	(Gross Weight) Net Weight	Units per case
105446005	125-175	XL	(500g) 454g	10

- Single frozen quality
- Wild caught in Greenland
- MSC certified, sustainable fishery



Premium XX-Large North Atlantic coldwater Prawns

Code	Count	Size	(Gross Weight) Net Weight	Units per case
105448005	90-125	XXL	(500g) 454g	10

- Single frozen quality
- Low glaze
- Source of low protein
- Wild caught in Greenland
- MSC certified, sustainable fishery



Canadian lobster

The hard-shell lobster from the cold waters of Newfoundland is renowned as a luxurious eating experience because of its beautiful appearance and decadent taste. Royal Greenland's Canadian hard-shell lobsters are available as whole raw frozen, whole cooked frozen or live lobsters.



Newfoundland lobster (Homarus americanus)

Canadian lobster from the cold waters of Newfoundland's coast is a real luxury in both taste and appearance thanks to its beautiful red-colored shell, the spectacular large claws, and the delicate white meat with the mild, slightly sweet and nutty taste that is so enjoyable. The hard shell lobster is fully packed with firm meat. It is considered the tastiest, as well as the most nutritious lobster, as it is low in fat and high in protein.

The cooked, whole lobster is ready to serve as we have already cooked and quick-frozen it. Our lobster is cooked to perfection for optimal meat quality. The cooked, whole lobster is a very luxurious and yet easy dish to prepare, as the lobster just needs to be thawed and then served either cold or quickly heated e.g. grilled for 3 minutes.



Lobster from Newfoundland

Code	Count	Size	(Gross Weight) Net Weight	Units per case
119402450		450g	450g	6

- Single packed lobster
- Hardshell, full of firm meat
- Wild caught and packed locally in Newfoundland

Crispy lobster toast

INGREDIENTS (Servings 10)

5 lobsters, cooked
10 slices ciabatta
10 eggs, poached
400 g mayonnaise
100 g pickled gherkins
½ bundle tarragon
4 tbsp capers
2 tbsp mustard
2 tbsp parsley
A squeeze of lemon juice
Chives and lemon slices to garnish

Remove all the meat from the lobsters; claws, legs, tail etc. Preserve the larger pieces for presentation and set the meat aside for later use.

Slice the ciabatta and toast the slices.

Mix mayonnaise, diced gherkins, chopped tarragon, crushed capers, mustard and chopped parsley to a tartare sauce. Season it with lemon juice, salt and pepper. Mix the smaller pieces of lobster into the sauce.

Plate the toast with a couple of salad leaves, add the tartare sauce and place the bigger chunks of lobster on top with the poached egg. Sprinkle chopped chives over the sandwich and serve with a few lemon slices.





Snow crab

Snowcrab is a unique delicacy that adds elegance to any dish with its bright orange meat and intense umami flavor it just doesn't get any better.

Greenlandic Snow crab (*Chionoecetes opilio*)

Snow crabs are an ultimate delicacy from the North with tender and juicy meat that is packed with luscious and delicate flavours. They are caught in the northernmost parts of the North Atlantic and Arctic Ocean, where the cold and clean surroundings make the crabs grow slowly, giving them time to develop their unique taste and texture. Snow

crab is low in fat and rich in iodine, zinc, vitamin A and B12, making it a healthy meal with a true twist of luxury.

Snow crab sections are ready to eat after a gentle thawing in the refrigerator, because they are cooked prior to freezing. They are best suited for cold servings such as salads, on buffets, in sandwiches or in sushi, but can also be enjoyed in warm dishes such as risotto and pasta.

Snow Crab from Greenland

Code	Count	Size	(Gross Weight) Net Weight	Units per case
118125411		5-8oz	680g	8

- Snow crab clusters
- Highest quality, full of meat
- Wild caught and packed locally in Greenland



Snow crab salad with leech puree, cauliflower and lumpfish roe

INGREDIENTS (Servings 10)

- 500 g Snow crab
- 30 g lumpfish roe (red)
- 0,5 ltr vegetable broth
- 100 g butter
- 300 g cauliflower
- 500 g leeks
- 0,3 ltr whipped cream
- 30 g croutons

Defrost the snow crab. Make a cut at each end of the leg and tap the leg onto a chopping board until the meat comes out.

Slice and wash the leeks, cook them in the vegetable stock with half of the butter until soft. Puree until smooth and season.

Cut the cauliflower into small pieces and fry in butter until soft. Add spices and cream and puree very smooth.

Divide the two purées into bowls and arrange the lumpfish roe with croutons, snow crab meat with a teaspoon

North Atlantic coldwater prawns

We reserve the finest prawns from all of our prawn fisheries for the Selected range. These perfect prawns are treated with great care – they have a firm structure, a bright colour and a full and sweet umami flavor. The selection offers these fine prawns shell-on, raw or cooked or ready cooked and peeled – quick to thaw and serve.



North Atlantic coldwater Prawns

Coldwater prawns are a true delicacy, with their bright pink colour, firm and juicy texture. From their origin in the ice-cold and clear waters of the North Atlantic and Arctic Oceans, the coldwater prawns grow slowly until reaching full size at 6 years. Due to the slow growth, flavours and texture are given time to fully develop. The sweet and savoury flavours combined with a juicy bite offer a full tasting experience.

Coldwater prawns are a healthy choice thanks to their high content in protein and being low in fat.

Single frozen coldwater prawns are caught close to our processing facilities, where they are peeled and cooked in a continuous process allowing their delicate taste and texture to be preserved. They are individually quick-frozen to make portioning easy directly from the freezer. Gentle thawing in the refrigerator preserves their natural flavours best.



Shell-on coldwater prawns from Greenland

Code	Count	Size	(Gross Weight) Net Weight	Units per case
104747700	60 - 80	500g	500g	10

- Single frozen quality – 3 hours from sea to freezer
- Cooked at sea – ready to eat
- Wild caught in Greenland
- MSC certified, sustainable fishery



Shell-on prawns with crushed potatoes and herb mayonnaise

INGREDIENTS (Servings 10)

- 2 kg shell-on prawns, thawed
- 1 kg small potatoes
- 500 g mayonnaise
- 1 bunch of chives
- 1 bunch of chervil
- 2 tbsp of coarsely ground or ordinary curry
- salt and black pepper

Boil the potatoes in salted water until tender, about 14 minutes, and then place them in cold water.

Drain the water and put the potatoes on baking paper in a Gastronorm tray. Crush the potatoes with a spoon and brush them with oil. Season with salt and pepper and bake in the oven for 15 minutes at 200°C.

Stir the chopped chives, chopped chervil and the curry into the mayonnaise.

Serve the crushed potatoes immediately with the shell-on prawns and herb mayonnaise.





The Atlantic Cod, is one of the most well-known and appreciated fish in the world. It is common all over the Atlantic and in the Barents Sea. Cod from the Arctic region are known for their firm texture and great flavour, which have time to develop fully, as the cold water make the fish grow slower than elsewhere.

Atlantic cod (Gadus morhua)

Atlantic cod flavor is characterized by a hint of fresh and mild umami flavour combined with a slight sweetness. Thanks to the cod's upbringing in the ice-cold and clean waters around Greenland, the meat is very firm and white

with the flavour fully developed. It flakes nicely when cooked and with its high protein and low fat contents, it is a great choice for a healthy and nutritious meal. Ideal as an ingredient added to pasta, salads or risotto or can simply be enjoyed on its own with a light garnish..

Atlantic Cod

Code	Size	(Gross Weight) Net Weight	Units per case
130011810	8x100g	800g	6

- Serving size fillet block portions
- Prepare in microwave from frozen
- Wild caught



Cod tacos with red cabbage, salsa and guacamole

INGREDIENTS (Servings 10)

- 700 g Atlantic cod
- 10 Tortilla wraps or taco shells
- 900 g red cabbage
- 300 g tomato salsa
- 0,8 ltr apple juice
- 300 g guacamole
- 200 g limes
- 1/2 bunch of cilantro

- Defrost the cod and drain well
- Slice the red cabbage very thinly and cook until tender in apple juice. Drain and set aside
- Season the cod portions and fry them until they are cooked through
- Heat the tacos until they are crispy
- Fill the taco shells with guacamole, red cabbage, chopped cilantro, salsa and the cooked cod portions
- Season with a squeeze of lime juice



Greenland Halibut

Among the finest edible fish in the world is the Greenland halibut. Straight from the coldest parts of the North Atlantic Arctic ocean it offers delicate snow-white, meaty fillets with a pleasantly soft texture and mild flavor. Different from most other white fish this wild caught delicacy contains a high level of omega-3.



Greenland halibut (Reinhardtius hippoglossoides)

Greenland halibut is a large flatfish, caught in the northernmost areas of the North Atlantic and Arctic oceans. It offers snow-white, moist and tender meat in large boneless fillets and provides a mild and creamy flavour with hints of sweetness and umami. It is a fatty fish with a fat content of around 15%, providing a similar level of Omega-3 as salmon. The ready portioned and IQF fillet portions are easy to take out and convenient to use one by one. This type of fish is extremely easy to prepare as it is almost impossible to dry out by overcooking. A unique, delicate and truly authentic culinary experience!



Thai curry with halibut, coconut milk and sautéed rice

INGREDIENTS (Servings 10)

- 1,200 g Royal Greenland halibut fillet
- 1 kg Basmati rice
- 2 l coconut milk
- 4 tbsp Panang curry paste
- 4 tbsp sugar
- 4 tbsp fish sauce
- 6 chicken stock cubes
- 2 heads of broccoli
- 1 bunch of basil (optional)
- 200 g unsalted peanuts not salted (optional)
- Vegetable oil for frying
- Salt and pepper

Brown the unsalted peanuts in the oven until golden (approx. 12 minutes at 180°C). Leave to cool and grind.

Fry the curry paste in a frying pan with a little oil, for about three minutes. Add the coconut milk, sugar, fish sauce and fish stock and simmer for 30 minutes.

Cook the rice according to cooking instructions and fry in a frying pan with a little oil. Keep the rice warm in the oven.

Cut the broccoli into small florets and the defrosted halibut into small chunks.

Add the fish and broccoli to the frying pan and simmer for five minutes. Season with salt and pepper.

Sprinkle the dish with peanuts and basil and serve immediately with the sautéed rice.





Why Greenland halibut? We asked the consumers...

IN February 2020, we invited 5 groups of UK consumers to taste Greenland halibut and give us their honest views on the specie and whether it was fit for the UK market. They all did individual blind tasting of the fish before taking part in group interviews.

Key outcomes:

- Whilst Greenland halibut is not well-known in the UK
- The study shows that it is not true to say that it is not WELL-LIKED!
- 70% of the respondents said they would like to try it at home
- 58% would choose Greenland halibut in a restaurant
- The name “Greenland halibut” is positive and associates with clean waters, nature and Arctic calm.

The consumers in the study were all fish-eaters, men and women aged between 20 and 65

Halibut from Greenland

Code	Pieces	(Gross Weight) Net Weight	Units per case
121409610	3-5 pcs.	400g	6

- Serving size fillet portions
- High in omega-3
- Wild caught
- MSC certified, sustainable fishery



Sustainability

As a vertically integrated company, Royal Greenland is close to both the resources and its customers. Our presence is of great importance in all parts of the value chain to our employees and our suppliers and for the local community of which we are part.



Sustainability at Royal Greenland

Marine food products should be a sustainable choice, to ensure that marine resources are managed with respect for and based on knowledge of the biological conditions affecting fish stocks. By choosing a holistic approach to the value chain, we create the basis for positive new business opportunities, while reducing negative impacts on the environment.

The aim of our sustainability programme is to lay the foundation for the Group's sustainability work based on the UN's Sustainable Development Goals and our business strategy, The North Atlantic Champion version 3.0.

In the sustainability programme, we set goals for 2022, and ambitions for 2030, that we expect to be of great significance to Royal Greenland's business and society in the communities in which we operate.

Royal Greenland's sustainability programme is based on the company's mission and is implemented in a number of focus areas, within four priorities.

Our mission

We sustainably maximise the value of the North Atlantic marine resources, for the benefit of our owner and the local communities in which we operate.

Sustainable fisheries

Our fisheries must be managed in accordance with the scientific advice and be certified by an independent third party. We procure fish and shellfish according to equivalent principles and contribute to building knowledge of sustainable fisheries, the marine environment and new species.

Responsible footprint

We will maximise the degree of utilisation by creating new food products from the fish and shellfish that we produce. We will minimise our environmental footprint through responsible consumption and circular handling of non-renewable resources.

Healthy working lives

We will integrate a working environment and environmental system that addresses the physical and psycho-social working environment of all employees, and their well-being. We make the same requirements of our suppliers as we make of ourselves.

Education in Greenland

We take responsibility for competence development and education in Greenland's society through specific training programmes, in close cooperation with educational institutions and via our own Royal Greenland Academy.

Learn more about our sustainability programme here:
www.royalgreenland.co.uk/sustainability



Sustainable fisheries - Initiatives

- Retention of the current certificates
- Certification of new fisheries, including Greenland snow crab, Newfoundland lobster and some of the inshore Greenland halibut fishing in Greenland
- Certification of a larger proportion of purchased raw materials and finished products for sale than in 2019 (57%)
- Development of new fisheries, primarily in the coastal fishing area, including sea urchin, sea cucumber and whelk
- Cultivation of seaweed, for which there is world market demand



Responsible footprint - Initiatives

- Development of new methods for maximum utilisation of resources and participation in research projects
- Production of fresh water approved for food production at locations where water is in short supply
- Determine action plans to reduce energy consumption at factories and facilities
- Engage in a partnership for a model to calculate the carbon footprint for seafood-based product chains
- Establish a yarn return scheme in Greenland under Royal Greenland's auspices
- Substitution of laminates with mono-materials



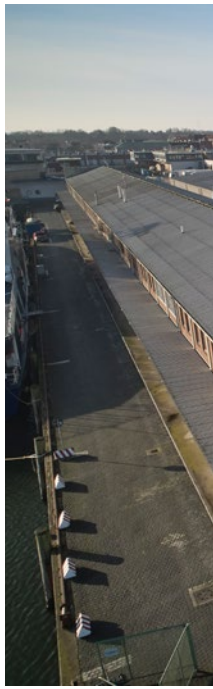
Healthy working lives - Initiatives

- Compile a policy for the recruitment of external employees
- Build up a working environment and environmental management system
- Adjustment of the working environment to physically accommodate all employees, irrespective of gender, age or physical capability
- Cooperation with selected suppliers on preparations for performance of a SMETA audit and compliance with the requirements in the SMETA standard



Education in Greenland - Initiatives

- Close cooperation with representatives from Greenland's Ministry of Education and educational institutions on developing the professions and strengthening students' personal competences
- Exchange programme for Academy programme students at Royal Greenland, with the opportunity for internships at offices in Greenland, Denmark and other countries
- Tailored courses for selected employees and talents



In 2010 Royal Greenland acquired production facilities in Cuxhaven in order to set up retail packing of roe from Greenland. Now, ten years later, the engagement in the North German port town has increased considerably and Cuxhaven is now Royal Greenland's key European production unit producing and packing finished products within four product categories.

Every year new products and concepts are developed in cooperation between the many visiting customers and Royal Greenland's team of category managers and product developers. This fall, visits are for obvious reasons not allowed - instead we invite you to familiarize yourself with our Cuxhaven production here.

Cuxhaven is perfectly situated for fast and efficient delivery to customers in continental Europe and Great Britain, but also customers from other parts of the world place orders within the vast range of products produced in the unit. Centralization of productions and species in Cuxhaven has created substantial synergies and accumulation of knowledge which have resulted in high performance teams and stable deliveries.





TUB

Brine tubs come in several sizes and offer a solid packaging that displays itself well in the chiller.



GLASS JAR

The glass jar presents our roe products in an exclusive way. The choice of glass, labelling and stickers add to the right positioning.



BAG

Royal Greenland offers a broad variety of bag solutions for our products. A bag is a low-cost convenient packaging that offers good communication possibilities and is easy to store.



CHAIN-PACK

Chain-pack is a convenient pack type that offers great visibility of the product.



BOX

Boxes come in many different sizes and formats, and with the solid facing it can help position the product just right.



VACUUM PACK

Vacuum packs have a solid facing in the shelf or cabinet. The display can be enhanced by convenient display cartons that are easy to handle for the store personnel.

Find us online

Whether you are business, chef or seafood lover, join our community of 1000+ followers on our social media platforms to hear about our product news, recipe inspirations and industry news



LinkedIn

For our latest company & corporate news
@RoyalGreenlandUK



Twitter

For our latest seafood news
@_RoyalGreenland



Instagram

For our latest culinary tips and recipe inspirations
royalgreenlanduk



Facebook

For our latest recipes and UK news
royalgreenlanduk

Household Product Range

Premium Large North Atlantic coldwater Prawns

Code	Count	Size	(Gross Weight) Net Weight	Units per case
105444005	175-275	L	(500g) 454g	10
105446005	125-175	XL	(500g) 454g	10
105448005	90-125	XXL	(500g) 454g	10

- Single frozen quality
- Wild caught in Greenland
- MSC certified, sustainable fishery



Shell-on coldwater prawns from Greenland

Code	Count	Size	(Gross Weight) Net Weight	Units per case
104747700	60 - 80	500g	500g	10

- Single frozen quality – 3 hours from sea to freezer
- Cooked at sea – ready to eat
- Wild caught in Greenland
- MSC certified, sustainable fishery



Snow Crab from Greenland

Code	Count	Size	(Gross Weight) Net Weight	Units per case
118125411		5-8oz	680g	8

- Snow crab clusters
- Highest quality, full of meat
- Wild caught and packed locally in Greenland



Atlantic Cod

Code	Size	(Gross Weight) Net Weight	Units per case
130011810	8x100g	800g	6

- Serving size fillet block portions
- Prepare in microwave from frozen
- Wild caught



Halibut from Greenland

Code	Pieces	(Gross Weight) Net Weight	Units per case
121409610	3-5 pcs.	400g	6

- Serving size fillet portions
- High in omega-3
- Wild caught
- MSC certified, sustainable fishery



Lobster from Newfoundland

Code	Count	Size	(Gross Weight) Net Weight	Units per case
119402450		450g	450g	6

- Single packed lobster
- Hardshell, full of firm meat
- Wild caught and packed locally in Newfoundland





Royal Greenland is the expert on North Atlantic seafood;
We are kitchen focused and insight driven through which we create seafood solutions
adding value for customers and delighting diners.

Royal Greenland UK,
Gateway House, North Wing 2nd Floor,
Styal Road, Wythenshawe - Manchester, M22 5WY

T/ 0161 489 7000
enquiryuk@royalgreenland.com
www.royalgreenland.co.uk