



IT'S AUSTRALIAN FOR SEAFOOD™

sustainably feeding tomorrow



AUSTRALIA'S LARGEST & LEADING SEAFOOD PRODUCER.

With more than 35 years of aquaculture experience, our passion is to sustainably feed the generations of tomorrow.





ABOUT US

Tassal is Australia's largest seafood producer and for 35 years we have been proudly producing delicious and nutritious Atlantic Salmon straight from the cool waters of Tasmania. Today Tassal is more than just Tasmanian Atlantic Salmon, our expanded seafood portfolio now includes Queensland Tiger Prawns and Barramundi from Cone Bay, Western Australia.

Cooke and Tassal joined entities in 2022. Cooke is a family owned business drawing on decades of experience to become a global aquaculture leader.



Tasmania's isolated coastline, natural environment and cool climate make it the primary location for nutritious Atlantic Salmon aquaculture.



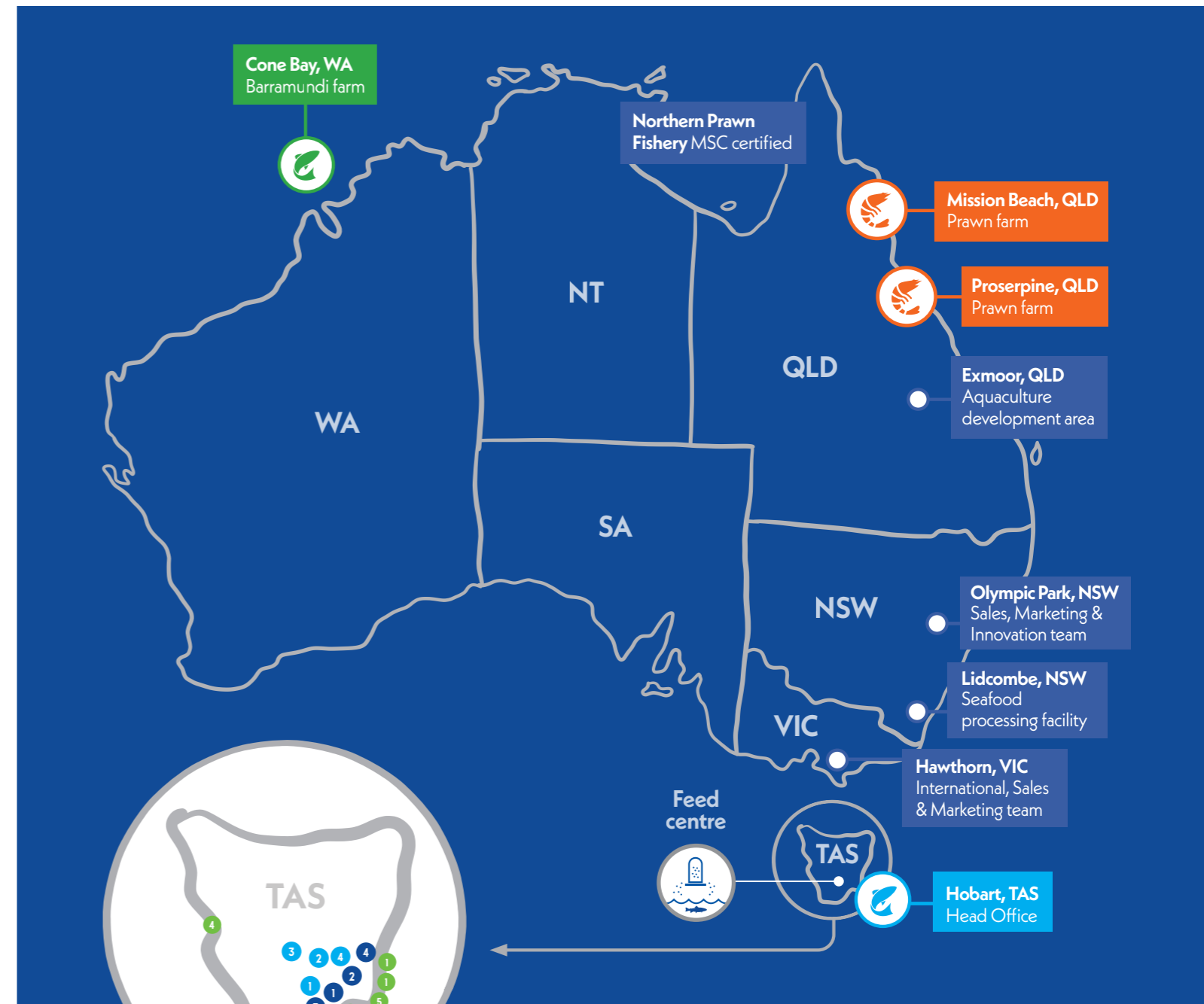
Our high-quality Aussie Tiger Prawns are grown in warm water farms located on the beautiful coastline of Queensland.



Australia's only ocean grown barramundi is produced in the warm waters of Cone Bay, Western Australia.

OUR AUSTRALIAN FOOTPRINT

Tassal's Australian seafood portfolio spans across Tasmanian Atlantic Salmon, Australian Black Tiger Prawns and Barramundi from Cone Bay, Western Australia. We are Australia's leading seafood producer. With more than 35 years aquaculture experience, our passion drives our commitment to meet the growing market and customer demand for healthy, sustainable and nutritious food.



MARINE FARMING ZONES

- 1 Eastern Zone
- 2 Channel Zone
- 3 Southern Zone
- 4 Western Zone
- 5 Storm Bay Zone

FRESHWATER HATCHERIES

- 1 Rookwood I & II
- 2 Russell Falls & Karanja
- 3 SALTAS
- 4 HRAS

PROCESSING FACILITIES

- 1 Huonville
- 2 Margate
- 3 Dover
- 4 Triabunna

Over 35 years of aquaculture experience

Over 1,800 employees across Australia



SALMON

Our high-quality Tasmanian Atlantic Salmon is carefully selected and handled with the utmost care.

Tassal provides customers with a healthy and delicious protein choice, whatever the occasion, with a range of fresh and smoked salmon products.



OUR SALMON PRODUCTS

Tassal's range of high quality, nutritious salmon is available in various formats for the Australian Grocery, Wholesale & Foodservice channel and Export market.



Whole Atlantic Salmon HOG (Head on Gutted) is available in a variety of sizes 1.5-6 kg within wholesale & foodservice channel. Whole Salmon sized 3-4 kg and 4-5 kg can be supplied all year round for export.



Atlantic Salmon fillets and portions in variety of sizes are available within wholesale & foodservice channel.



Chilled packaged salmon formats are available within Grocery channel, with range of innovative flavours and oven-ready meal solutions.



OUR SMOKED SALMON PRODUCTS

Tassal's range of high quality and versatile smoked salmon is available in various formats for the Australian Grocery and Wholesale & Foodservice channel.



Atlantic Cold Smoked Salmon is cured in Australian sea salt then gently smoked using sustainable beechwood chips to produce a delicate sweet smoked flavour.

Smoked Salmon formats include convenient consumption portions for Grocery and larger sizes for Wholesale & Foodservice channel.



Tassal Twin Pack 50 g won Innovation of Seafood Excellence Asia Awards, October 2023.



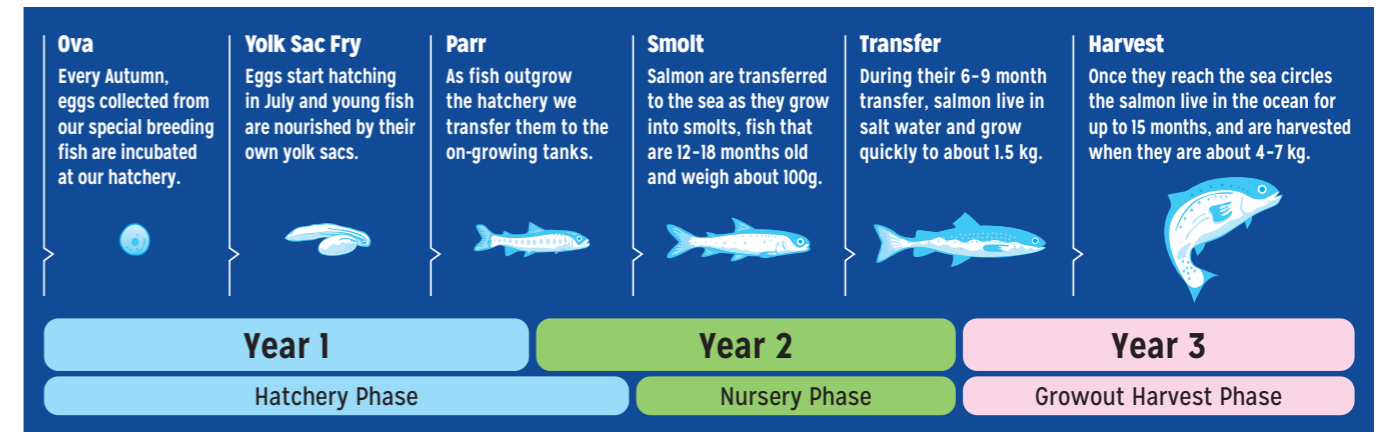
To create our Hot Smoked Salmon range, the salmon is smoked then cooked to intensify the salmon's rich delicious flavour and firm texture.

Formats include convenient consumption portions for Grocery. Larger sizes and value add products for Wholesale & Foodservice channel.



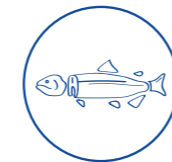
PRODUCT INTEGRITY

ATLANTIC TASMANIAN SALMON LIFE CYCLE



IN SEASON

Tassal fresh Tasmanian Atlantic Salmon 3-4kg and 4-5kg can be supplied all year round. 6kg+ is in season between August & January each year.



FRESHNESS

Tassal fresh Tasmanian Atlantic Salmon is one of the fastest delivered into Asia globally, arriving within 48-54 hours after harvesting, quicker than delivery into most of the Australian domestic market. The quick transportation ensures maximum freshness and firmness, spending less time in ice slurry.



FREE TRADE AGREEMENT

Tassal has a free trade agreement in place with China and many other countries throughout Asia.



BETTER YIELD & COLOUR

Tassal fresh Tasmanian Atlantic Salmon has an estimated 2%-4% better yield recovery than salmon from other nations, due to a smaller head, with a superior flesh colour of +26 on the SalmoFan™ scale.

SalmoFan™ Chart

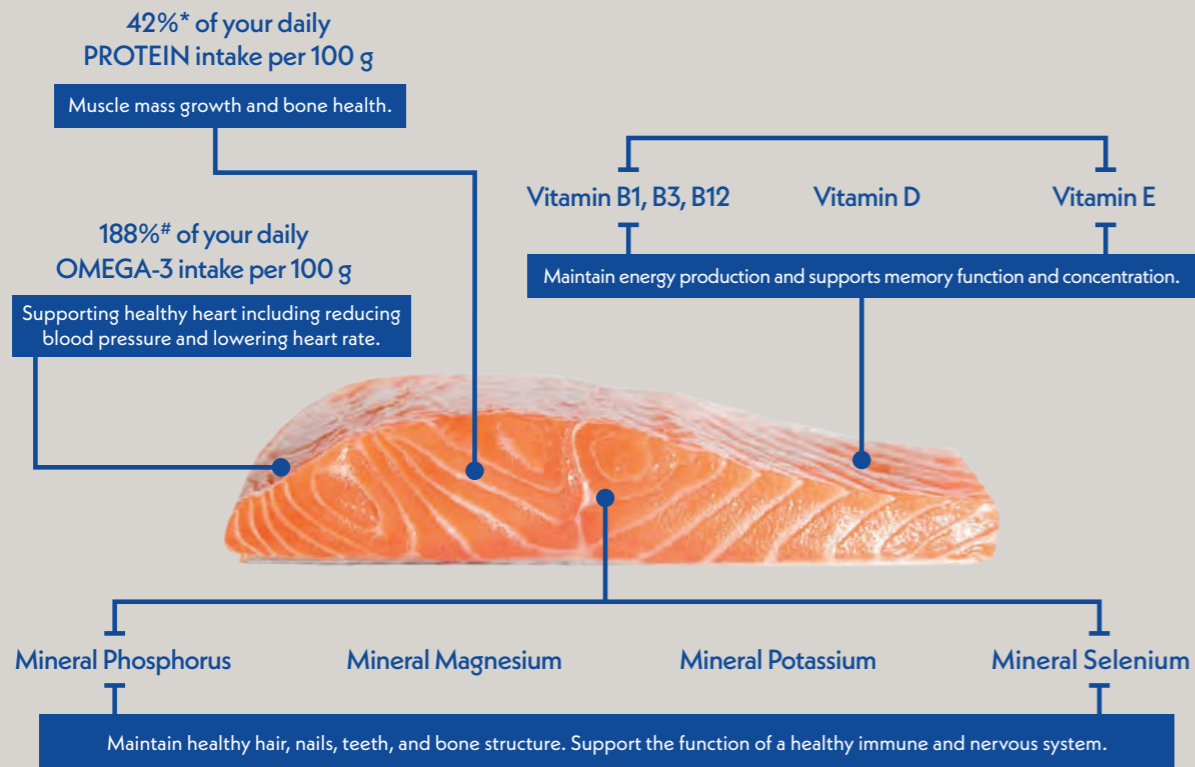


NUTRITION

TASMANIAN ATLANTIC SALMON

Tassal Atlantic Salmon is one of the best sources of Omega-3 fatty acids providing a wide-range of health benefits for your body and brain.

100 g of salmon provides 188% of the recommended daily intake of Omega-3 fatty acids and 42% of your daily protein requirement*.



*Percentage Daily Intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending on your energy needs.

#Based on the National Heart Foundation of Australia's recommended adult consumption.



PRAWNS

At Tassal we produce only the highest quality Australian Tiger Prawns, known for their versatility, health benefits, vibrant colour and incredible taste.

Harvested and processed at our onsite facilities within a matter of hours to deliver optimal freshness.



OUR PRAWN PRODUCTS

Our high-quality Australian Tiger Prawns are grown in warm water farms located on the beautiful sunny coastline of Queensland. Tassal's range includes fresh and frozen prawns available as either cooked or raw format for the Australian Grocery, Wholesale & Foodservice channel and Export market.

Perfect to add convenience and value to any meal or cuisine. Our fresh Harvest season is generally from November to April each year and our frozen prawns can lock in freshness for 18 months.



Frozen Tiger Prawns are available in a 3 kg carton as cooked or raw variants for Export and Wholesale & Foodservice channel.



Chilled & frozen packaged prawn formats are available within Grocery channel.



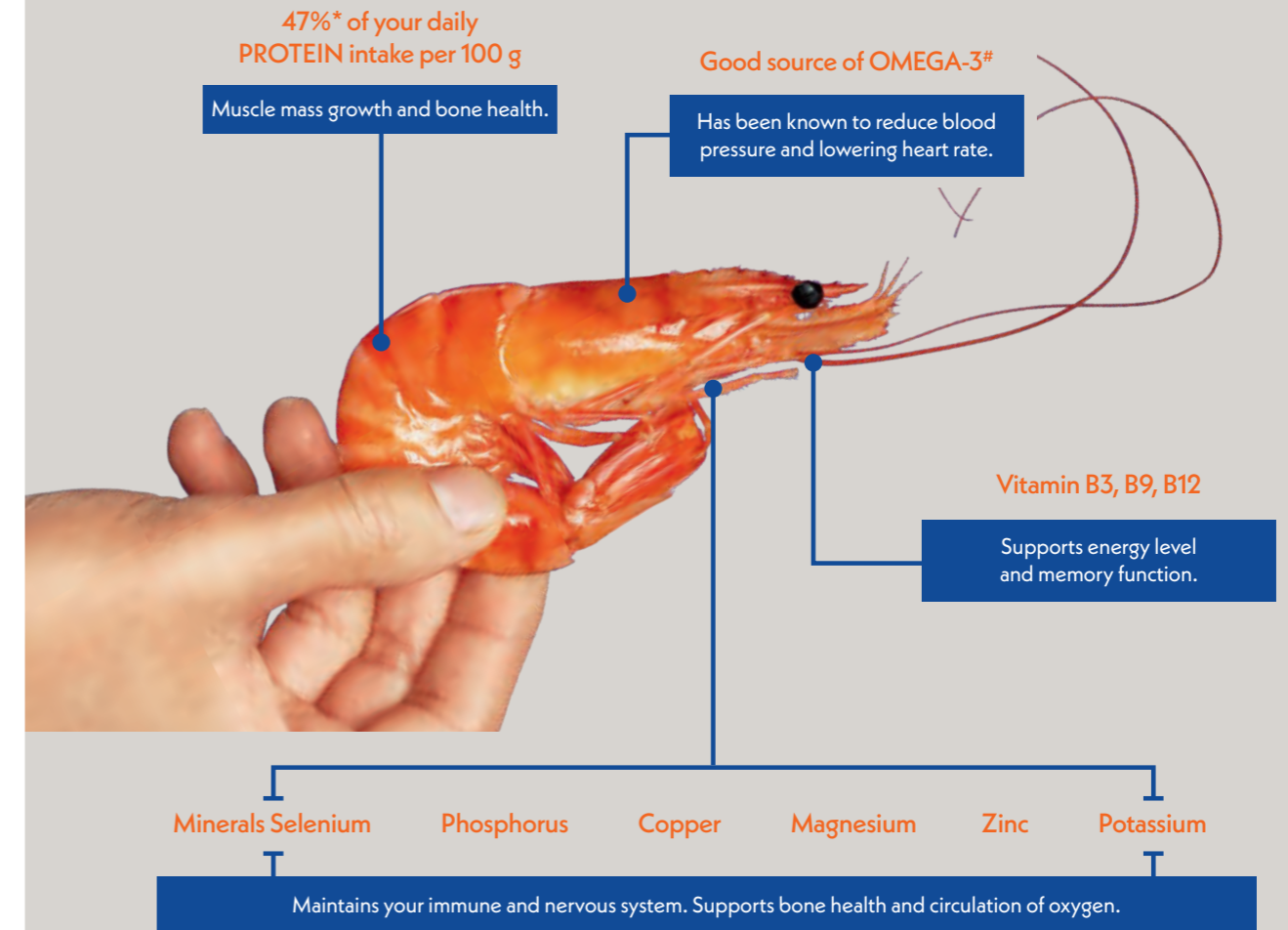
Fresh Tiger Prawns are available in 4 kg cartons as cooked or raw variants for Grocery, Wholesaler & Foodservice and Export channels.



NUTRITION

AUSSIE TIGER PRAWNS

Tassal Aussie Tiger Prawns are low in fat, nutrient dense and protein rich.



*Percentage Daily Intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending on your energy needs.

#Based on the National Heart Foundation of Australia's recommended adult consumption.





BARRAMUNDI

Australia's only ocean grown barramundi from Cone Bay, Western Australia.

OUR PRODUCTS



Tassal Barramundi from Cone Bay, Western Australia is available in various formats for the Australian Grocery and Wholesale & Foodservice channel. Our ocean's finest and freshest barramundi is favoured by professional Australian chefs as a versatile, easy to prepare white fish with a sweet, buttery taste and delicate texture.



Whole Chilled Barramundi is available in variety of sizes 2 kg -6 kg within wholesale & foodservice channel.



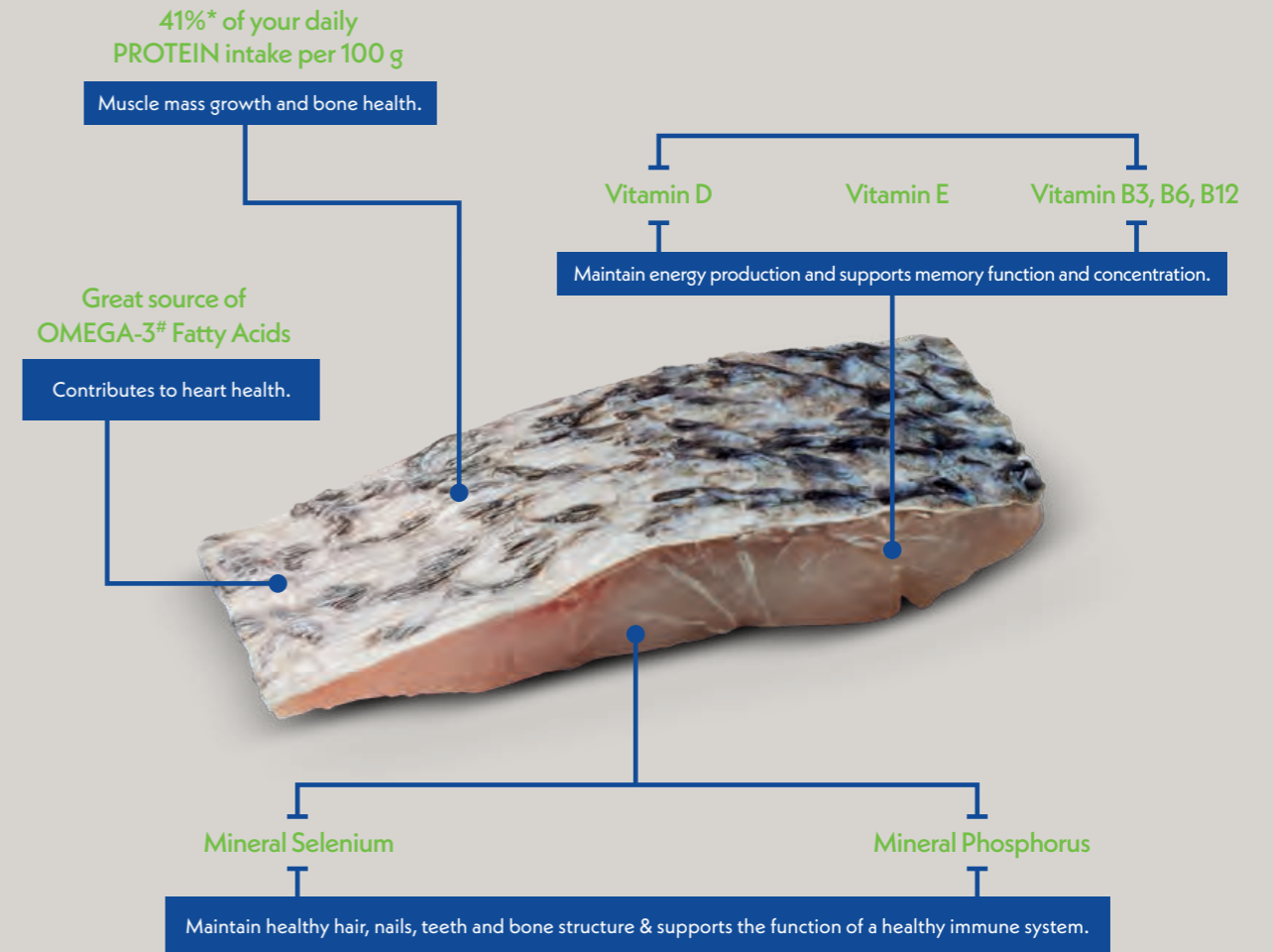
Chilled packaged barramundi formats are available within Grocery channel.



NUTRITION

BARRAMUNDI

Tassal Barramundi from Cone Bay, Western Australia provides a great source of Omega-3 and Protein.



*Percentage Daily Intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending on your energy needs.

[#]Based on the National Heart Foundation of Australia's recommended adult consumption.



RESPONSIBLE FARMING AND HOW WE CARE

Tassal produces delicious, healthy, responsibly sourced Australian seafood to nourish a growing population. As responsible seafood producers, we care about the welfare of our fish, the environment in which we operate, the local communities and our passionate people, while we play our part in ensuring a prosperous and healthy planet for future generations.



Committed to providing Australians with responsibly sourced, high quality salmon, barramundi and prawns.



Salmon, barramundi and prawn feed is formulated by aquatic nutritionists and contains vitamins, minerals and no growth hormones.



Scan to read our latest Sustainability Report.



Tassal won the Sustainability & Green Economy Award at the Tasmanian Export Awards in November 2023.



Tassal hold certifications across our operations, providing assurance that we are committed to farming responsibly and that our farming practices are assessed by third parties. We are members of organisations and associations, such as the Global Salmon Initiative (GSI), Seafood Industry Australia (SIA), Salmon Tasmania, Australian Prawn Farmers Association (APFA) and Australian Barramundi Farmers Association (ABFA).

In March 2024, Tassal was awarded the Aquaculture Stewardship Council (ASC) Above and Beyond Award and a Tassal employee won the Young Person in Aquaculture Award. This is the third year Tassal has received awards recognising our contribution and commitment to responsible farming.

WHY TASSAL - IT'S AUSTRALIAN FOR SEAFOOD



Proudly Australia's leading seafood producer with more than 35 years of aquaculture experience.



- Tassal holds third party aquaculture certifications & strong quality controls across our Australian Seafood operations, to deliver what consumers expect in Australian seafood.
- Fully integrated supply chain network.



- #1 trusted & recognised fresh protein brand in Australia.*
- Acknowledged as a premium, high quality seafood brand amongst Australian consumers.
- Strong marketing investment to Tassal brand & communication campaigns to drive consumer preference for Tassal.



Key drivers of demand for Tassal**

- Premium
- Offers great quality
- Nutritious
- Responsibly Sourced
- Trust & Reputation - A brand I trust
- Taste great.

* (Kantar, March 2023, Power Share | Brand Health | Fresh Protein | Jul-Dec'23 vs Nov-Dec'22)
 ** (Kantar, March 2023, Power Share | Demand Drivers | Fresh Protein | Jul-Dec'23 vs Nov-Dec'22)





DISCOVER A WORLD OF SEAFOOD

Cooke and Tassal joined entities in November 2022. Cooke is a family owned business drawing on decades of experience to become a global aquaculture leader. Cooke pride themselves on their passion and expertise to bring customers the highest quality seafood from around the world.

In November 2023, Cooke Seafood launched a range of world class imported seafood to the Australian Wholesale & Foodservice and Grocery channels.



THE COOKE SEAFOOD STORY

Cooke Aquaculture was established in 1985 by the Cooke family in New Brunswick, Canada.

Today Cooke is the largest privately owned seafood company, with operations in 12 countries, over 12,000 employees and harvest over 25 species of seafood. In November 2022, Cooke Inc. acquired Tassal, Australia's largest seafood producer.

A year later Cooke Seafood launched with a range of world class imported seafood to the Australian Grocery and Wholesale & Foodservice markets.

Cooke's purpose is to 'cultivate the ocean with care' and our passion, expertise and pursuit of excellence is to bring our customers the highest quality seafood. We are confident you will taste the difference!

Cooke's International portfolio includes Sockeye Salmon, Alaskan Pacific Cod, Sea Scallops, Canadian Atlantic Smoked Salmon and Argentinian King Crab Clusters.



Scan the QR code to discover more about the Cooke World of Seafood.



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AUSTRALIA
Atlantic Salmon
Black Tiger Prawns
Barramundi



CANADA
Atlantic Salmon
Steelhead Trout
Fish Roe



USA
Atlantic Salmon
Sockeye Salmon
King Salmon
Coho Salmon
Keta Salmon
Pink Salmon
Sablefish
Halibut
Pacific Cod
Flounder
Atlantic Sea Scallops
Wild East Coast Shrimp
Dungeness Crab
Oysters



HONDURAS
Pacific White Shrimp



NICARAGUA
Pacific White Shrimp



URUGUAY
Red Crab
Patagonia Silver Hake
Rosefish



CHILE
Atlantic Salmon
Organic Atlantic Salmon
Coho Salmon



ARGENTINA
Red Shrimp
Patagonian Scallops
King Crab



SCOTLAND
Atlantic Salmon
Organic Atlantic Salmon



SPAIN
Sea Bass
Bream
Meagre

OUR PRODUCTS

Cooke has a range of imported seafood formats available for the Australian Retail & Wholesaler and Foodservice channel.



SOCKEYE SALMON

From the cool waters of Alaska, Cooke's premium Sockeye Salmon retains its firm, flaky texture, vibrant colour and rich, ocean flavour.



ATLANTIC SMOKED SALMON

Responsibly sourced from the cool, North Atlantic waters. Canadian Atlantic Smoked Salmon is naturally dry-cured in a custom mix then smoked using hardwood chips to deliver a delicate taste and velvety texture.



ALASKAN PACIFIC COD

Premium Alaskan Pacific Cod offers an immaculate buttery flavour and a distinctive flakey texture, perfect to use in a wide range of dishes.



SPANISH SEABASS

Delicate and sweet in flavour seabass from the Mediterranean Sea. A great source of Omega-3 and Protein. Our Spanish Seabass is perfect to use in a wide range of dishes.

Cooke

SEAFOOD™

DISCOVER A WORLD OF SEAFOOD



SEA SCALLOPS

Responsibly sourced and harvested straight from the cool North Atlantic Waters. Sea Scallops are naturally sweet and firm with a buttery texture. Dry Sea Scallops, Roe off.



SCALLOP MEDALLIONS

Sweet and tender Scallop Medallions, crafted by combining high quality Patagonian scallops to create large, enticing delicious scallop medallions.



KING CRAB CLUSTERS

Ready to eat King Crab Clusters, caught off the Argentinian coast, have a sweet mild flavour and tender, luscious crab meat.





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FOR INTERNATIONAL ENQUIRIES



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