

Ventisqueros launches a new Atlantic Salmon brand in Japan
Pristine Salmon™ is the frozen Atlantic Salmon trademark developed
by Ventisqueros and Ocean Trading Company and advertised today in Tokyo, Japan.

Esteemed collaborators:

The challenge of satisfying a market as demanding as the Japanese has motivated our Company to develop a product oriented to the fulfillment of the specific needs and requirements of the final consumer. With this purpose in mind, we have set up an alliance with Ocean Trading Co., main importer of Atlantic Salmon (*Salmo Salar*) in Japan, and together we have worked out a new brand of Atlantic Salmon: "Pristine Salmon™".

With Pristine Salmon™ we are able to guarantee that the water where our fish are bred comes from a pure, clean... pristine spring. This salmon has special characteristics which make it unique: minimum 27 color in the Salmofan chart, and 100 percent pre-rigor¹, 100 percent sashimi grade fillets. Specifications include Trim C fillets with no scales and Trim E deepskinned fillets. Our new automated stunner system allows the primary process to be completed within less than two hours, which results in 100 percent pre-rigor fillets.

Our goal is to sell 1,200 tons of fillets in the first year, with an approximate income of \$18 million dollars.

"The launching of Pristine Salmon™ brings great pride to our Company and, at the same time, demonstrates that this protein is highly appreciated by the strictest markets Worldwide", says Ventisqueros' general manager Jose Luis Vial: "From nursing to delivery, Pristine Salmon™ is thoroughly thought in order to satisfy the liking of the Japanese consumer. We can so provide salmon with the best color, texture and taste".

Guillermo Staudt, commercial manager of Ventisqueros, points out from Japan: "Our objective is to build up Pristine Salmon as the highest reference point in terms of Atlantic Salmon (*Salmo Salar*) in the Japanese market".

Ocean Trading Co. general manager Naoki Kanek adds: "We can describe Pristine Salmon as an Atlantic Salmon brand with a unique taste, the best color and exceptional texture specifically designed for the Japanese market and produced in one of the purest locations in the planet".

About Ventisqueros S.A.

Ventisqueros is a subsidiary Company of the German Schörghuber Stiftung & Co. Corporate Group and is engaged in the production of food and proteins from its own Atlantic Salmon, Pacific Salmon and Trout farming. Ventisqueros operates in Chile, providing jobs for 1,100 people (up to December, 2015) and with an estimated annual production of 40 thousand gross tons of salmon and trout.

About Ocean Trading Co.

Ocean Trading was set up in 1973. Its main offices are located in the Japanese city of Kyoto. It holds 580 employees and has branch offices in Tokyo, Ho Chi Minh city (Vietnam) and Kuala Lumpur (Malaysia). Its commercial activities focus in the importation of fresh and frozen marine products and the farming, distribution and sales of flowers grown in its own farm in the Vietnamese city of Dalat. In 2015 its sales reached \$192 million dollars.

¹ Rigor, or rigor-mortis in Latin, describes the stiffening of animal muscles soon after death. Pre-rigor process stages immediately after death, when the muscles of an animal are still tender. Later biochemical changes generate lactic acid in the muscles, which reduces the pH and stimulates irreversible contraction (as flesh proteins show weaker water molecular attraction, reducing the space available for water within the muscle)
 When fish are processed in a pre-rigor stage, both fat and moisture retention are improved, which increases and enhances product palatability and texture.



Patricio Torres, Chilean ambassador in Japan, and Guillermo Staudt, Ventisqueros' commercial manager



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