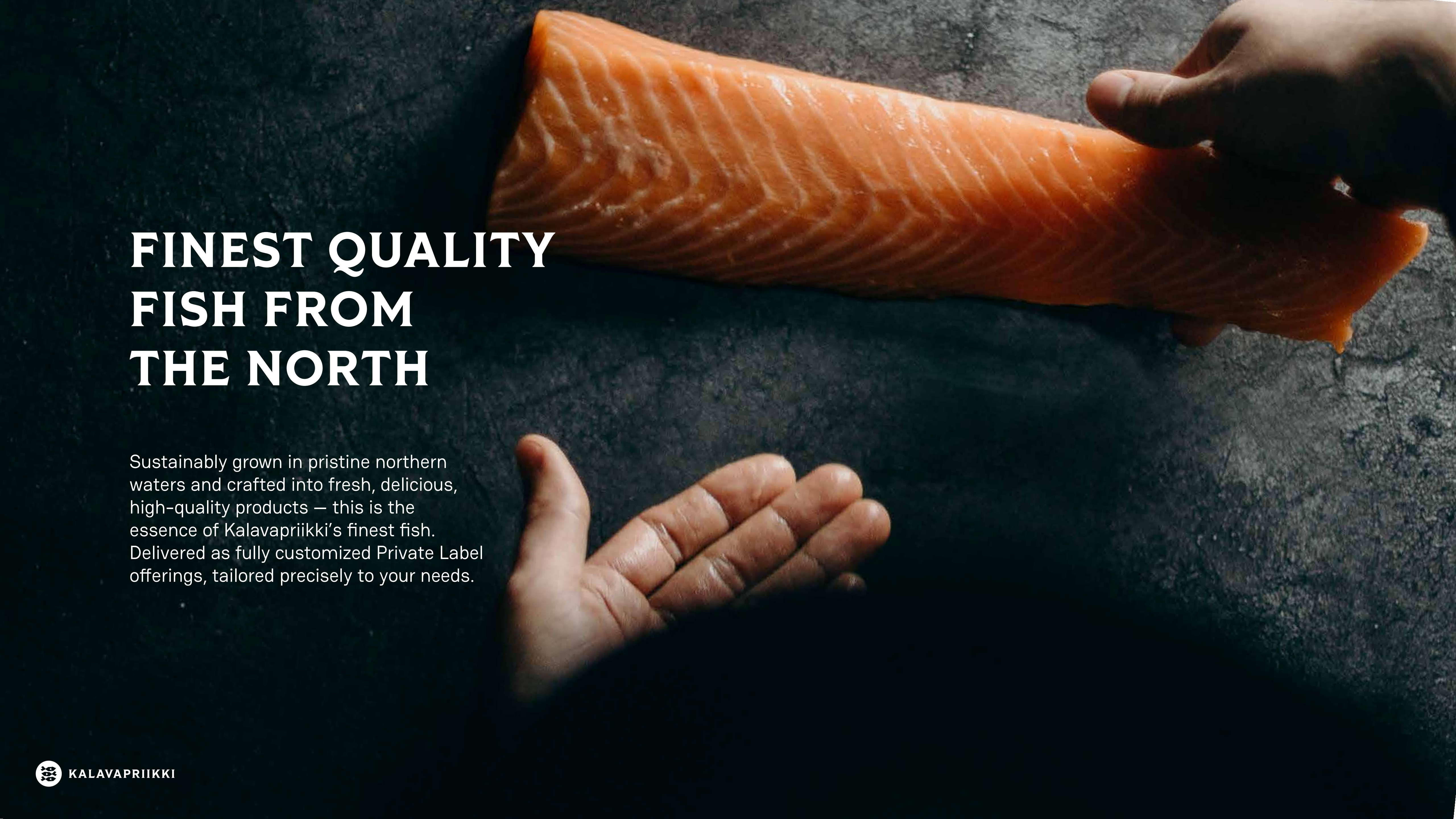




**PREMIUM
PRIVATE LABEL
PRODUCTS**



FINEST QUALITY FISH FROM THE NORTH

Sustainably grown in pristine northern waters and crafted into fresh, delicious, high-quality products — this is the essence of Kalavapriikki's finest fish. Delivered as fully customized Private Label offerings, tailored precisely to your needs.

KALAVAPRIIKKI

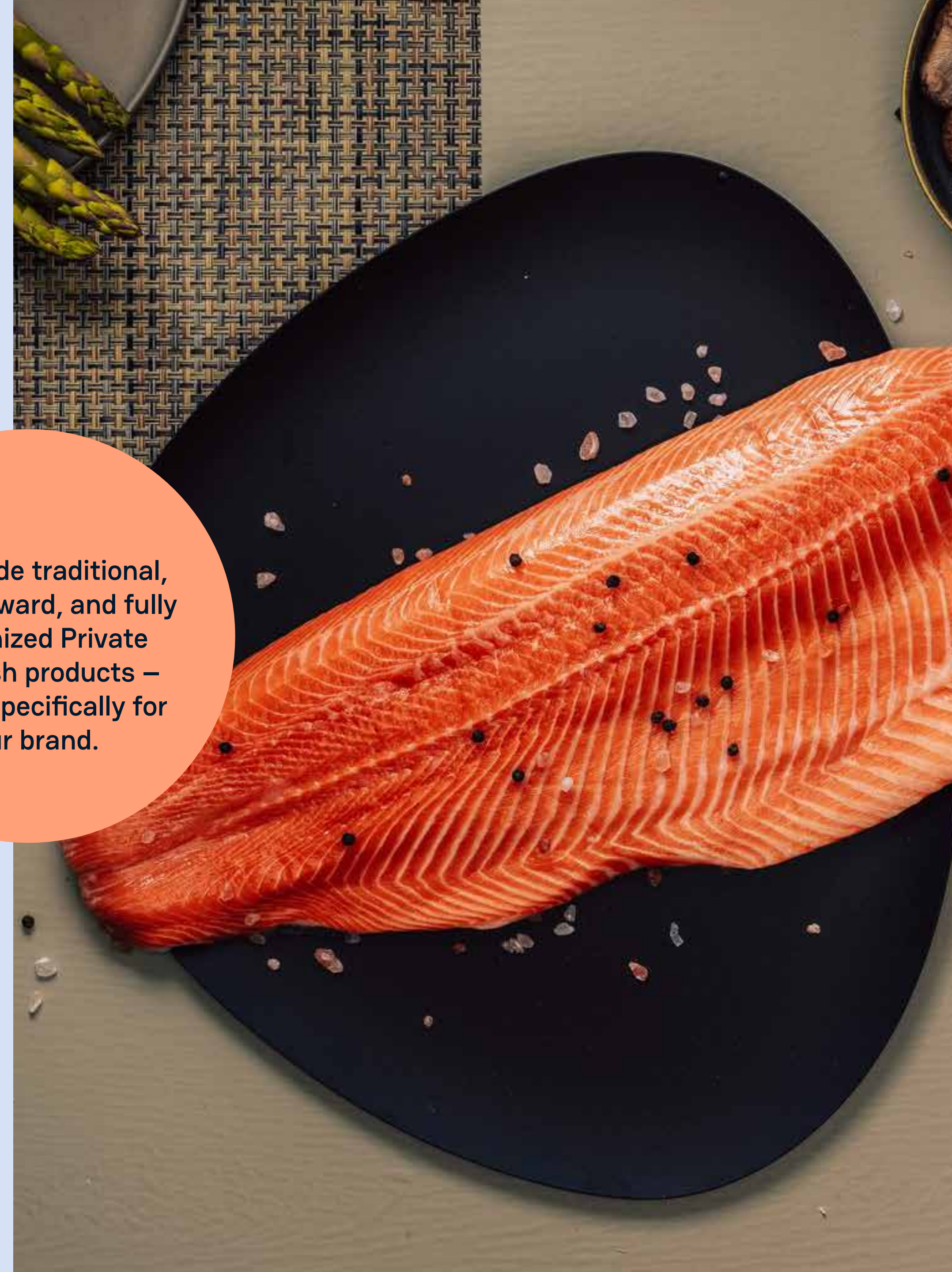
We raise, process, and sell high-quality Nordic fish and fish products. Each year, we produce up to 5.5 million kilos of fish, including 4.5 million kilos of Finnish rainbow trout.

We maintain 100% control of our production chain, ensuring the highest standards of quality, purity, and freshness.

- We work with our own network of Finnish contract farmers
- We ensure reliable access to raw materials for our products
- We source wild fish from local fishers in nearby waters

As an experienced Private Label producer, we supply leading national retail chains across Finland with top-quality fish products.

We provide traditional, trend-forward, and fully customized Private Label fish products – crafted specifically for your brand.



PRODUCT RANGE

ONLY REAL FLAVOURS AND GOOD VIBES

We offer a wide range of products – from classic gravlax and smoked fish to boldly seasoned flavor journeys. All rainbow trout products – portions, cubes, and strips – are also available frozen.

Our goal is to help you find the perfect fit for your customers, so we're happy to co-create and develop products together with you.



TRADITIONAL, TRENDING & SURPRISING FLAVOURS



EVERYTHING IS CUSTOMIZABLE

- Products tailored to your preferences
- A wide range of packaging options
- Various packaging sizes available



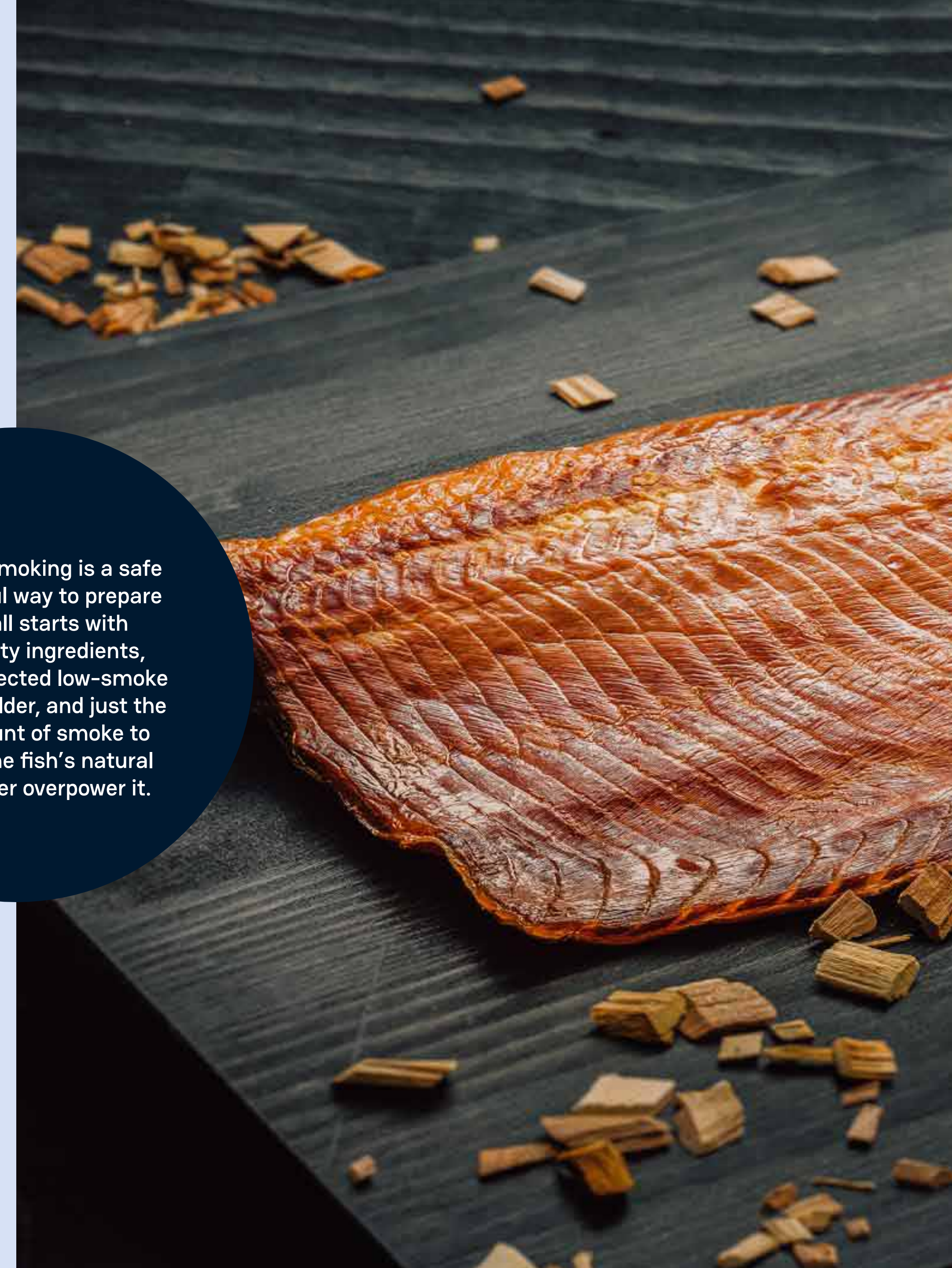
FISH DISHES WITH AN AUTHENTIC FLAVOUR

**We've always stayed true to authentic smoking.
We never use smoke flavorings banned by the EU.**

Our smoked fish gets its taste from alder wood smoke – a traditional, slow-smoking method where the fish gently matures and absorbs the natural, delicate aroma of real smoke. The subtle touch of alder brings out a rich, nuanced flavor that complements the natural taste of premium fish, rather than covering it. A carefully balanced hint of salt finishes the profile.

Our smoking process guarantees an authentic taste and honors Nordic culinary traditions. Smoked fish has long held a special place in Finnish food culture – and it remains one of today's favorites.

Authentic smoking is a safe and flavorful way to prepare food. It all starts with high-quality ingredients, carefully selected low-smoke woods like alder, and just the right amount of smoke to enhance the fish's natural taste—never overpower it.



An aerial photograph of a scenic landscape in Kuopio, Savo. A paved road winds along a narrow, forested peninsula that juts out into a large body of water. The peninsula is densely covered with green trees. The water is a deep blue-grey color, and the sky above is filled with soft, white clouds. The overall atmosphere is peaceful and natural.

GREETINGS FROM KUOPIO, SAVO!



STATE-OF-THE-ART FACTORY AND PRODUCTION LINE

Our rainbow trout filleting line is one of a kind in Finland — purpose-built for precision, efficiency, and quality.

HIGH CAPACITY

We produce up to 5.5 million kilos of fish annually, including 4.5 million kilos of Finnish rainbow trout.

MAXIMUM QUALITY

With advanced automation and robotics, we ensure exceptional quality and make precise use of every part of the fish.

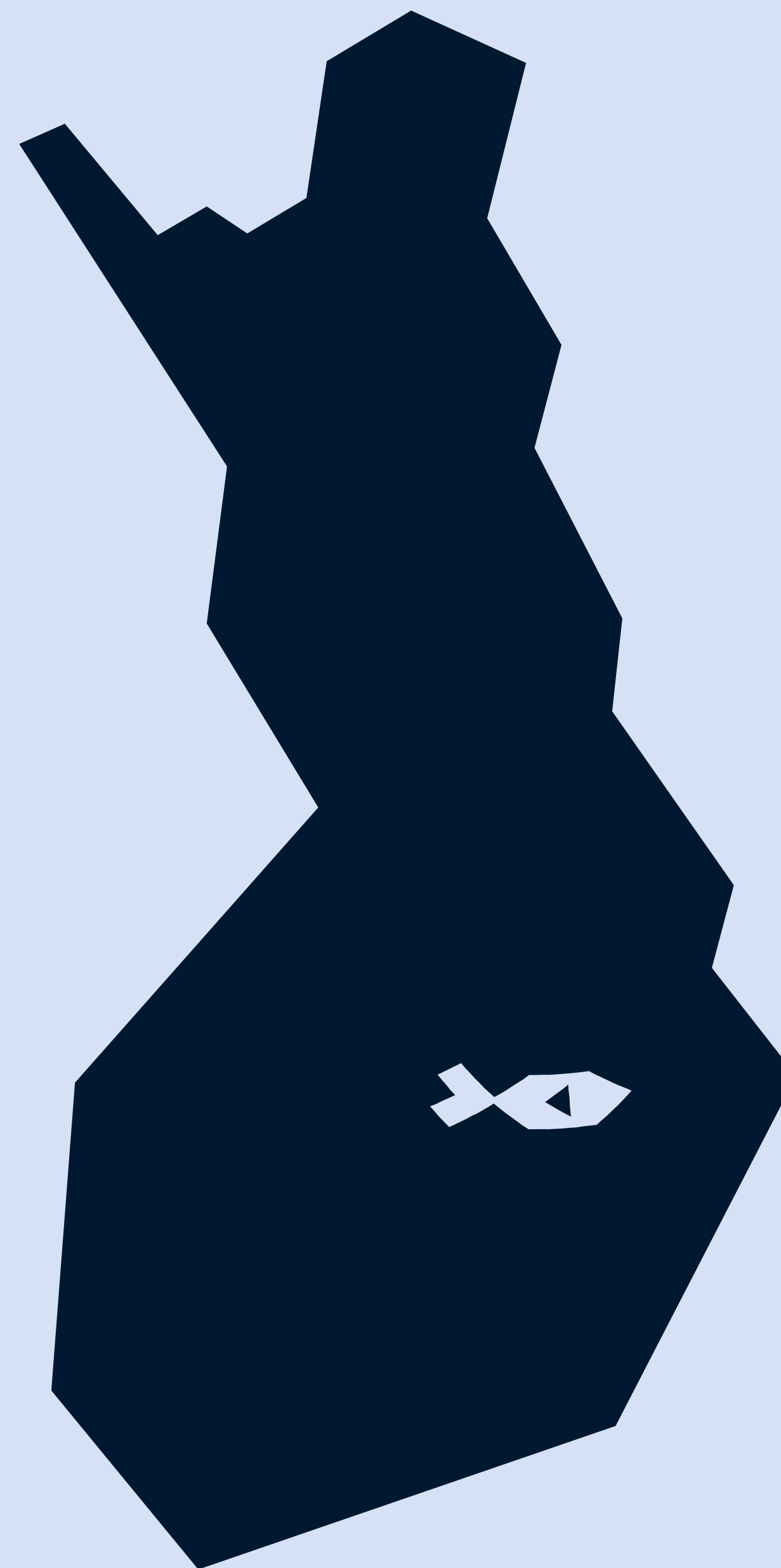
ENERGY-EFFICIENT PRODUCTION

Our energy-efficient facility runs on renewable energy from solar and geothermal sources, and also recovers waste heat for reuse.

Our factory meets the requirements of the international BRC Food Safety Standard.



**Our factory is strategically
located in Kuopio – surrounded
by fish-rich waters and excellent
transport connections.**





FINLAND'S FOOD SAFETY IS WORLD-CLASS

– STRICT STANDARDS DELIVER EXCEPTIONAL QUALITY

In Finland, fish farming is conducted under strict supervision, with a strong focus on the well-being of both nature and the fish. The local environment itself helps prevent problems naturally – the cool, clean northern climate is ideal for raising high-quality fish.

Fish raised in the North is one of the most sustainable ways to produce nutritious, high-quality, and delicious animal protein. The industry is tightly regulated by authorities, keeping environmental impact to a minimum. Many fish farms are traditional family-run businesses that provide vital employment in sparsely populated regions.





CERTIFICATIONS

As proof of our commitment to responsible operations, we strictly adhere to several internationally recognized standards:

- **FSSC 22000** – Food Safety Management System
- **ISO 14001** – Environmental Management System
 - **ISO 9001** – Quality Management System
- **MSC/ASC** – Traceability and sustainability certifications
- **BRC Food Standard** – Food safety certification (in progress)





THE BEST
DOESN'T COST
THE EARTH



An aerial photograph of a fish farm in a large body of water. Several rectangular cages are visible, some with a red crane-like structure on top. In the background, a dense forest of trees with yellow and orange autumn foliage covers a hill. The sun is shining from the right, creating a bright reflection on the water's surface.

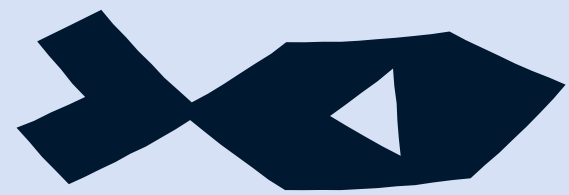
SO THE BODY, MIND, AND NATURE THRIVE

Our high quality standards demand continuous development. For us, craftsmanship and producing clean, fresh, and flavorful fish are matters of pride—and passion.

Our entire livelihood is rooted in living nature, which is why we always stand on the side of environmental wellbeing.

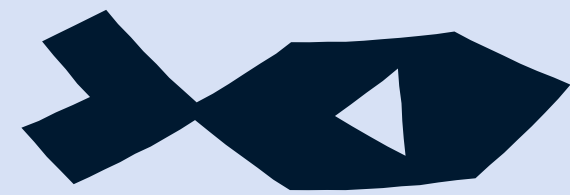
To us, responsibility means acting with fairness and respect—towards our customers, the fish, nature, and the communities around us.

Our goal is to be Finland's most responsible fish farmer and provider of fish-based foods.



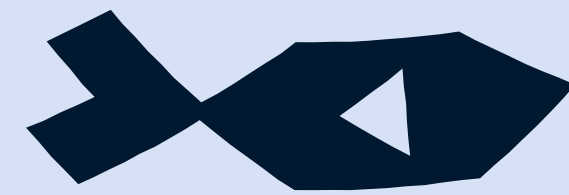
CHAMPIONS OF CIRCULAR ECONOMY

We are committed to the sustainable use of natural resources in everything we do. Our environmental responsibility is built on two cornerstones: high energy efficiency throughout our production chain and a strong circular economy mindset.



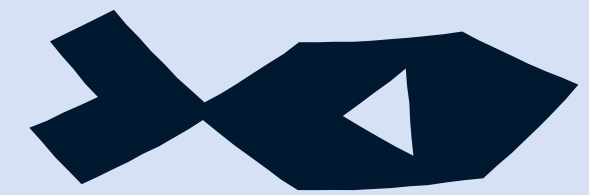
WASTE-FREE IS WITHIN REACH

ish is one of the few foods that can be almost entirely utilized—if you're willing to put in the effort. And we are. We're actively working with Finnish food industry players and major retailers to ensure that in the near future, we use 100% of the fish raw material, leaving no waste behind.



SMARTER, GREENER PACKAGING

We've placed special focus on the sustainability of our packaging. Reducing plastic is one of our top priorities. We've extended our plastic-free approach from production to logistics—packing our fish delicacies in carton and replacing plastic with paper wherever possible, without compromising food safety or quality.



THE BEST GROWS IN LOCAL WATERS

We favor locally grown fish whose origin we know and trust. Our products are made primarily from nutrient-rich Benella rainbow trout, farmed under strict supervision by our dedicated network of Finnish growers and fed with top-quality Finnish feed.

WE'RE PART OF THE HEINO GROUP

Heino, a Finnish family-owned company established in 1899, has grown alongside the nation's food culture for over three centuries. Today, Heino Group is an active entrepreneur, investor, owner, and supporter in the food and beverage industry.

Kalavapriikki and Heino are united by a shared passion for the future of Finnish food, a commitment to responsibility, and a love of bold new flavours. It's a partnership built on strong foundations.

Learn more about Heino: heino.fi/en/about

HEINO



GET IN TOUCH

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KALAVAPRIIKKI

