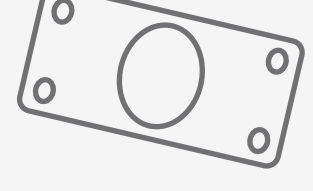


RESTAURANT CUSTOMERS PREFER SUSTAINABLE SEAFOOD

How can sustainably sourced seafood benefit your restaurant and boost profits?



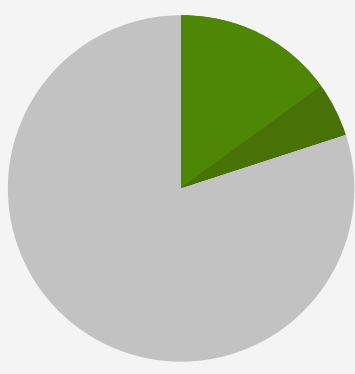
SUSTAINABILITY INFLUENCES CUSTOMER ORDERING AND SPENDING HABITS

2018

88% of American customers will pay higher prices for seafood certified sustainable and sourced responsibly



2019



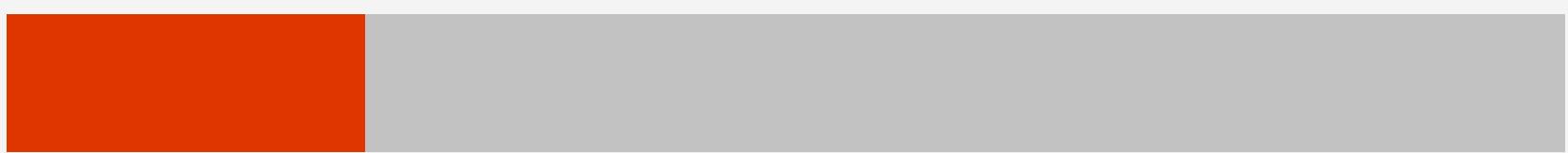
Restaurants can charge 15%-20% more for seafood dishes that are certified sustainable



58% of younger diners are more likely to visit a restaurant that provides sustainably raised foods

2020

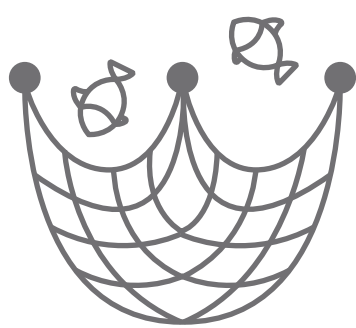
23% more Americans consider sustainability as part of their food and beverage decisions than in 2019



Over 70% of consumers want to be educated on a company's seafood sustainability practices



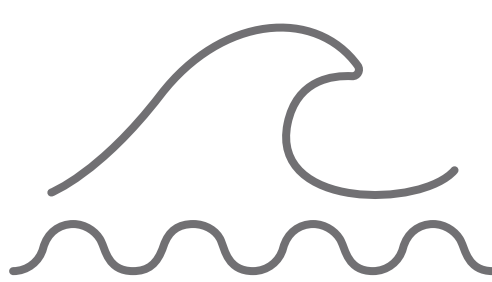
WHY SUSTAINABLE SEAFOOD MATTERS



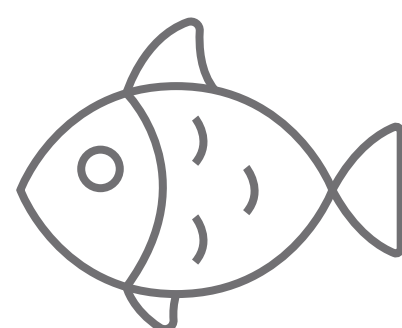
85% of fisheries around the world are either overfished or fully exploited



83% of seafood consumers agree seafood should be protected for future generations



72% consider consuming sustainable fish can contribute to preserving our ocean life



70% of seafood consumers agree that people should switch to eating more sustainable fish