



PRESS RELEASE

Pescanova displays at the Seafood Expo in Brussels the “Dippeo” range: the freshest, easiest and funniest way to enjoy eating shrimps

- **With this launch, Pescanova innovates by entering the chilled seafood segment and taking a chance on more spontaneous and more relaxed consumption styles, adapting its products to current consumption trends such as snacking, which are gaining weight in consumption at home.**

Brussels, 25 april 2017.- En At the Global Seafood Expo, being held in Brussels from today until next Thursday, Pescanova has revealed its Dippeo range, a snack of peeled and cooked shrimps, ready to be consumed at any time and place, ideal for sharing at get-togethers with friends or family, and a perfect solution as an appetizer, aside from main meals, as a starter or as casual snacking.

With Dippeo, and faithful to its DNA, the Nueva Pescanova Group innovates by bringing the health benefits of the seafood products, that the Company fishes and farms, to customers' tables. In this case, consumers can easily enjoy already cooked and peeled shrimp, which come in colourful 155 g trays, with three different dips to choose from: cocktail sauce, tartar sauce and mayonnaise.

For the CEO of Nueva Pescanova, Ignacio González, this new range of products "complies with our Strategic Plan, we are entering the chilled segment, with innovative products aimed at younger consumers, adapting our products to the main consumption trends: fresh and ready to eat presentations that bring together the health advantages of Sea Products and on the spot enjoyment. Consumers are demanding more and more quick meal solutions, without giving up health and pleasure".

Pescanova's Dippeo is already available at major retail outlets and can be found in chilled seafood cabinets but also in other cross selling zones such as the beverages and snacks aisles or at the checkout area.

About the Nueva Pescanova Group

The Nueva Pescanova Group is a Galician multinational Company leader in the seafood sector; it is engaged in fishing, farming, processing and trade of seafood products. Founded in 1960, it employs more than 12,000 people and is present in 27 countries in 4 continents. Pescanova sells its product in 80 countries around the world.