

## **The Nueva Pescanova Group launches its new Fish Solutions website for the restaurant sector**

- **The company aims to provide support for foodservice professional with the best products offering of and a specialized advice for business management**
- **This new project will be presented at the Hospitality Innovation Planet Horeca Professional Expo (HIP) 2019 together with an assortment of Pescanova's seafood tapas as well as other new products, specific for the HORECA channel**

**Madrid, 18 February 2019.-** the Nueva Pescanova Group presents [Fish Solutions](https://fishsolutions.pescanova.es/) (<https://fishsolutions.pescanova.es/>), a new website, exclusive for the hospitality sector aimed at assisting professionals by providing the best products offerings and a specialist advice for business management. This project is in line with the Group's commitment to the Foodservice Channel in the 2020 Strategic Plan. This new platform has been presented at the Hospitality Innovation Planet Horeca Professional Expo 2019, the annual summit for the HORECA Channel.

The sector that will benefit most from this website is the hospitality sector, the company seeks to bring closer its seafood products and services to any professional in this sector, and at the same time meet consumers' needs with quality food solutions consistent with different market trends.

Through this platform, the Group offers ideas for customized menus with a wide selection of recipes that follow upcoming trends in consumption, cooking methods and the most demanded flavours. In addition, a team of cooking experts and advisors provides a hospitality consulting service to help define and identify the needs of their restaurants to optimize resources, improve product offerings, maximize profitability and grow as a business.



### **Pescanova displays its gastronomic proposal for the hospitality sector at HIP 2019**

At the HIP 2019, that has started today and will run until February 20, at IFEMA in Madrid, the Nueva Pescanova Group offers all attendees a sample of its wide assortment of seafood tapas and new products specifically for the HORECA Channel at its booth (Pavilion 3, Booth E505).

Among these products, the Group presents its tapas to be served cold or hot, Asian cuisine solutions, meticulously prepared with top quality products to create innovative food proposals, in line with its target of bringing the freshness of the sea to consumers' tables.

#### **About the Nueva Pescanova Group**

The Nueva Pescanova Group is a 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 11,000 people and sells its products in more than 80 countries in the World.