



EXCELLENCE PRESERVED



## The Blue Cove Story



I'm Stephanie Fels, the founder of Blue Cove Preserves. I grew up in a multicultural household with a French father and Ecuadorian mother. In my childhood I lived in France with my family (in the city of Toulouse), where, similarly to the rest of southern Europe, tinned fish is a culinary delicacy celebrated in the culture. My mission is to develop this craft in North America and put delicious tins of seafood preserves in kitchen pantries. Not only are these delectable tins high in nutritional value with Omega 3 fatty acids, protein and vitamins; they also make an elegant appetizer food or a compliment to a great dish. Blue Cove partners with suppliers that honor responsible fishing practices on US shores rather than importing from across the world. Our recipes were created with locally sourced premium condiments, care and love.







## French inspired technique

Stephanie spent over a year in her kitchen iterating on recipes with fish cooking in olive oil and other condiments, inside sealed cans

### *Olive Caviar*

Alaskan halibut in extra virgin olive oil with green sliced olives, kalamata olives diced, toasted & smoky, freshly, lemon juice, herbs of Provence, salt & pepper.

### *Sunset Peppers*

Alaskan halibut in extra virgin olive oil with liquified orange bell pepper, roasted piquillo peppers, herbs of Provence, salt & pepper.



## *Tapas boards & table spreads*

Enjoy these tasty fish preserves is on a tapas board with an assortment of various tins, the way you would enjoy a cheese or charcuterie plate.

Add some additional garnishes for flavoring.



## *Heirloom Salad*

One of our favorites is this heirloom tomatoes, cannellini beans, artichoke hearts, roasted garlic cloves.

## *Pasta*

Our gourmet oil-based sauces that come in each tin make a great seafood pasta dish without needing to do more than cook your pasta al dente.





# Responsibly Sourced



We're committed to working with local, seasonal fishing boats. No longlines, trawling, gillnets or methods that may cause bycatch. The fish is sourced from vetted sustainable suppliers and packed in Washington state.

- Low food waste – shelf stable for years •
- The metal in the cans can be endlessly recyclable •
- Lower carbon footprint – sourced in the US •



# Our Seafood Partner

Based in Connecticut, our partner Ideal Fish has been listed on B-Corporation's Best For The World Environment List as a leader in Recirculating Aquaculture System (RAS) technology for the 2nd consecutive year.



No Impact on Predator  
Population



No Escapes



We Support Local  
Farmers



Nutrient & Habitat



No Diseases & Parasites



No Drugs & Chemicals



# Challenges

## Supply Chain

There are less than five canning facilities in the US that can act as high-quality co-packer, adding complexity to supply chain logistics.

## Financial Requirements

Onerous startup costs to fully own & manage production without a copacker.

## Expertise

The US market lacks expertise in the production of canned seafood products, despite regulatory frameworks in place today.

# What the press is saying

“If you've seen those beautifully designed tins of seafood at tapas bars and wanted to bring those flavors home, you aren't alone.”

– November 2022

## FOOD&WINE

“Tinned fish are among the lowest-carbon animal protein available, with potential to curb the world's enormous emissions from food” –

September 2022

## Bloomberg

“U.S. sales of canned seafood rose 9.7% to \$2.7 billion in 2022” – January 2023

## WSJ

“Gorgeous, artful cans of anchovies, razor clams, octopus, and more are on display in grocery stores from L.A. to New York.” – May 2021

## Condé Nast Traveler

“Canned fish is one of the great delights of this shoulder season, as spring begins its ascent” – March 2020

## The New York Times

“What Is the Next Chapter of the Unstoppable Tinned Fish Trend?” – September 2022

## VOGUE

“What to eat now: Can a tinned fish board be better than a charcuterie?” – April 2022

## Los Angeles Times

“The average American grocery store tends to be lacking in the canned seafood department.” – July 2020

## serious eats







Blue Cove's first line will launch in  
the Spring of 2023

Stephanie Fels, Founder

✉ [sfels@bluecovefish.com](mailto:sfels@bluecovefish.com)

🌐 [www.bluecovefish.com](http://www.bluecovefish.com)

📷 [@bluecovefish.com](https://www.instagram.com/bluecovefish.com)

☎ 917-499-9365











# The craft of gourmet tinned fish