

Brand Strategy Document

1. Vision and Mission

Vision: The goal of Fishmonger (Fishmarket Kft.) is to become Central Europe's leading ultra-fresh fish processor and distributor, defining the market as a synonym for sustainability, premium quality, expertise, and innovation.

Mission: To increase fish consumption in Hungary and across the region, and to strengthen our presence in the retail sector by offering consumers easily accessible, healthy, ultra-fresh, and convenient fish products. Our products are made from ingredients chosen by the most renowned chefs, delivering a gastronomic experience without compromise both in fine dining and at home.

2. Brand Architecture

Umbrella brand: Fishmonger – the guarantee of freshness, quality, and expertise.

Sub-brand: Selfish – the ultra-fresh, ready-to-cook product line for the retail segment.

Sales channels: Fishmonger (GoBuda, Culinaris, Törökbálint – formerly Budaörs –, webshop).

Slogan: ■ “Fishmonger – the best catch.”

3. Strategic Pillars

a) Quality, reliability, and expertise

Fishmonger is the first-choice partner of high gastronomy, supplying iconic restaurants such as NOBU, Stand 25, Platán, Essencia, Costes, Borkonyha, and Bibó.

For retail customers this means: they can purchase the same premium quality that the most acclaimed chefs choose every day.

Expert processing, constant quality assurance, and a gastronomic experience without compromise.

b) Sustainability and responsible sourcing

We work only with certified, responsible fishing and aquaculture partners.

Our new, modern facility, operating on renewable energy and energy-efficient systems, reduces our carbon footprint.

c) Innovation and technology

HHP (High Hydrostatic Pressure) technology: doubles shelf life, ensures additive-free premium quality.

Darfresh® and MAP packaging: consumer convenience, hygiene, and premium experience.

d) Brand awareness and education

Selfish positioned as “ultra-fresh premium” in retail.

Gastronomic education campaigns promoting health-conscious lifestyles and the “easy fish experience”.

Digital focus: webshop, social media, influencers, SEO.

4. Market Expansion Roadmap

Short term (2025–26): expand retail coverage in Hungary (SPAR, ALDI, Lidl).

Mid-term (2026–27): regional entry (SK, AT, CZ, HR), private label partnerships.

Growth (2027–28): South and Eastern European expansion (RO, BG, SRB, SI), Carrefour and Kaufland networks.

Long term (2029–30): export share 45–55%, Fishmonger becomes a regional brand, portfolio expansion (frozen convenience and snack products).

5. Market Trends and Opportunities

Convenience products – i.e. ready-to-cook and semi-prepared ultra-fresh fish products – are rapidly gaining ground in retail networks. This trend is dynamically growing in Central and Eastern Europe, following Western European consumer patterns. However, fish consumption still lags far behind the EU average, representing outstanding growth potential.

Hard discount chains (ALDI, Lidl) are key players, primarily with their private labels. Selfish products, with longer shelf life thanks to HHP technology, provide a strong positioning opportunity in this channel, especially in the premium convenience category.

Premium HORECA segment – though not crisis-proof in recent years, the recovery of tourism and the opening of numerous new hotels and restaurants point to dynamic growth in the near future.

E-commerce (e.g., Kifli.hu) is an emerging strategic channel for HHP-based products.

6. Competitive Advantage

Fishmonger is unique in the region with its renewable energy-powered, automated processing technology, ensuring sustainability, cost-efficiency, and premium quality.

HORECA focus – METRO as competitor: METRO is a real competitor only in the HORECA segment. However, Fishmonger has always had an advantage with its broader selection and flexible service. This professional background enables us to respond more quickly to retail partners' needs and to offer tailor-made assortments.

Brand synergy: unified communication of Fishmonger + Selfish across retail and HORECA.

Innovation: regionally unique ultra-fresh convenience products (HHP, Darfresh®, MAP).

Prestige: the trust of top gastronomy (NOBU, Stand 25, Costes, Platán, Essencia, Borkonyha, Bibó) radiates credibility towards retail consumers as well.

7. Communication Strategy

Core message: Fishmonger = premium fresh fish, sustainability, convenience, and the quality chosen by fine dining chefs.

Target groups:

- Retail: health-conscious consumers open to premium products.
- HORECA: fine dining and quality hospitality.
- Export: regional retail chains, e-commerce.

Tools:

- Influencer and social campaigns (TikTok, Instagram, YouTube).
- Joint retail promotions (ALDI, Lidl, SPAR).
- Gastronomic education (festivals, chefs, recipe videos).
- Chef partnerships communicated: "Fishmonger is also chosen by the most acclaimed restaurants."

8. Brand Promise

"By choosing Fishmonger, consumers not only do good for themselves and their families but also for future generations – we deliver a premium experience without compromise, while keeping the planet in mind. And most importantly: they can enjoy the very same quality chosen by the chefs of NOBU, Stand 25, Platán, Essencia, Costes, Borkonyha, and Bibó."

