

Sterling White Halibut AS



Sterling[®] Halibut –
A branding story



***“Ignoranti quem Portum petat,
nullus Suus ventus est”***

Seneca (the old) – Said this when Jesus lived!

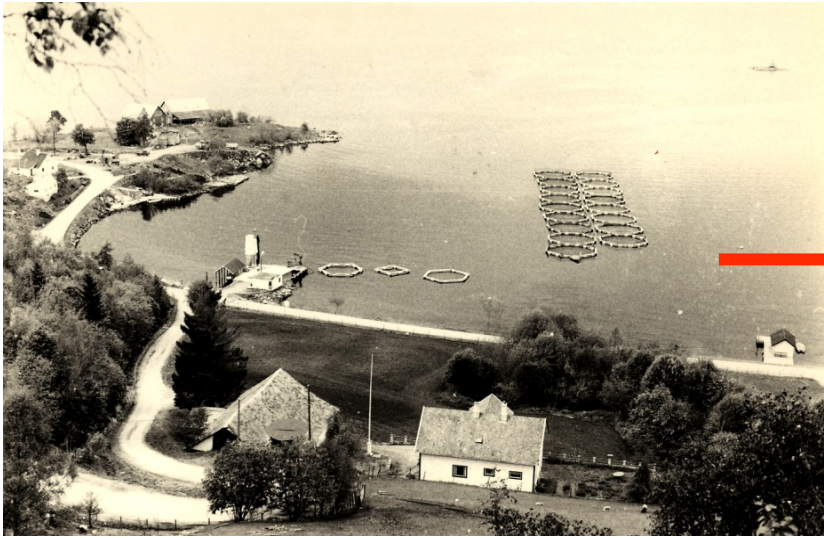




20 years development!



Industrial adventure!!



3.700 trucks per year
NOK 4 billions in value

75.000 tons

«Oooooops – We must sell this!»

- **Do we know the culture?**
- **Can we understand and speak the language?**
- **Do we have the products?**

Experience

- Did we know the culture in France and in Auchan?
 - Definitely not!!
- Did we know the language?
 - Absolutely not!!
- Did we have the products?
 - No!!!
- **But we showed enthusiasm. We were humble. And we listened.**

The Start

- Unique Selling Arguments was established
- «Halibut from Hjelmeland» became a phrase
- Bocuse d'Or helped
- **But we missed something!**

Be the Best – Not the Biggest



Bigger does not mean better

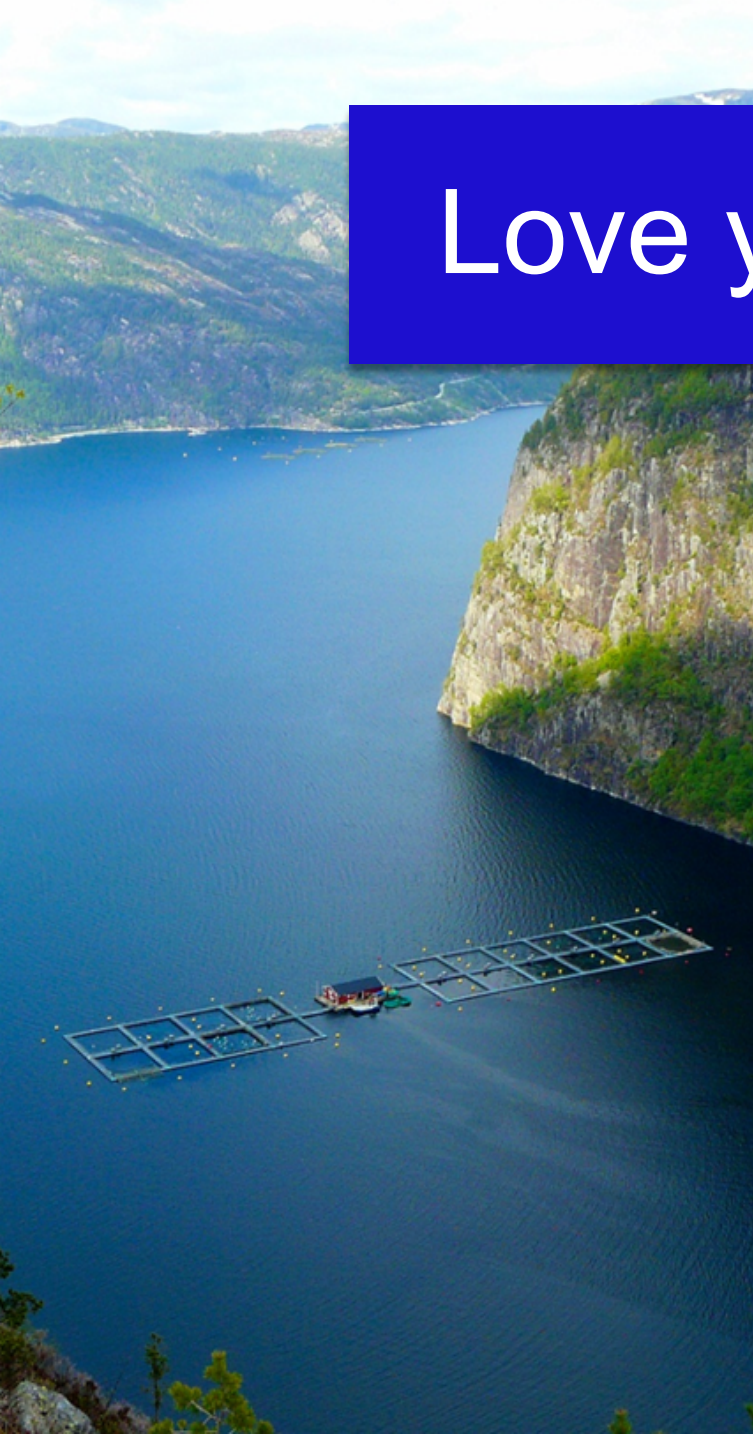
By the time a small business gets big, it is time to act small again

Become recognized by your Customers and Industry by always delivering the BEST at all you do

But to be the Best you need the Best employees

Love your Business

Be Passionate about your Business





*Passion attracts
Passion*

The Sterling® brand is your guarantee of premium quality fish. It means you can rest assured that the fish you eat has been raised and handled with the utmost care.



”

«We are a Family that are Passionate about our production and wants to serve the best seafood in the world»

Sterling Continuous Improvement

We never rest on our results.

We strongly believe in Continuous Improvement





1,200,000

kg produced Sterling Halibut

5,000,000

Sterling Meals

Contact us

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