



**Sterling White Halibut AS
Sterling® Halibut – «It's a
Gourmet Fish for Special
Occasions»**



Sterling White Halibut AS

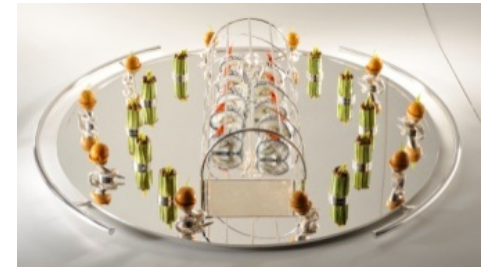
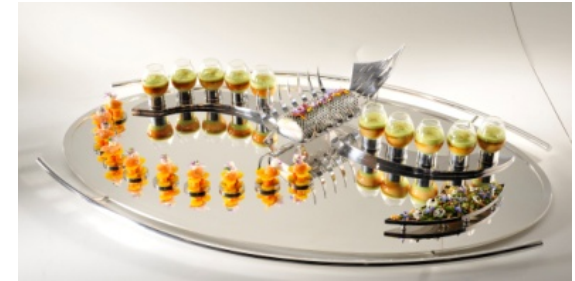
Sterling White Halibut AS is a halibut farming company located in Norway.

The company was established April 19th 2001.

We have our own hatchery in Rørvik north of Trondheim, on-growing in Vindafjorden in Rogaland, sea farms and sales/adm in Hjelmeland in Rogaland and outsourced packing in Egersund in Rogaland.

Stavanger City is one hour drive from our operations in Rogaland

Our 31 employees are the best in their scope of works and contribute strongly so that we weekly can deliver first class **Sterling**® halibut to demanding customers all over the world – mainly Norway, UK, Sweden, USA, Germany and Metropols in the World.



Sterling





“Sterling® White Halibut - “It’s a Gourmet fish for Special Occasions”

Sterling® White Halibut is bred and raised in cold, clear water in the deep fjords in Ryfylke on the Western part of Norway. The fish need tending for four to five years before it is ready for eating. 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. Sterling® is seafood that Sterling White Halibut AS is proud to sell!” Sterling® White Halibut – “It’s a Gourmet fish for Special Occasions”



«We are a Passionate family who wants to deliver the best seafood»



Sterling® **Philosophy**

- ***We are a Family!***
- ***We believe Passion Attracts Passion!***
- ***We shall be the Best – Not necessary the biggest!***
- ***We believe in Continuous Improvement!***



“It’s a Gourmet fish for Special Occasions”

VISION

Sterling White Halibut AS aims to be the leading global provider of farmed Atlantic Halibut products – a gourmet fish product that satisfy consumers’ current and emerging needs through sustainable production, reliable supply, innovation and competitive value

CUSTOMER GUARANTEE

The best Atlantic Halibut delivered 24/7
Stable quality and stable price



PRODUCTION GOALS

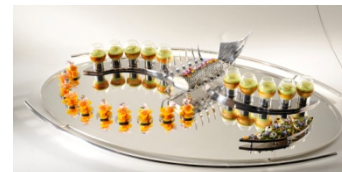
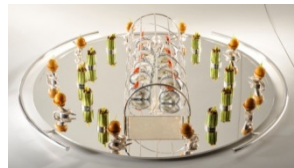
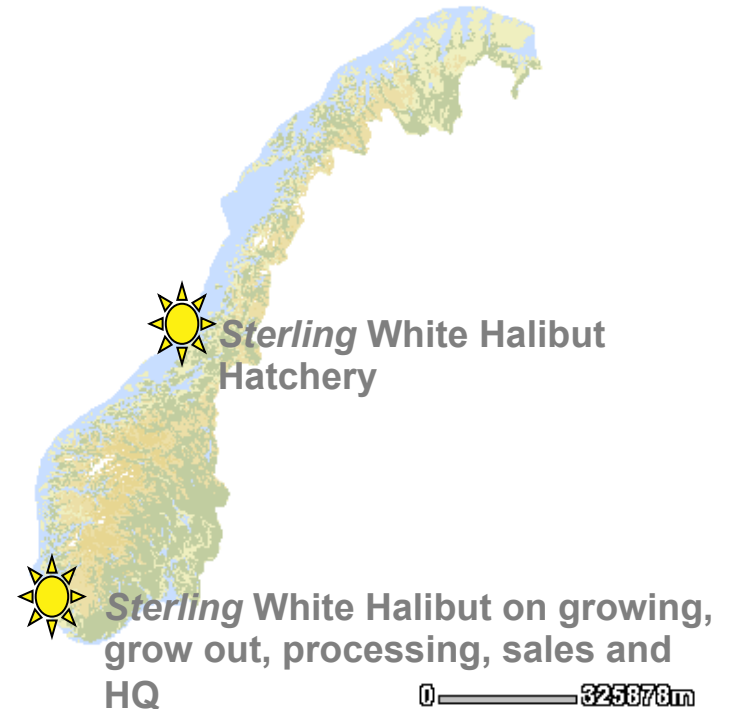
Within 2019 produce 5 millions meals of halibut with the right mix of sizes to our demanding customers

SALES GOALS

2017: 900 TONS
2018 →: 1.200 TONS

Sterling White Halibut Value Chain

- Farmed Atlantic Halibut (*Hippoglossus Hippoglossus*) from egg to market
 - **World leading halibut farmer**
 - **Sale of 4 million meals in 2017**
 - **Existing biomass enables us to provide 5 million meals pr year the next five years**
 - **Juvenile capacity to triple!!**
- Hatchery at Reipholmen in Rørvik
- On growing and grow out in Rogaland
- Processing in Rogaland
- HQ and Sales in Rogaland



Sterling[®] Brand

- ***Sterling is protected as brand in nearby countries***

- ***Norway***
- ***Sweden***
- ***Grmany***
- ***Denmark***
- ***Be-Ne-Lux***
- ***France***
- ***Irleand***
- ***USA***
- ***Finland***
- ***Switserland***
- ***UK***
- ***Singapore***
- ***Japan***



***Sterling*[®] is Global GAP certified**



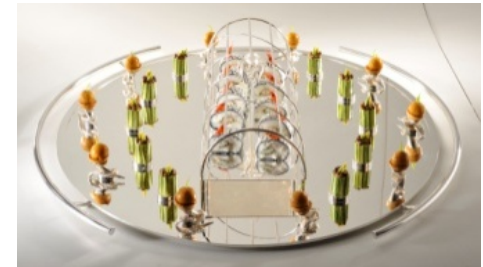
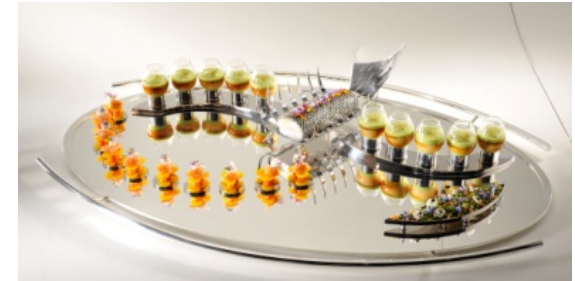
Sterling White Halibut AS is the first and only
Global GAP certified halibut farmer in the World



https://www.globalgap.org/uk_en/

Sterling[®] Positioning

- Superior consistent quality
- Pureness of origin (deep fjords with cold clear water)
- Taste and exclusive mouth feel
- Innovative cooking
- Product Safety
- *"It's a Gourmet Fish for Special Occasions"*



Sterling





Superior quality and taste – Prepared by innovation

**The Chefs shall be our Supporters and Sterling®
halibut shall be their first choice.**

Contact us

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NO-4130 Hjelmeland

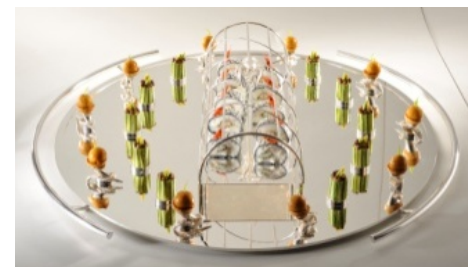
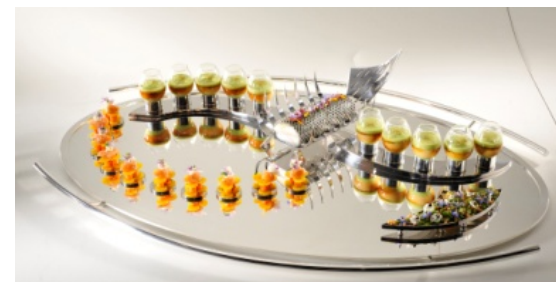
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