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 frist class Sterling® halibut to demanding customers all over the world – mainly Norway, UK, Sweden, USA, Germany and Metropols in the World.
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”
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 per 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
  - Germany
  - Denmark
  - Be-Ne-Lux
  - France
  - Ireland
  - USA
  - Finland
  - Switzerland
  - 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”
The Chefs shall be our Supporters and Sterling® halibut shall be their first choice.
Contact us

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