



U.S. shellfish supplier seeing booming business overseas

IntraFish Media

Portland Shellfish, a leading Maine-based processor of lobster, Jonah crab, and Maine shrimp, said Friday its shellfish products export business is experiencing rapid growth.

Currently shipping to over 20 countries worldwide, the Portland, Maine-based company has added two overseas sales agents to its team who will provide on-the-ground support for new and existing accounts throughout Europe, Africa, and the Middle East.

“Since our founding, we’ve been working to bring quality Maine seafood products, competitively priced, to worldwide markets,” said company President and Founder Jeff Holden. “We really believe in the quality and uniqueness of Maine shellfish, and we bet that if more consumers overseas could just sample Portland Shellfish products to learn what they’re all about, they’d feel that same attraction, too.”

The company recently signed UK-based Nigel Lund as its managing director to represent its product interests and growing accounts in Europe, the Middle East, and Africa. Lund will represent the company’s three shellfish product lines to foodservice and retail customers throughout the regions. Lund’s hire comes on the heels of Portland Shellfish’s 2009 hire of independent broker Alessandro Filiaggi, who represents the brand in Italy and Spain.

Portland Shellfish, through its distribution network, also provides its Claw Island brand Maine lobster, as well as its Portland Lighthouse brand Jonah crab and Maine shrimp, to thousands of major market specialty food stores and seafood markets throughout the United States.

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