



SILVER SEA SEAFOODS

AUSTRALIAN EASTERN KING PRAWNS

United Arab Emirates
MARKET OPPORTUNITY



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MARKET OPPORTUNITY

- Shellfish continue to record solid value sales growth in the UAE, with GlobalData forecasting a robust annual growth rate of 4.00% from 2023 - 2028. This sustained momentum is expected to drive the market size of shellfish beyond AED 370 million by 2028.
 - Prawns and shrimps continue to be the single largest fish and seafood import into the United Arab Emirates - recording an import value beyond AED 685 million AED in 2023 according to UN COMTRADE Data.
- Emiratis are the biggest consumers of fish and fish products among the Gulf Council Cooperation (GCC) countries; growing awareness of the health benefits associated with seafood continues to drive value sales growth year-on-year.
 - UAE consumers place a strong emphasis on freshness, origin, taste, cost, and food safety - these factors present a strong opportunity for Australian sourced fish and seafood products.
- **Silver Sea Seafoods is well placed to introduce its award-winning prawns to the UAE market. By drawing on its established reputation for quality and reliable supply, the company is able to meet the high expectations of UAE consumers, who place an emphasis on freshness, origin, taste, and safety.**

SHELLFISH IN THE UAE
MARKET SIZE (2023)

**AED 305
MILLION**

SHELLFISH IN THE UAE
CAGR (2023 - 2028)

4.00%

SHELLFISH IN THE UAE
MARKET SIZE (2028)

**AED 370
MILLION**

Silver Sea Seafoods

WWW.SILVERSEASEAFOODS.COM



At our family-owned and operated business, we specialise in delivering only the finest quality Eastern King Prawns, wild-caught from the pristine waters of Mooloolaba, Queensland. Our prawns are snap frozen at sea to lock in their natural freshness and flavour, ensuring you enjoy a superior product every time.

With over 25 years of expertise in commercial fishing, Allan oversees every aspect of our vessel operations, ensuring that each prawn meets our rigorous standards. Available year-round, except for October, our prawns provide you with a reliable source of fresh, premium seafood whenever you need it.

We are passionate about our craft and committed to adhering to strict state and federal fisheries regulations, as well as maintaining top-tier safe food handling practices. We have received recognition in multiple award categories, the most recent being the Sunshine Coast Business Awards in Export and Food & Agribusiness, additionally in 2024 for the Queensland Seafood Marketers Awards for Promotion and Small Business. You can trust us to deliver the best from our waters to your table.

Experience the difference today with our premium Eastern King Prawns.

Jacky Cartwright

GENERAL MANAGER

SUNSHINE COAST BUSINESS
24 AWARDS

2024
FINALIST
FOOD & AGRIBUSINESS

SUNSHINE COAST BUSINESS
24 AWARDS

2024
FINALIST
EXPORT

Eastern King Prawn Stock

Silver Sea Seafoods prawn stock is a pure, high-quality product with no added flavours, colours, or artificial ingredients. It is crafted to be both health conscious and a flavour powerhouse – low in sodium, yet seasoned to perfection, delivering a rich, luxurious taste. Ideal for enhancing any seafood-based dish, our prawn stock adds depth and character to soup, risotto or pasta by infusing them with the exquisite taste of premium Eastern King Prawns.

Every aspect of this product is made possible by prawns proudly caught by local fishers in Mooloolaba. We deeply value our natural resource, the Eastern King Prawn, and actively encourage its full range of nutritional benefits.

Produced entirely within Australia, this prawn stock represents a full circle solution, maximising the utilisation of prawn into a sustainable food solution.

**GLUTEN FREE | LOW IN SODIUM | 100% AUSTRALIAN EASTERN KING PRAWN | NO ADDITIVES
NO FLAVOUR ENHANCERS | NO ADDED COLOURS | SHELF STABLE OR REFRIGERATED**

Pack sizes:

300ML RETAIL POUCH

1 BOX CONTAINS 10 X RETAIL POUCHES

1L FOODSERVICE

1 BOX CONTAINS 10 X POUCHES

MOQ - 5 BOXES (CAN BE A COMBINATION OF RETAIL AND FOODSERVICE PACKS)



Eastern King Prawns For Foodservice

Our premium whole raw prawns are available in 5kg packs - head and shell intact. The 5kg boxes are designed for the food service, cafe and restaurant sectors.

The prawns are graded at sea and packaged accordingly and immediately snap frozen at temperatures of up to -40 degrees celsius to lock in freshness and flavour.

Australian Eastern king prawns are rich in flavour with a low to medium oiliness, moist flesh, and medium texture. Prawns are delicious steamed, poached, deep fried, stir fried, grilled or barbecued. Australian king prawns maintain their texture when cooked in curries or soups. Prawns can be marinated and cooked with the shell off or marinated and cooked with the shell on to maximise flavour.

SIZES

U6 - JUMBO
U8 - XXL
U10 - XL
U12 - LARGE
U15 - MEDIUM LARGE
U20 - MEDIUM

**OUR PRAWNS ARE DELIVERED DIRECTLY FROM THE VESSEL FOLLOWING
OUR MOST RECENT CATCH. ENSURING EXCEPTIONAL FRESHNESS,
MAXIMUM USAGE AND EXTENDED SHELF LIFE.**



Eastern King Retail Packs

Our premium prawns are available in various 300gram retail ready pack options - Whole prawns with head and shell intact as well as Headless and peeled with tail on. These 300gram packs are perfect for the retail sector to accommodate the home cook who values premium quality and taste. The prawns are processed on land in HACCP approved facilities and packed into outer boxes.



They come with labelling requirements specific for country of import, clear easy to interpret instructions for cooking and nutritional values. A great way to showcase 'Ocean to Plate'

PERFECT FOR A FAMILY MEAL, FROZEN OR REFRIGERATED

PRAWN SIZE: LARGE - RAW PACK INCLUDES COMBINATION U9/12 AND U10/15

Whole with Shell and Head (approx 9-15 prawns per pack, 12 x pack in outer box)

Peeled and Tail on (approx 9-12 prawns per pack, 16 x pack in outer box)



Pack sizes: RETAIL READY 300G PACKS



Contact Us

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