



Petuna launches new trout and salmon packaging

Petuna, Tasmania's largest multi-species seafood company, has launched a new and delicious range of salmon and ocean trout, packaged and sized to help make meal planning even easier.

The success of Petuna's current range, together with consistently good consumer, chef and trade feedback, drove Petuna's product-branding team to develop a new range featuring a new packaging style.

The new range includes Tasmanian Smoked Atlantic Salmon, Tasmanian Lightly Smoked Ocean Trout, Frozen Atlantic Salmon and Frozen Trout Fillets, Salmon Kebabs, Tasmanian Hot Smoked Atlantic

Salmon and Trout, both whole fillets and in consumer-friendly portion sizes.

"Last year, we conducted research with our trade customers and consumers to find out what they wanted the most from Petuna," Petuna Sales and Marketing Coordinator Luke Freeman said.

"Our research found that a complete review of our packaging style and size was needed to keep up with changing market trends and demands.

"Having the ability to select different packaging sizes was extremely important to our consumers, as well as having an attractive user-friendly pack. We believe the results will help more consumers bring healthy, tasty Australian fish to their tables."

The Petuna seafood company has been operating since 1950 and remains a family-owned business supplying seafood of consistently excellent quality for the wholesale and retail markets, both domestically and internationally.

