



NOTHING F!SHY



IT'S ALL ABOUT THE TASTE AND THE TEXTURE

Welcome to Nothing F!shy

Welcome to Nothing F!SHY. We make the best frozen vegan fish substitutes. The texture, taste, look and smell of our products are exactly like real fish. We made it difficult for you to tell the difference. We wanted to continue to enjoy the sensation and taste of eating fish and fish dishes, but to do it without having a negative effect on ocean species, their habitat, and our environment. So, we created these amazing products, for us and for you to enjoy.



Benefits for your business

Quick and easy to cook, from frozen to ready in 4-5 minutes in a deep fryer • Zero waste - correct portion control with each order • Can be served in a variety of different styles • Unique and interesting addition to your menu • Around SEK 14 per portion • Vegan • Produced in Sweden • Trendy • Environmentally friendly • A unique and innovative product that customers often will share on social media • 72% of consumers in a study group would recommend Nothing F!SHY to a friend or colleague

About Nothing F!SHY

Nothing F!SHY products are vegan and based on wheat. We have used starch and proteins, natural fish flavors and algae to create the f!shy consistency which is the basis of all our products.

Our mission is to replicate the complete nutritional values of white fish in our Nothing F!SHY products. Therefore, we have enriched our products with vitamins, minerals, proteins and Omega-3 oil to supplement the nutritional values in our core ingredients. In fact, our Nothing F!SHY products have a higher content of Omega-3, vitamins and minerals than real whitefish.

Ola and Jared are the guys behind Nothing F!SHY. We know food, ingredients, kitchens and service and we both have extensive experience in the Swedish food industry. We have worked within most branches, from festival food, restaurant, fine dining, hotel, catering, private sector and industrial food production. We understand our customers.



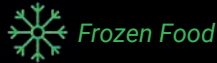
Nothing F!SHY fillets are a fantastic addition to any menu. Our easy-to-prepare fillets can be the "star of the show" on your innovative vegetarian menu. Nothing F!SHY fillets are guaranteed to exceed your guests expectations, whether they are served in a classy restaurant with homemade sauce, pickles and pommes fondant, at a catering event or a lunch menu, or as part of a classic fish & chips concept.



FILÉER

60g per piece
Coating of tempura
batter or
breadcrumbs

3 kg catering boxes.
Approx. 60g per piece.
Approx. 25 portions.



Frozen Food

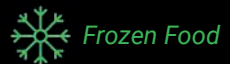


Nothing F!SHY gourmet burgers are tasty, big and crispy. They are quick to prepare and give you the unique option of offering a fantastic "F!SH" burger as part of your vegetarian menu. Whether you offer your Nothing F!SHY burger as part of your restaurant or hotel burger menu, or serve it out of a window on a food truck or from a fast food restaurant, you can be sure that your customers will have an unforgettable experience of taste and texture, get them talking and keep them coming back.

BURGER

110g per piece
Coating of tempura
batter or
breadcrumbs

3 kg catering boxes.
Approx. 110g per piece.
Approx. 27 portions.



Frozen Food

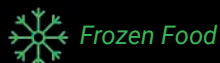
Nothing F!SHY nuggets are super tasty and super crispy. Our easy-to-cook nuggets are especially suitable for restaurants and menus that offer fast food options, family meals and tapas / small portion menus.



NUGGETS

25g per piece
Coating of tempura
batter or
breadcrumbs

3 kg catering boxes.
Approx. 25g per piece.
Approx. 17-24
portions.



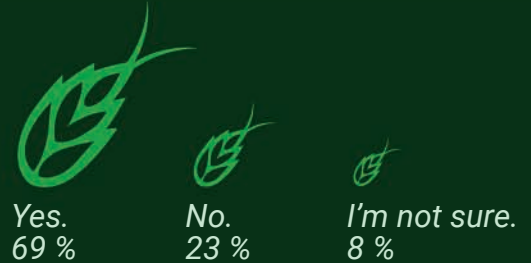
Frozen Food

OUR PRODUCTS

Nothing F!SHY consumer survey results

We know our market and our customers. Statistics, customer studies and third-party recommendations are how we prefer to market Nothing F!SHY. We have statistics from your potential customers that show the potential for our products on your menu. We have conducted a tasting survey with consumers, and here we present the results.

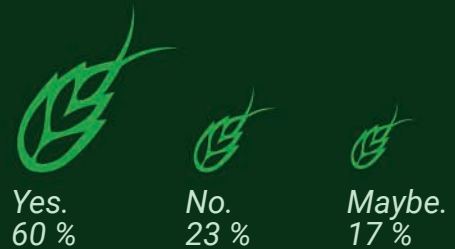
Would you assume this was a fish product if you were not aware that it was vegan?



Have you ever eaten a vegetarian meal at a fast-food restaurant/restaurant before?



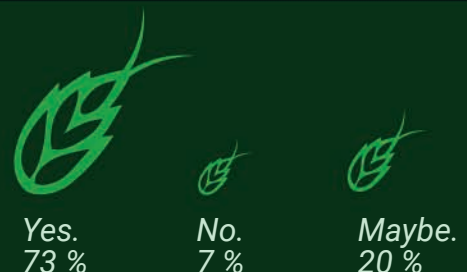
Would you order a vegetarian fish meal if it was on the menu at a fast-food restaurant/restaurant?



If you ate this product as part of a meal you ordered at a restaurant, would you order it again?



Would you recommend this product to a friend / family member / colleague?



What did you like about the product?

Very good, easy to cook, child-friendly, crispy, tasty, fish-like texture, good texture, looks and tastes like fish, impressive fish resemblance, good fish taste, nice texture, looks and tastes like well-cooked cod, tastes fantastic

The study group consists of randomly selected participants, 5-65 years of age. The number of respondents was 69. Survey conducted June 2021.



NOTHING FISHY

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