

## **NORDSEE BACKGROUND INFORMATION**

### **NORDSEE – Passion for Fish since 1896**

#### **History**

The origins of the company known today as NORDSEE Holding GmbH, or simply NORDSEE, date back to 1896, when a company called “Deutsche Dampffischerei-Gesellschaft NORDSEE” was founded in Bremerhaven, Northern Germany. Back then its fleet of seven steam-powered fishing trawlers set off for the high seas. Even in its early days, the company aimed high: Its ambitious objective was not just to sell its products to consumers in its home region, but also to offer a reliable supply of premium fresh fish to people far away from the coast.

In the same year, the company opened its first sales outlet in Bremen. Its considerable success made it the first of many and NORDSEE became synonymous in Germany with highly successful fish retailing.

As a consequence of the German economic miracle (in the fifties and sixties), the German people developed a desire for healthy eating combined with pleasurable, and even luxurious food – and NORDSEE was one of the first companies to respond to this change in taste. In 1965, NORDSEE opened its first restaurant, from which, step by step, its second business concept emerged.

In the eighties, the company developed its third area of specialisation, fish snacks. NORDSEE met the demand for a fish snack which was not only fresh and healthy but also quick and convenient.

These three business areas– restaurants, snack sales and retail – have provided the basis for NORDSEE’s success up to this very day. Restaurants provide light, delicious fish dishes in a maritime atmosphere and the snack shops serve a broad selection of hot and cold fish-filled rolls to take away. Its seafood buffets offer fresh fish and a wide variety of seafood for preparation at home

## **NORDSEE Today**

Today, NORDSEE GmbH operates more than 410 outlets in Germany and ten other countries.

Heiner Kamps has held a stake in the company since 2005 and has been the chairman of the NORDSEE Supervisory Board since October 2006. Over the last few years, Mr. Kamps and his management team have paved the way for the company's future success. This has involved initiating flatter hierarchies, accelerating communication channels, developing new product segments and enhancing customer care. Step by step, existing outlets are being modernised and many restaurants are being redesigned. With the motto "Enjoy fish sea shore fresh" our outlets have a distinctly maritime atmosphere and exude a modern beach restaurant feel. Typical outlet locations are town centres and shopping malls.

On 1. August 2011, Hiltrud Seggewiss became Chairman of the NORDSEE Management Board. The strategic development of the company is one of her most important tasks. Seggewiss summarises the goals of this task as "Sustainable, profitable growth in our core business and the development of promising, international business areas".

NORDSEE sees itself as the leading expert in the areas of "fish delicacies" and "system catering". NORDSEE wins patrons and customers by offering superior products, outstanding service and excellent value for money.

## **Company Values**

Only forward looking companies have a sustainable future. Therefore, NORDSEE acts responsibly in relationship to natural fish resources and cooperates closely with many countries in projects that promote sustainable fishing. The sale of all types of fish is subject to regular checks and governed by clearly defined legal provisions.

Honesty, reliability and authenticity are the fundamental values of our company and, at the same time, the most important prerequisites for our customers' satisfaction.

Hiltrud Seggewiss is also dedicated to the professional training and further development of NORDSEE personnel and explains: “You can only answer customers’ queries if you have been trained well and this is particularly true of a sensitive product like fish. Buying fish is a matter of trust and not only depends on is displayed, it is very much about good communication between sales staff and customers.”

This explains why NORDSEE is committed to educate young people in vocational training programs. In 2010, the company employed more than 120 apprentices. In addition to that, in-house training for junior staff continues to be one of the key components of the company’s corporate culture.

## **Facts and Figures**

There are three different kinds of NORDSEE concepts – seafood buffets, restaurants and snack shops – in over 410 locations in Europe (in Germany, Austria, Switzerland, the Czech Republic, Romania, Hungary, Slovakia, Bulgaria, Turkey) Russia and Dubai.

NORDSEE is a subsidiary of the HK Food GmbH. In 2010 NORDSEE generated sales of €354m (incl. franchise domestic/ international) with its 6,000 employees.

For further information, visit us at: [www.nordsee.com](http://www.nordsee.com)