BlueNalu strengthens strategic partnerships with prominent seafood companies in APAC region

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BlueNalu, a global leader in the development of cell-cultured seafood, announced today the extension and enhancement of its strategic partnerships with three multinational seafood industry leaders headquartered in the Asia-Pacific (APAC) region. These partnerships will support BlueNaluâ??s planned introduction of cell-cultured seafood in a number of APAC nations over the coming years, by fostering market insights, understanding regulatory requirements, and developing go-to-market strategies.

The expanded collaborations include independent Memorandums of Understanding (MOU) with Mitsubishi Corporation in Japan, Pulmuone Co. Ltd. in South Korea, and Thai Union in Thailand, each of whom boasts a rich legacy and strong presence in the global seafood sector.

BlueNalu's strategic alliances with these industry giants are designed to focus on three key areas of collaboration: facilitating comprehensive market research to understand consumer preferences, emerging trends, and evolving market dynamics; identifying and understanding the regulatory requirements unique to each market to expedite the process of gaining approvals and certifications necessary for the distribution of BlueNalu's products; and developing market entry, distribution, and supply chain management strategies to introduce BlueNalu's products to consumers, restaurants, and retailers across the APAC region.

BlueNalu has continually differentiated itself with scalable technologies, and a culinary and market-driven focus that targets premium foodservice opportunities, in both sushi and fine-dining restaurants. The companyâ??s first product under development is the high-value toro portion of bluefin tuna, which is highly sought after in Asia where over 80% of the estimated global supply is consumed. Bluefin tuna is available in very limited supply, can be extremely variable in its quality and sensory attributes, and has facedÂ steep declines in fish stocksÂ due to issues like overfishing and illegal, unregulated and unreported (IUU) fishing.