



**VEGAN
FISHERMAN**

**THE BEST OF FISH,
YET BETTER!**

OUR FISHION (VISION, MISSION)

The food industry is in full transition, moving away from animal-based towards plant-based. Vegan Fisherman offers a sustainable, plant-based, and fish-friendly alternative for the hospitality and catering industry!

Besides fulltime vegetarians and vegans, an increasing part of population chooses to skip eating meat and fish for one or several days of the week.

We enable the hospitality industry to serve delicious, fish-friendly, and vegan dishes, so guests can and will decide to choose for an alternative to animal products more often.

Team Vegan Fisherman

OUR HERITAGE AND PRODUCTION

Against all odds but nevertheless true, our plant-based fish substitutes are designed and created in close connection with family business Kramer Fish; a traditional, Dutch fish processing company from Urk.

“A fish(ing) company producing fish substitutes?!”

Practically, yes: the fish-friendly Vegan Fisherman products, indeed, have a connection with the fishing industry, but without the usually connected suffering and pollution. We believe that a vegan world is possible, but we don't think it will happen overnight. A fish(ing) company bringing a vegan product to the market is a first step towards a possible full vegan assortment in the future.

Vegan Fisherman is 100% plant-based with the craft of the fisherman!



THE FOOD MARKET

Today's 'Generation Convenience' is also our future: health, sustainability, and food safety is of higher importance than ever before.

Climate change, Covid, and many other worrisome topics wake us up to see the necessity of creating a sustainable food cycle, stimulating us to make conscious food decisions.

Series on Netflix, such as Seaspiracy, David Attenborough: A life on our planet, and The Game Changers help consumers see that change is needed and inevitable.



THE PRODUCT

"Vegan Fisherman's fish is better than real fish!"

Are you serious?! Yes, we have no fear to make this bold claim. It took us over 3 years to create the ideal fish substitute, but it was worth it: the authentic, true taste, and structure of Vegan Fisherman's fish replacements are identical to the experience of eating animal fish. Yet, without the toxic stuff nor suffering!

"How on earth did you do it?!"

A hypo-allergenic grain of rice (NON-GMO) turned out to be the ideal candidate for the metamorphosis we dreamt of and became the core ingredient for our fish-friendly transformation. This magical plant-based source copies the character traits of cod like no other! The fish seasoning blend, tried by true fishermen and invented by creative chefs, gives the Vegan Fisherman fish substitutes its unmistakable fishy smell, colour, and taste.

PRODUCT INFORMATION



FISH BURGER

»» 120 gr



FISH BURGER

»» 65 gr



FISH FILET

»» 100 gr



FISH FRIES

»» 15 gr



FISH STICK

»» 30 gr



FISH NUGGET

»» 25 gr



SHRIMP

»» 25 gr



CHUNKS

»» 25 gr

MORE TO COME...



FISH FRIENDLY.....

Vegan Fisherman's plant-based fish substitutes give you that unique and fishy flavour and structure, including the nutritional values we need so badly.

With Vegan Fisherman's 'fishies' you opt for loving fish on the menu of your restaurant. Zero micro plastics and zero nightmares. A sustainable, plant-based, and fish-friendly alternative is the result: a 100% non-guilty pleasure.

Enjoy serving and eating fish with a clean consciousness and a happy, healthy heart!

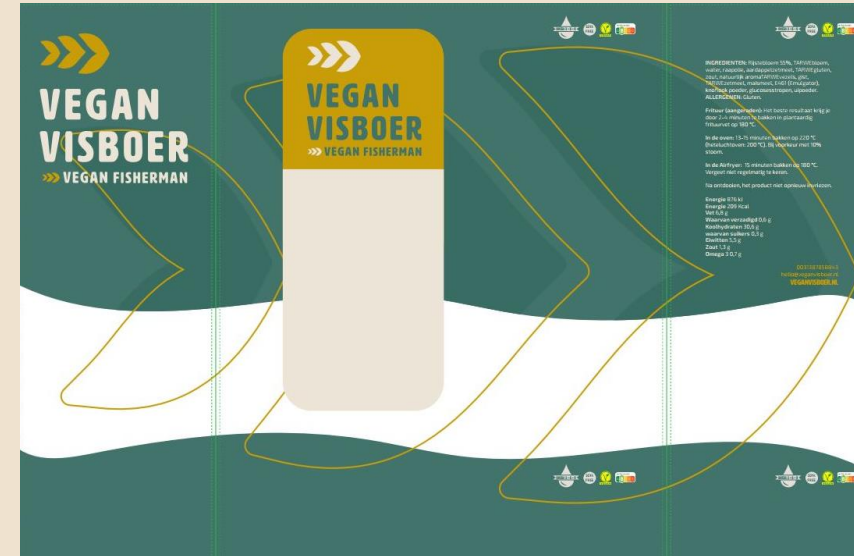


PACKAGING RETAIL



PACKAGING FOODSERVICE

1 KG BAGS



Bulk Case:

- »» 2,5 KG
- »» 5 KG
- »» 7,5 KG
- »» 10 KG



PREPARATION

Deep frying (recommended): the best results are obtained by frying Vegan Fisherman products in vegetable frying oil (180 °C) for 2 – 4 minutes.

In the electric oven (220 °C) or hot air/ fan oven (200 °C): bake 13 – 15 minutes, preferably with 10% steam (if possible).

In Airfryer: 15 minutes on 180 °C. Don't forget to turn regularly.

High- speed oven



CERTIFICATION

Hygiene and quality are our main priorities: the production facilities of Kramer Fish have the most modern and highest standards and certificates. All locations are IFS higher level (unannounced visits) and BRC AA certified.

**BRC certified
'AA level'**

Our factories are
certified according
high demands of
BRC FOOD



**IFS certified
'higher level'**

Our factories are
certified according
high demands of IFS
FOOD

»»» OUR USPS SUMMED UP

- »»» Sustainable and environmentally friendly
- »»» Vegan
- »»» Vegetarian
- »»» Plant-based
- »»» Ocean-Free
- »»» Soy-Free
- »»» Palm oil-free
- »»» Guilt-free
- »»» Almost equals nutritional values of fish
- »»» Including omega fatty acids 3, 6 and 9
- »»» Healthier than 'real' animal fish
- »»» Free of chemicals and GMO
- »»» No animal got hurt in the process!



FISH BURGER

This fish burger is the future vegan fave on your menu! The patty's consistency is similar to that of codfish and is hugged by an incredibly crunchy layer of coarsely ground breadcrumbs. This burger has the ideal size to team up with all sorts of hamburger buns!

»» 120 gr. and 65 gr. patty

»» 9 cm and 6,5cm diameter with coarsely breaded layer

»» Ingredients:

Rice flour (55%) Wheat flour (24,3%) Water (7%) Rapeseed oil (6,6%) Potato starch (2,4%)
Wheat gluten (2%) Natural flavor (<2%) Salt (<2%) Yeast (<2%) E461 natural binder (<2%)

»» Nutritional value per 100 grams:

Energy 867 KJ, Energy 209 kcal, Fat 6,8 gram of which 0,6 saturated, Carbohydrates 30,6 gram of which 0,3 sugars, Proteins 5,5 gram, Fibers 2,8 gram, Salt 1,1 gram, Omega-3 0,7 gram

»» Allergens:

Gluten containing grains

FISH FILET

Our Vegan Fisherman fish filet is perfectly made to be the main character of your most creative culinary creation: give the fish filet the main role on a beautifully decorated plate and serve the main component with tasty side dishes for a 100% fish-free experience!

»» 100 gr. filet

»» With crunchy cornflake layer

»» Ingredients:

Rice flour (55%) Wheat flour (15%) (Corn 9,6%) Water (7%) Rapeseed oil (6,0%) Potato starch (2,4%) Wheat gluten (2%) Natural flavor (<2%) Salt (<2%) Wheat fibers (<2%) Yeast (<2%) Sugar (<2%) Paprika powder (<2%) Turmeric powder (<2%) E461 natural binder (<2%) Barley malt extract (<2%)

»» Nutritional value per 100 grams:

Energy 858 KJ, Energy 205 kcal, Fat 6,4 gram of which 0,6 saturated, Carbohydrates 30,5 gram of which 0,7 sugars, Proteins 5,3 gram, Fibers 2,9 gram, Salt 1,2 gram, Omega-3 0,7 gram

»» Allergens:

Gluten containing grains

FISH FRIES

Finger food and street food have been on the rise in the recent years, and still are! Fish fries are the ultimate sidekick or snack, but can also be served as an independent, small meal when presenting a bunch of the long and slender shaped 'fingers' together as a full portion.

»» 15 gr fries

»» With a fine, breaded layer

»» Ingredients:

Rice flour (55%) Wheat flour (24,4%) Water (7%) Rapeseed oil (6,0%) Potato starch (2,4%)
Wheat gluten (2%) Natural flavor (<2%) Salt (<2%) Wheat fibers (<2%) Paprika powder (<2%)
Turmeric powder (<2%) E461 natural binder (<2%) Yeast (<2%)

»» Nutritional value per 100 grams:

Energy 848 KJ, Energy 203 kcal, Fat 6,5 gram of which 0,6 saturated, Carbohydrates 29,7 gram of which 0,9 sugars, Proteins 5,5 gram, Fibers 3,0 gram, Salt 1,2 gram, Omega-3 0,7 gram

»» Allergens:

Gluten containing grains

FISH STICK

World famous in the Netherlands: the country's most ancient chunk of fish that got the Dutch people to be amongst the tallest in the world. Isn't it incredible that we can now 'cultivate' strong, tall, and good looking kids based on nutritious, fish-friendly, and cruelty-free fish substitutes?

»» 30 gr stick

»» With a fine, breaded layer

»» Ingredients :

Rice flour (55%) Wheat flour (24,4%) Water (7%) Rapeseed oil (6,0%) Potato starch (2,4%) Wheat gluten (2%) Natural flavor (<2%) Salt (<2%) Wheat fibers (<2%) Yeast (<2%) Paprika powder (<2%) Turmeric powder (<2%) E461 natural binder (<2%) Yeast (<2%)

»» Nutritional value per 100 grams:

Energy 848 KJ, Energy 203 kcal, Fat 6,5 gram of which 0,6 saturated, Carbohydrates 29,7 gram of which 0,9 sugars, Proteins 5,5 gram, Fibers 3,0 gram, Salt 1,2 gram, Omega-3 0,7 gram

»» Allergens:

Gluten containing grains

FISH NUGGET

Our Fish nugget is a magnificent, plant-based snack that gives your appetizer menu a unique vegan option. They also make for the crispy and crunchy completion to a perfectly balanced and highly nutritious salad meal. Looking for the perfect party hit? Serve them in a bucket with yummy plant-based dips!

»» 25 gr nugget

»» With an extra crunchy, breaded layer

»» Ingredients:

Rice flour (55%) Wheat flour (24,3%) Water (7%) Rapeseed oil (6,6%) Potato starch (2,4%) Wheat gluten (2%) Natural flavor (<2%) Salt (<2%) Wheat fibers (<2%) Paprika powder (<2%) Turmeric powder (<2%) E461 natural binder (<2%) Yeast (<2%)

»» Nutritional value per 100 grams:

Energy 876 KJ, Energy 209 kcal, Fat 6,8 gram of which 0,6 saturated, Carbohydrates 30,6 gram of which 0,3 sugars, Proteins 5,5 gram, Fibers 2,8 gram, Salt 1,1 gram, Omega-3 0,7 gram

»» Allergens:

Gluten containing grains

SHRIMP

There are countless types of shrimps to be found in the world, but they all have two things in common: a firm bite and that unmistakable shrimpy flavour. Our shrimp has both, too, but without the suffering that is part of the shrimp fishing industry. The base of our shrimp is the magical non-GMO rice grain that is used for all of our fishies, coated with a fine, breaded layer for an extra crispy experience.

»» 25 gr. shrimp

»» With a bite and a crunchy, breaded layer

»» Ingredients:

Rice flour (55%) Wheat flour (24,3%) Water (7%) Rapeseed oil (6,6%) Potato starch (2,4%) Wheat gluten (2%) Natural flavor (<2%) Salt (<2%) Wheat fibers (<2%) E461 natural binder (<2%) Yeast (<2%)

»» Nutritional value per 100 grams:

Energy 876 KJ, Energy 209 kcal, Fat 6,8 gram of which 0,6 saturated, Carbohydrates 30,6 gram of which 0,3 sugars, Proteins 5,5 gram, Fibers 2,8 gram, Salt 1,1 gram, Omega-3 0,7 gram

»» Allergens:

Gluten containing grains.

FISH YOU CAN EAT WITH A CLEAN CONSCIOUSNESS & A HAPPY, HEALTHY HEART

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