



**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.

# OUR FISH FRIENDLY PRODUCTS:



**FISHBURGER**

»» 120gr



**SHRIMP CROQUETTE**

»» 30 gr



**FISHFILET BATTERED**

»» 100 gr



**FISHFILET SEAWEEDSKIN**

»» 100 gr



**FISHSTICK**

»» 30 gr



**FISHNUGGET**

»» 25 gr



**SHRIMP**

»» 25 gr



**CHUNKS BATTERED**

»» 25 gr

# OUR FISH FRIENDLY PRODUCTS:



**FISHBURGER**  
»» 100 gram



**FISHBURGER**  
»» 65 gram



**CRABCAKE**  
»» 40 gram



**FISHFRIES**  
»» 15 gram



**FISHCARPACIO WITH SEAWEED**  
»» 15 gram



**FISHFILET CRUNCHY**  
»» 100 gram

**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!



# 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 FILLET

Our Vegan Fisherman fish fillet is perfectly made to be the main character of your most creative culinary creation: give the fish fillet 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. fillet

»»» 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 FILLET ON SEAWEED SKIN

Why be simple when you can be fancy? This fish fillet is more authentic and chic than ever! It has an extra savory flavor and ultra-'fishy' feel to the mouth thanks to an added layer of 'skin' of super healthy seaweed. Ideal to combine, for example, with vegetables, rice or a delicious pesto pasta, or to serve as a complete meal.

»»» 100 g fillet

»»» Natural with a skin of seaweed

»»» Ingredients:

Rice flour (64.7%), WHEAT gluten (12,5%), water (11.5%), potato starch (3.1%), salt (1.8%), WHEAT flour (<2%), seaweed (<2%), rapeseed oil (<2%), WHEAT fiber (<2%) and WHEAT starch (<2%), maize flour (<2%), garlic powder (<2%), glucose syrups (<2%), E461 (emulsifier) (<2%), aroma (<2%), natural aroma (<2%), onion powder (<2%)

»»» Nutritional value per 100 grams:

Energy 512 kJ or 122 kcal, fat 1.2 grams of which saturated 0.2 grams, carbohydrates 15.2 grams of which sugar 0.1 grams, protein 10.5 grams, fiber 2.4 grams, salt 1.8 grams, omega-3 0.8 grams

»»»

Allergens:

Gluten containing grains



# CRAB CAKE

The next hit on your vegan menu: this crab cake is a delicious snack on its own, yet doubles as a complete, fishy, and high-protein component to a healthy meal. The bite is half-soft and half-crunchy: a perfect and addictive balance that will quickly gain fans.

»»» Crab cake 40 g

»»» Natural product

»»» Ingredients:

Rice flour (46%), water (34.3%), vegetable protein (WHEAT, pea) (10%), white sugar (2.4%), rapeseed oil (<2%), natural flavor (<2%), potato starch (<2%), vegetables (onion, garlic)(<2%), hydrolyzed vegetable protein (<2%), salt (<2%), E461 (<2%)

»»» Nutritional value per 100 grams:

Energy 447 kJ or 106 kcal, fat 2 g of which saturated 0.2 g, carbohydrates 13.7 g of which sugar 2,81 g, protein 8.1%, fiber 1,2 g, salt 1 g

»»» Allergens:

Gluten containing grains



# BATTERED FILLET

Have you tried our Vegan fish small pieces yet? We have now created a larger version! Coming in a larger shape, you can offer vegan battered fish fillets as a filling for your vegan sandwich, an independent snack, or as the high-protein part of your meals. Make your own creations that suit both your taste and your catering business, and please your fish-friendly customers at the same time... Ahoy captain!

»»» Chunk 100 g

»»» With a battered layer

»»» Ingredients:

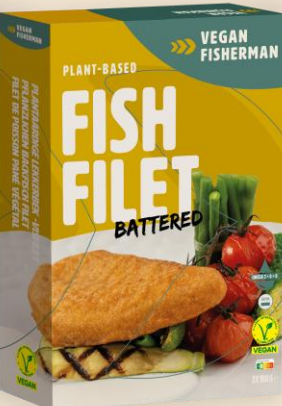
Rice flour (55%), WHEAT flour (24.3%), water (7%), rapeseed oil (6.6%), potato starch (2.4%) Wheat gluten (2%) Natural flavor (<2%) Salt (<2%) Wheat fibers (<2%) Paprika powder (<2%), turmeric powder (<2%) E461 natural binder (<2%) Yeast (<2%)

»»» Nutritional value per 100 grams:

Energy 876 kJ or 209 kcal, fat 6.8 grams of which 0.6 saturated, carbohydrates 30.6 grams, of which 0.3 sugars, proteins 6.5 grams, fiber 2.8 grams, salt 1.1 grams, omega-3 0.7 grams

»»» Allergens:

Gluten containing grains



# SHRIMP CROQUETTE

Any croquette is basically a necessary and irreplaceable snack in life. Meat croquettes already had their vegan counterparts, but the vegan shrimp croquette was seriously missing from the list! Filled with a creamy ragout with vegan shrimp and our signature crispy base, this is our vegan version to offer alongside other croquettes and snacks, 'going Dutch' on top of a slice of bread, or served with cocktails!

»»» 30 g

»»» With a bite and a crunchy, breaded layer

»»» Ingredients:

Water 53.2%, WHEAT flour 15.6%, breadcrumbs 14%, rapeseed oil 6%, plant-based butter 5%, maize starch <2%, rice flour <2% salt <2%, stabilizer <2%, natural aroma <2%, colouring aroma <2%, vegetable (onion, garlic) <2%, yeast <2%, E412 (thickener) <2%, herbs and spices (dill, cayenne pepper, fennel) <2%, acidity regulator (E500 II) <2%.

»»» Nutritional value per 100 grams:

Energy 874 KJ or 209 kcal, fat 11,1 grams of which 0.6 saturated, carbohydrates 24.6 grams of which .,6 sugar proteins 2.9 grams, fibers 1.6 grams, salt 1.5 grams

»»» 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 CHUNKS

With our magical grain of rice, completely free of GMO's, our vegan fishermen have transformed yet another Dutch snack favourite: sizzling hot and straight from the oily bubble bath, 'kibbeling' (a typical Dutch delicacy) is back on the menu for vegan foodies! With a fine breaded layer that gives that unmistakable, crunchy feeling. Make it extra yummy with a yummy sauce. Vegan remoulade sauce or arrabiata dip, anyone?

»»» 25 gr nugget

»»» With an battered 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 6,5 gram, Fibers 2,8 gram, Salt 1,1 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.



# SERVING INSPIRATION

(CLICK ON THE PICTURES FOR THE RECEPIS)



# PACKAGING OPTIONS ALSO FOR PRIVATE LABEL:

**Standard options:**

Small box – frozen  
Normal box – frozen

**Format in mm**  
395 x 295 x 85  
395 x 295 x 115

**KG**  
2-3 KG  
4-6 KG

**Europallet max**  
176 colli  
128 colli

**Possible packing options:**

In full colour plastic bag – frozen  
In small retail box – frozen  
Gastro / MAP packed – refreshed

300g – 1,5 KG  
200g – 600g  
200g – 2 KG





# PREPARATION

Deep 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.

Fry in the pan 4-6 minutes

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 to high demands of BRC FOOD



**IFS certified  
'higher level'**

Our factories are certified according to 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 YOU CAN EAT WITH A CLEAN CONSCIOUSNESS & A HAPPY, HEALTHY HEART

- »»» Vegan Fisherman – Vegan Visboer
- »»» Händellaan 24, 8031 EP Zwolle
- »»» Phone: 003138-7858843
- »»» E-mail: [hello@veganfisherman.eu](mailto:hello@veganfisherman.eu)
- »»» Chamber of commerce: 83492836
- »»» VAT Number: NL862894712B01
- »»» Website: [www.veganfisherman.eu](http://www.veganfisherman.eu)



**VEGAN  
FISHERMAN**