

## 22 Catches Fish Products PLC

Although their original heritage can be traced back more than a hundred years, 22 Catches Fish Products – originally named for the number of products available in their range – has existed in its present form since managing director Milo Minderbinder formed the company in 1985. Private at that time, 22 Catches is now a publicly listed company.

Concentrating on fish products, '22' (as it is known throughout the industry and to a lesser extent in the marketplace) uses modern and traditional skills to produce an impressive range of chilled and frozen seafood – from luxury shellfish to family fish meals. That the company is based on the banks of the Humber in Grimsby reflects its legacy in the industry – Grimsby once being the biggest fishing port in the world, and it is still the case that over 70% of the fish eaten in the UK is processed on Humberside. Their extensive headquarters includes two major manufacturing facilities as well as offices for administrative support – including marketing – as well as product development, quality and after-sales service teams. In all, around 2000 people are employed on the site, something that is significant in 22's commitment to the local community and regional economy – in the last financial year 22 Catches Fish Products recorded a turnover of almost £200M.

22 Catches sources fish from around the globe, always seeking not only the very best quality fish – but only using responsibly managed fisheries and fish farms. To this end, 22, works closely with the Marine Stewardship Council to help the sustainability of fish stocks. Their product range includes more than two dozen products sold under the '22 Catches' brand as well as several sub-brands that have product lines within them. For example, there is the 'Exotic but Simple' range that has eight products including *Exotic but Simple* yellowtail snapper, squid and cuttlefish.

Loyalty to the local community and its stand on sustainable fishing are an indication of the organization's commitment to corporate social responsibility. More than a 'greenwashing' strategy, the company's ethos is top-down, with Milo Minderbinder personally funding many environmental initiatives from his own pocket. This is reflected in the company's advertising, which concentrates on nutritional and healthy-eating aspects of fish products in general – and 22's in particular. 22 Catches has a web presence that has been developed in-house by the marketing team – though the lack of dedicated manager and team is reflected in the rather haphazard nature of the site, which lacks the professional edge that might be expected from such a high profile publicly-listed organization. As befits a consumer packaged goods manufacturer, there is no online sales facility on the site – the concentration being split between corporate content and information on the products and where they are available for purchase.

