

BlueNalu strengthens partnership with Mitsubishi, Thai Union and Pulmuone

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BlueNalu, a global leader in the development of cell-cultured seafood, announced 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 BlueNalu'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.

Lou Cooperhouse, President and CEO of BlueNalu, shared his excitement about these strengthened partnerships, stating, "We are honoured to deepen our collaborations with Mitsubishi Corporation, Pulmuone Co. Ltd., and Thai Union, visionary partners who share our commitment to driving innovation and shaping the future of the seafood industry. These extended partnerships in the APAC region underscore our dedication to working collaboratively with local experts in each region that we target, and our ultimate goal to provide our customers with healthy and trusted seafood options that have superior product benefits and align with evolving market conditions."