SUSHI
-national adaptions to an international trend

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Jiro dreams of sushi – so do we!
The project –
Increased consumption of raw seafood

• Financed by FHF- The Norwegian Seafood Research Fund
• Project period 2012-2013
• Interviews with key market actors in Norway, Germany and France
  – Sushi producers
  – Seafood traders
  – Retail chains
  – Shop-in- shop concept owners
  – Restaurants
Sushi – an international trend with national adaptations

- Sushi is growing fast in most western markets.
- Sushi is reported to recruit new seafood consumers.
- Sushi is trendy with young people.
- Cultural factors are visible in
  - the supply chain
  - the product range
  - The reported future challenges
- Usually there is a consumer preference for national food.
Sushi in Germany
- Hygiene, distribution, volume and price

• A mature market for sushi, but still growing slowly
• Many varieties, but simple pieces
• Focus on quality, longer shelf life and efficient distribution to cover the German market
• Local adaptations of recipes:
  – In the south and the east of Germany sushi recipes contain more smoked and spiced seafood
  – Cities with more Asian and American residents will have different offerings
Sushi in France

- Quality, freshness, recipes and packaging

- Sushi consumption still growing
- 1400 sushi restaurants in Paris only
- The trend is spreading to the rest of the country as well
- Several species used, large variety of pieces and boxes
- Focus on
  - Quality
  - Eating experience
- Local specialties
  - Sushi foie gras
  - Onion rolls (see picture)
Sushi in Norway

The Norwegian Seafood Council reports that:

• 3 out of 10 norwegians eat sushi 2 times a month or more.
• Last year norwegians ate sushi from restaurants, kiosks and retailers for almost 600 mill NOK (74 mill €)
• Sushi turnover are increasing rapidly in many sectors, with 25% from 2010-2011 and 28 % from 2011-2012
Sushi in Norway
-Lokal production, price, conservative

• From luxury to everyday
• High availability
• Luxury restaurants - innovative and explorative
• Others are conservative!
  – Little variation in retail
  – A few signs of focus on eating experience
  – Few norwegian species
We want to go from here...........................to here
Norway

Advantages

• Known culture and language
• Known species
• Preferance for Norwegian origin
• Smaller actors
• Innovation possibilities cooperating through the value chain
• Known laws and regulations

Challenges

• Product development
• Product portfolio
• Sesonal variations
• Volume
• Price
• Quality
Opportunities

• Retail:
  – Freshness, eating experience

• HoReCa:
  – Local species

• Restaurants:
  – Local species
  – Origin
Cod is king!

Thank you for your attention!

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