SHORE’s Seaweed Chips expand into the EU for an Exclusive Deal with Delhaize supermarket in Belgium

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After successfully launching their seaweed snack range in the UK just over a year ago, SHORE The Scottish Seaweed Co. has now secured a major export deal to supply their seaweed chips to Belgium. From November, the Lightly Salted and Sweet Sriracha flavours will go on sale in up to 300 Delhaize supermarkets.

Since the UK launch in 2020, SHORE’s Seaweed Chips have won a whole host of industry awards, including a Gold Free From Food Award and Winner of Best Snacking Product at the World Food Innovation Awards. Their better-for-you chips have also been awarded with a Great Taste Award, a leading stamp of approval from industry experts on flavour.

Keith Paterson Joint MD of SHORE is keen to emphasise the export potential:

“We see export as a key part of our strategy, so we are delighted to announce this partnership with Delhaize supermarket in Belgium, something we have been working on for the last 6 months. They are one of the leading retailers in Benelux and provide an excellent platform for further growth in export.

Our products have all the key elements required to be successful in export markets; strong provenance, a clear point of difference, sustainable credentials and of course, a brand that builds on Scotland’s excellent global food reputation”

SHORE Seaweed Chips are made from their own sustainably harvested seaweed from Wick, in the North of Scotland. A true local superfood, seaweed is packed full of nutrients, including iodine and good-for-your-gut prebiotic fibre. It is also bursting with antioxidants and is even a fantastic source of plant-based protein.

Keith Paterson added: “At SHORE, our mission is to create an edible seaweed industry of scale in Scotland that is one hundred per cent sustainable, good for the coastal environment and beneficial for our local rural communities.

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