

## Fact Sheet

- Company name: Surfin Seafood  
Seattle, Washington  
(425) 821-1303
- Website address: [www.surfinseafood.com](http://www.surfinseafood.com)
- Date founded: September 2004
- Company description: In the same way as the milk man, the company delivers fresh, sustainable, gourmet-quality, ready-to-prepare seafood each month to the homes of individuals and families throughout Puget Sound. The service is designed to provide each customer with an easy way to eat healthy and to enjoy some of the world's best seafood including salmon, halibut, cod, tuna, mahi-mahi and shellfish to name just a few.
- Customers: The company currently serves more than 1,100 customers comprised primarily of middle- to upper-income young couples, families and empty nesters who value high-quality, eco-friendly food, healthy eating and convenience.
- How to purchase: Customers can simply visit the company's website at [www.surfinseafood.com](http://www.surfinseafood.com) and choose from a variety of packages tailored to different family sizes and appetites. Package contents change each month, substitutions accepted. Customers can order every month or as little as often as they wish.
- Packages Offered: The Seafood Sampler: A package designed to meet the needs of a customer who desires a small, basic package, a first time customer who wants to try us out or a customer who wants to give our seafood as a gift. Package includes 1 piece of King Salmon, 1 piece of Coho or Sockeye Salmon, 2 pieces of halibut and 2 bags of shellfish. *Price: \$85*
- The Mini: An assortment of fresh seafood which includes 23 to 25 one third pound portions of 5 different types of seafood (packaged in 8 to 10 approximately 1 lb. freezer packs). It's enough for two people to eat seafood three times a week for a month. Seafood selection includes salmon, halibut, a bottom fish (cod, sole, rockfish and tilapia), an exotic fish (tuna, mahi mahi or marlin) and shellfish (prawns or scallops). *Price: \$110*
- The Family Pack: For customers who grill year-round or families who like to eat only salmon, halibut and shellfish. This package offers enough seafood for a family or to entertain a group. Package includes 30 to 33 – 1/3 lb. portions, usually about 12 pieces total. *Price: \$160*

The Seafood Lover: Here's a package with a variety of basic and more exotic types of seafood. This package usually includes approximately 15 pieces of higher-end seafood typically King Salmon, Coho or Sockeye Salmon, halibut, bottom fish, exotic fish, shellfish and Dungeness crabmeat. *Price: \$195*

- Delivery dates: Deliveries are made once a month to customers and are staggered based on the location of each customer. Generally speaking, orders need to be placed two full weeks before delivery.
- Delivery area: The company delivers to the Greater Seattle area including areas north of Seattle up to Everett; the general Northshore area; areas east of Seattle including Mercer Island, Bellevue, Issaquah, Sammamish, Redmond, Kirkland, Woodinville and Snohomish; areas south of Seattle including Renton, Tukwila, Sea-Tac, Burien, Kent and Federal Way; and Bainbridge Island.
- Benefits of Seafood: Fish is a superfood: it's a high-quality source of lean protein packed with vitamins and minerals, low in saturated fat and rich in polyunsaturated fats- a major source of omega-3 fatty acids. Studies show that eating seafood 3 times a week can:
- Significantly lower the risk of death from heart disease and cancer
  - Improve early brain and visual system development in infants
  - Protect against diseases including cognitive decline, depression, arthritis
- Operations: SurfIn Seafood maintains a revolving operating cycle which repeats itself each month. The cycle begins with updating the web site with the current month's menu and ordering cut-off date. Once all orders are placed on the web site, SurfIn Seafood prepares an order to present to their suppliers. SurfIn Seafood's suppliers are known for their high quality fish and typically supply almost exclusively to high-end restaurants and grocery stores in the Seattle area. The suppliers purchase, prepare, vacuum-pack and flash freeze all pieces of seafood. Once product is prepared, SurfIn Seafood packs up each customer's cooler with the individually packaged pieces of seafood and delivers them to their homes or offices throughout the Seattle area during the second week of each month.
- Company funding: SurfIn Seafood is a privately-held company bootstrapped by its founders and has been profitable since its inception.
- Management team: Jennifer Hanseler and Tina Montgomery, co-founders and co-managers.
- For more information: Tina Montgomery, 206-229-9186

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