

SEASIDER



C M ROACH & Co. Ltd



Who we are....

C M Roach & Co Ltd are a family run business which was established in the late 1960s. We originally traded from Hull Docks, but moved our operations to our current 3,500 square foot cold store and multi-purpose processing unit over 30 years ago.

We are a well established importer, producer and distributor of quality seafood products. Our experienced buyers have built relationships with our suppliers to ensure we get the right product at the right price for our customers. With a stock holding of over 1000 seafood products we can offer a full range of seafood delivered right to your coldstore. We specialise in 'getting it right' for our customers providing them with exactly what they need. We know space in a coldstore can be very valuable, that is why we offer a weekly delivery service of mixed pallets so you only have to order exactly what you need.

All of our premium brand products such as our **SEASIDER, SILVER SERVICE & OCEAN CHOICE** labels are produced in our very own multi-purpose factory here in Hull ensuring that our customers receive first class products along with a first class service.

At **C M Roach & Co Ltd** our products are subject to strict **HACCP** quality control procedures from incoming goods right throughout the process to when they leave our coldstore and are delivered to yours.

We are proud to have gained the industry recognised **SALSA** accreditation. **SALSA** is a food-safety industry recognised accreditation written by experienced food safety experts to reflect both the legal requirements of producers and the enhanced expectations of 'best practice' of professional food buyers. **SALSA** certification is only granted to suppliers who are able to demonstrate to an auditor that they are able to produce safe and legal food and are committed to continually meeting the requirements of the **SALSA** standard.

Our **SALSA** Accredited on-site production facility enables us to produce over 20 tonne of prawns, 40 tonne of white fish fillets and 15 tonne of salmon portions per week.

We pride ourselves on the flexible approach we take for our customers, no job is too difficult and if we can we will. If you need a product but the pack size isn't right we will do our very best to bring you a product that fits your requirement.

“Right product, right price, right on time!”



First for Fish!



Fish caught from sustainable sources is becoming more and more important to many consumers and foodservice providers, that is why we can provide on request the products specification and relevant accreditations from plant to show the full traceability of where our fish comes from.

With a dedicated team of experts with over 50 years experience in the fish industry we are confident that our products are second to none when it comes to quality and price.

With fish being recognised as a major part of your day to day diet the demand for our products increase year on year. Here at **C M Roach** we aim to source the very best fish to meet our consumers needs.



To bring our customers the best possible price with exceptional value we must buy well. Through our experience and long standing relationships we are able to buy competitively and offer an exceptionally reputable own brand product.





A Great Catch!

C M Roach have been buying, producing and delivering market favourites such as Haddock, Cod, Plaice and Salmon for many years!!!!

We pride ourselves on the exceptional quality of our products which are all caught from a sustainable source with full traceability. We can offer a superb range of fish fillets with flexibility on pack sizes to suit your needs.

WHY BUY FROZEN?

Most fish sold frozen is cleaned, filleted and frozen right there on the boat within an hour of being caught preserving its freshness. Meaning frozen really can be best!

Healthy eating continues to be one of the biggest Foodservice trends in the UK and fish is widely regarded as a lighter option on menus. Our frozen fish products from species such as Cod, Tuna and Salmon make a great base for healthier dishes.

Benefits of Frozen fish for Foodservice include, achieving higher margins and giving more versatility of products. It also highlights the excellent quality credentials of frozen fish, which is often frozen at sea within hours of being caught sealing freshness, nutrients and flavour in.

This means that frozen products are fresher and often contain more nutritional value than 'fresh fish'.



Superior Seafood!



C M Roach offers a comprehensive range of Raw Frozen King Prawns comprising of Fresh Water, Vannemei and Black Tigers species.

Our extensive range of cooked warm water prawns are sourced directly from approved supply partners around the world.

OUR COLD WATER PRAWNS

We have an extensive range of our own label **SEASIDER ROYALES, NA FJORD, ATLANTIC SUPREMES** to name but a few. These come in various sizes and glaze levels to suit each of your customers needs. As well as these we have other branded prawns from top suppliers from around the globe.



C M Roach are constantly striving to further develop and expand our value added range to meet customer demand. If you require top quality breaded and battered seafood products then take a look at our extensive range.

Our focus is to provide our customers with complete satisfaction through competitive prices, regular supply and exceptional quality assurance. This is achieved by working closely with our suppliers, using our financial strength and the drive to continuously improve efficiencies.



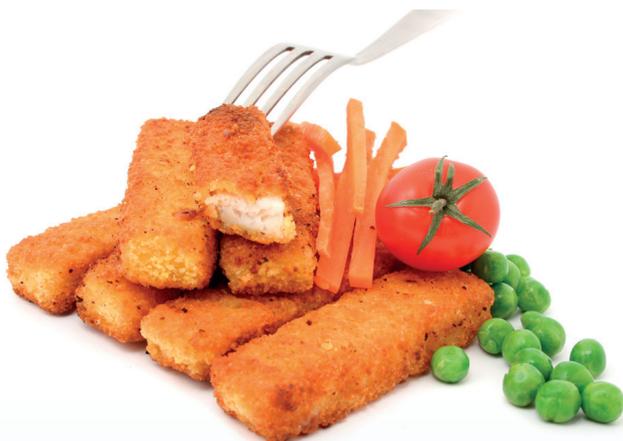


A Golden Crunch!

With the finest range of Breaded and Battered fish our value added products are second to none. We offer all species of fish in a golden batter or breadcrumb in all size fillets ideal for any contract caterer or foodservice customer.

We at **C M Roach** understand that the choice and quality of your product is a major factor in your decision to buy that is why our service is second to none. So if it's a skinless boneless Haddock fillet or a breaded Cod portion that you are wanting we can help.

We have introduced our **Luxury Fishcakes** to our value added range which is proving to be very popular in our wholesale division with more and more customers coming back for more. We have the delicious **Smoked Haddock, Mozzarella & Spring Onion, Cod Bacon & Brie, Luxury Thai Salmon** and **Salmon, Lemon & Dill**. So if you are looking for that something different contact our friendly sales team for more information.





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For the finest range of Frozen Seafood products money can buy!