

# Mowi Belgium, Bruges

## History

In 1953 Jérôme Pieters started his own company, Pieters Visbedrijf. With his own transport he supplied portioned fish to catering customers. In 1987 Gilbert Pieters, one of Jérôme's sons, took over the business. This marked the start of Pieters' international expansion: the Pieters Group was born. Pieters Visbedrijf changed owners several times, until it was taken over by the Mowi Group in 2006.

**Mowi Belgium in Bruges** is specialized in the production of a very large range of fresh pre-packed fish. The wide variety of fish species and fish products passes various stages in the production process in order to be prepared for packaging and distribution.

Thanks to the highly and fully automated processing options and the dedication, know-how and specialism of our people we can offer a wide range of delicious, healthy and responsibly produced seafood products which are completely tailored to our customers' wishes. Our products find their way to the consumer through retail, foodservice and industry channels.

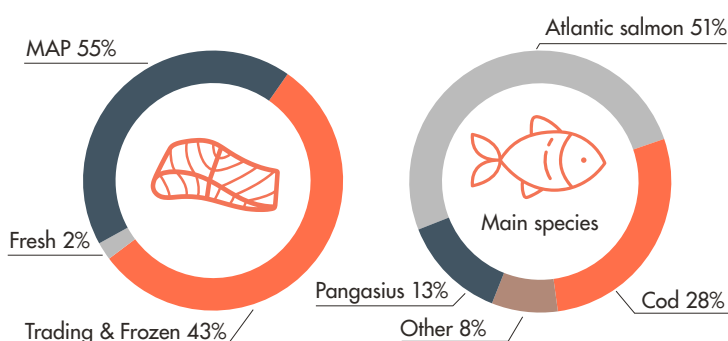
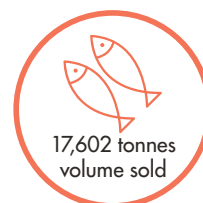
Next to our own fully integrated salmon production we have a global sourcing network and a large group of experts in research, technology and (product) development. This enables us to offer our customers in retail, foodservice and industry a complete range of fish and seafood products, tailored to market developments, consumer and customer needs.

## Pieters brand

Since 1953 Mowi Belgium is the leading supplier to foodservice in Belgium under the Pieters brand and is perceived as THE fresh and frozen fish specialist.

## Certifications

The company is HACCP controlled and independently certified against the highest food safety, quality and sustainability standards: IFS, ASC, GLOBALG.A.P., Organic, MSC, RSPO, FoS.



## What we do?

- Sourcing of high-quality raw materials
- Development of innovative and high-value products
- Automatic pin-boning and trimming line
- Manual filleting, skinning and deboning
- Marinating, sauce dosage
- Manual and fully automated portioning and in-line packing
- Fully automated checking of packed products
- Pick & place robots for automated placement in outer packaging
- Automatic palletizing
- Frozen storage
- Logistics

## Contact

Mowi Belgium NV  
Kolvestraat 4  
8000 Bruges - Belgium  
T +32 50 45 85 85  
brugge@mowi.com  
www.mowi.com

## About Mowi

Mowi ASA is one of the largest seafood companies in the world, and the world's largest producer of Atlantic salmon. Our fully integrated value chain gives us full control of our salmon, from feed to fork. Next to some 300 salmon farms Mowi operates 33 processing plants in 19 countries. The company employs 12,200 people and is represented in 25 countries worldwide. In 2020 Mowi produced 7.5 million salmon meals a day, adding up to 440,000 tonnes of salmon. Mowi's 2020 turnover was EUR 3.8 billion. Thanks to our world-leading, innovative and sustainable approach, we offer a wide selection of healthy, delicious and responsibly produced seafood to more than 70 countries worldwide. The company is headquartered in Bergen, Norway, is listed on the Oslo Stock Exchange (OSE) and its share also trades on the US OTC market.

Please see [www.mowi.com](http://www.mowi.com) for further information.