Lonrho's Oceanfresh signs supply deal with Costco

Diversified industrial group Lonrho's Oceanfresh Seafood Division has entered in to a partnership with Costco Wholesale to supply Costco Wholesale's premium 'Kirkland Signature' brand for its sustainably sourced wild caught Hake Loins.

The first shipments are en route to the United States and the product will soon become available through Costco Wholesale stores in the US, with planned roll-outs to Canada and Mexico in 2012 and other Costco territories at a later stage.

Lonrho has been supplying Hake fillets to Costco under its Oceanfresh brand and has seen growing customer demand for the product, it said on Wednesday.

Costco is one of the world's largest retailers with FY11 revenues of US$88.9 billion with 600 warehouses in eight countries.

Lonrho's Executive Chairman, David Lenigas, commented: "Lonrho's Oceanfresh seafood division has been supplying Hake fillets to Costco and is honoured to have now entered into a partnership with Costco Wholesale to supply Hake Loins for Costco's prestigious `Kirkland Signature' brand.

"This contract reflects the increasing customer demand for a high quality, wild caught and sustainably sourced product and will be fulfilled through the supply chain infrastructure which we already have in place."

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