

- less time in the kitchen.
- important outdoor orientation - sports, holidays, restaurants etc.
- Food Consumption Trends in Europe:
  - light/low-cal food.
  - high quality required in food products.
  - emphasis on natural, healthy food.
  - international recipes.
  - demand for high convenience foods.
  - demand for less processed food.
- Potential for Ready-Made Meal Market in Europe:
  - Fish is the most ideal product for future consumer trends if marketing changes from being production-oriented to more consumer-oriented, using consumer input.

Suggested Guidelines:

- 1) Home consumption is influenced by previous restaurant exposure, so concentrate on catering expansion first. Aim at the restaurant initially with products, recipes, preparation methods, training etc.
- 2) Place emphasis on convenience, for sophisticated products as well as commodity ones, i.e. educate with recipes, preparation methods and product information through the media, leaflets, cooking courses etc.
- 3) Emphasize the clear health benefits of ready-made fish meals, e.g. low-calorie content, minimum processing, health (fish oils) etc.
- 4) Fish comes in a wide variety of species, not just pollock and trout - emphasize the sophisticated innovations and varieties e.g. salmon, sturgeon (a new product in Europe), crustaceans, scallops etc.
- 5) Develop children-oriented meals based on recovered fish in new shapes (Batman etc.) and tasty fillings (ketchup etc.) and colourful coatings (tomato, spinach).
- 6) In Europe, fish and seafood are psychologically associated with holidays and festivals and promotional activity should be based on this theme.