

SAN FRANCISCO

The San Francisco post territory includes northern California, Colorado, Hawaii, Nevada (exclusive of Las Vegas, Utah and Wyoming). Northern California alone has a population of 12 million which is augmented by its tourist trade and is a significant consumer audience. For consideration and calculation, U.S. fish consumption was 15.9 pounds of edible meat per person, spending \$28.3 billion for fishery products in 1989. In the state of California, the food service industry generated \$28.5 billion in 93,930 eating and drinking establishments. There is increased interest and opportunities for value-added (processed) fish and fish products, both for foodservice/institutional and retail sales in northern California. The Northern California consumer can be characterized as affluent, sophisticated and educated, with a growing awareness and concern for nutrition and health foods, which is epitomized by a desire to increase their fish consumption.

MAJOR NORTHERN CALIFORNIA AND HAWAII SEAFOOD IMPORTERS

A. GIURLANI U.S.A.

1625 West Campbell Avenue
Campbell, California 95008
Tel:(408) 370-2800
Fax:(408) 370-2046
Products: canned anchovies

A.H. HANSEN SALES LIMITED

P.O. Box 19008,
Honolulu, Hawaii 96817
Tel:(808) 847-3032
Telex: 732-8641
Fax:(808) 847-3032
Products: mahi mahi, lobster, shrimp, scallops,
mussel, ono, oyster, smoked tuna

ALIOTTI WHOLESALE FISH COMPANY

P.O. Box 3325,
Monterey, California 93940
Tel:(408) 375-2881
Products: squid, herring, kingfish, pacific
mackerel, spanish mackerel, anchovy, fish

AMERICAN EX-IM CORPORATION

805 Kearny Street
San Francisco, California 94108
Tel:(415) 362-2255
Telex: 176235 AM EX IM
Fax:(415) 362-4859
Products: mackerel, mullet, crevalle, lobster, blue
crab, dungeness crab, mullet roe

ANCHOR SHELLFISH

P.O. Box 410215,
San Francisco, California 94141
Tel:(415) 928-5394
Telex: 494-7135 FFI UI
Fax:(415) 928-5692
Products: broker, salmon, orange roughy,
scallops, mussels, bluenose, abalone

APTCO INC.

2300 Army Street
San Francisco, California 94124
Tel:(415) 648-6688
Telex: ITT 940144
Fax:(415) 826-8808
Products: crab, clam, shrimp, scallop, lobster

ATLANTIC TRADING COMPANY INC.

900 Bridgeway
Sausalito, California 94965
Tel:(415) 673-0341
Fax:(415) 331-5746
Products: farmed Canadian salmon, trout,
skaarfsh, fresh/frozen shrimp

AVALON BAY FOODS INC.

300 Epley Drive
Yuba City, California 95991
Tel:(916) 671-6661
Fax:(916) 673-8413
Products: breaded shrimp/sole/flounder