U.S. SALES REPRESENTATION FOR SEAFOOD PRODUCERS

You make great product. We make sure the right buyers know it.





JOHN LITTON, FOUNDER
18 years in seafood and foodservice. 2M+ pounds a year managed at The Town Dock.

WHAT WE DO FOR PRODUCERS

DISTRIBUTION
Placement with corporate and independent distributors.

REPRESENTATION
With buyers and at trade shows, in your name.

PRIVATE LABEL
Matched with the right private-label partner.

WHERE WE SELL
An initial focus on the Northeast and Mid-Atlantic.

HOW WE BUILD YOUR ACCOUNTS

01
ACCOUNT DEVELOPMENT
Identify buying authority, product fit, and purchasing potential.

02
SALES EXECUTION
Coordinate introductions, quotations, samples, and follow-up.

03
MARKET FEEDBACK
Report buyer requirements, objections, and product opportunities.

04
ACCOUNT MANAGEMENT
Stay on forecasts, replenishment, and service issues.

WHO DOES WHAT We run the sales conversation. You approve price and credit, fulfill, and invoice. The buyer pays you directly.

BRANDS WE REPRESENT

PACIFIC EMPRESS
Ecuadorian white shrimp in commercial lines, spec packs, retail boxes, and breaded items.

WIDE FOODS
A deep frozen catalog, from fish fillets to king crab, shipping from New Jersey.

HAVE A LINE TO SELL?

Send us your product list and target customers. We'll tell you where it fits.

CALL OR TEXT
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