



SEATTLE FISH CO.

FACT SHEET

We sustainably feed people.

FOUNDED IN 1918, SEATTLE FISH CO., a family-owned, multi-generational company, is the Rocky Mountain region's largest supplier of fresh and frozen seafood and the first regional supplier to earn the Marine Stewardship Council's "chain of custody" certification for adhering to sustainable catch. The company is based in Denver and distributes goods to restaurants, hotels, caterers, gourmet markets and grocery stores throughout Colorado and surrounding including Wyoming and Utah.

HISTORY

In 1905, Mose Iacino's family moved to Colorado from Grimaldi, Italy, in search of a better life. Young Mose was a remarkable visionary with an entrepreneurial spirit and a deep appreciation for high-quality seafood. His passion came to fruition in 1918, when at the age of 16, Mose created Seattle Fish Co.

Mose developed a system for transporting fresh seafood to our landlocked state, which entailed packing fresh fish in sawdust and ice and shipping it by railcar from Seattle, Washington. At each train stop, the ice was replenished to keep the seafood fresh, and Denverites flocked to his downtown stall inside his uncle's shop at 1537 Market Street. Little did Mose know that he was launching a career that would last a lifetime and a company that's approaching its 100-year anniversary.

Today, our fresh and frozen seafood is trucked and flown into Denver International Airport seven days a week from American coasts, and port cities from around the world. Our products travel in special shipping containers that guarantee that seafood arrives in peak condition.

Mose built a thriving business based on ingenuity, customer service and pristine seafood. His son, Edward Iacino, carries on the tradition today as chairman, while grandson James Iacino is president and CEO, and granddaughter Chelsea Iacino serves as vice president of the board of directors.

COMPANY HIGHLIGHTS

SIZE

- More than 160 employees work shifts around the clock, receiving and processing fish 24 hours a day, seven days a week.

FACILITY

- The 65,000-square-foot, state-of-the-art Denver facility uses a powerful refrigeration system and revolutionary controls to maintain the proper temperature in all fish-handling areas in an efficient manner.
- In addition to using traditional sanitizers to kill bacteria, Seattle Fish Co. uses ozonated water, which is 52 percent more effective than chlorine and kills bacteria 3,100 times faster.

VOLUME

- The company receives and processes more than 10 million pounds of fish each year for customers throughout the Rocky Mountain region.
- Seattle Fish Co. buys seafood from the three American coasts and from countries as far away as New Zealand, Norway and Chile. We're constantly looking for Colorado-crafted goods, and we also sell fish farmed from nearby Alamosa, Colorado.
- Twenty-seven trucks routinely deliver seafood to more than 1,500 customers throughout the Rocky Mountain region, including King Soopers/City Market; Whole Foods and Tony's Market; restaurants, including Shanahan's, TAG, Elway's and Panzano; and specialty markets such as Marczyk Fine Foods.
- The company's product distribution is evenly divided, with 50 percent of our products sold to supermarkets and 50 percent to restaurants and other food-service establishments.

ENVIRONMENTAL PRACTICES

- The first in the Rocky Mountain region to earn certification by the Marine Stewardship Council as an official "chain of custody" supplier of seafood certified as sustainable from catch to cook.
 - Committed to reducing its environmental footprint, Seattle Fish Co. recently replaced its lighting with new electronic ballast T-5 and T-8 fluorescent lights, thus reducing the company's carbon dioxide use by 338,910 pounds annually, which is equivalent to planting 39 acres of trees or saving 19,256 gallons of gasoline each year.
 - Seattle Fish Co. uses non-waxed recyclable boxes.
 - Seattle Fish Co. hosts an annual sustainability conference to educate others about sustainable fishing practices and seafood products.
 - Seattle Fish Co. founded a first-of-its-kind environmental nonprofit, Sea Pact which is dedicated to driving stewardship and continuous improvement of social, economic, and environmental responsibility throughout the global seafood supply chain.
- 

- The company created a Green Team to develop and implement internal eco-friendly initiatives, including a recycling program that encourages employees to properly recycle cardboard, paper, plastic, ink, aluminum and other items.
- Earned environmental certification from the CO Environmental Leadership Program and Denver Certifiably Green.
- Formed a partnership with Monterey Bay Aquarium; recognized as an MBA Seafood Collaborator.
- Installed 103 kWh solar panel system at the Seattle Fish Co. processing facility in 2010, which has offset the equivalent energy of over 70,000 gallons of gas since its installation.

COMMUNITY

As a member of the metropolitan Denver business community for more than 90 years, Seattle Fish Co. contributes more than \$150,000 annually to charitable organizations through direct funds or in-kind gifts.

COMPANY AFFILIATIONS

INDUSTRY ORGANIZATIONS

- National Fisheries Institute: Member for more than 13 years
- Two graduates of Future Leaders Program: Sitting board member and executive committee member
- Global Aquaculture Alliance: Sustaining member
- Seafood Choices Alliance: Member and panel presenter
- Certified by the Marine Stewardship Council as an "MSC Chain of Custody" supplier
- Seafood Industry Research Fund: Board member and contributor

CHEF ORGANIZATIONS

- Colorado Restaurant Association: Member since 1957, board member and executive committee member
- American Culinary Federation Colorado Chefs Association apprenticeship program sponsor
- Chefs Collaborative member and summit sponsor 2015

OTHER ORGANIZATIONS

- Colorado Restaurant Association Education Foundation: Board member, sponsor, scholarship and treasurer
- Cooking Matters Colorado: Board member and event chair of Chefs Up Front
- Project Angel Heart: Board member and capital campaign contributor
- Big Brothers Big Sisters of Colorado's mentor2.0 program founding partner and sponsor
- Denver Zoo: Exclusive provider of seafood for the animals

LEADERSHIP

Edward Iacino, chairman

James Iacino, president and CEO

Derek Figueroa, chief operating officer

Hamish Walker, director of purchasing

Pete McClure, director of finance

Amanda Duran, director of sales

Jason Cesario, director operations

Ann Levine, director of human capital management

SEATTLE FISH ^{EST. 1918} C^o
& GOURMET PROVISIONS

6211 East 42nd Ave., Denver, CO 80216 · SeattleFish.com · 303-329-9595