



Ten great reasons why frozen makes more sense...

1. **Freezing has been used to preserve food since ancient times...** Evidence has been found which shows that people have been freezing food for storage for centuries, even as early as 1000BC in China.
2. **Freezing is an entirely natural process** – it allows all the taste, nutrients and quality of food to be retained without the use of artificial preservatives to extend shelf life.
3. **Freezing preserves nutritional value.** Freezing locks in all the vitamins, minerals and freshness which otherwise decline as food ages. Plus, the freezing process stops the microbiological activity which causes foods to spoil. A [study](#) in 2013 found that two out of three foods had more nutrients if frozen.
4. **Frozen fish is usually fresher than fresh!** That's because it can take days (even weeks) for 'fresh' fish (chilled on ice) to reach the merchant, particularly if caught in distant oceans. Freezing is usually done at sea or immediately after harvesting, which means all the fresh quality, taste and nutrients of the fish are locked in. Our salmon is usually just two days old when it arrives at our door, we then process and fast freeze it in less than an hour!
5. **Frozen fish is value for money** – as much as 25% cheaper than chilled. This is because the use of freezing reduces supply chain waste and costs as well as overcoming seasonal price fluctuations.
6. **Cut out waste.** Because frozen foods have long storage times, it's much less likely that the food will spoil before it is used. This is particularly true for fish which has only a very short chilled shelf life. Frozen fish portions enable you to use exactly the amount you need, as and when you need it.
7. **It's more sustainable.** Freezing allows farmers and producers to store and use the whole harvest or catch, overcoming seasonal 'gluts' in supply and cutting down on spoilt and wasted food going to landfill.
8. **Eat seasonally – all year round.** Freezing means that foods can be harvested when in season and at their very best - then stored to be enjoyed at any time of the year at an affordable cost.
9. **Cut food miles.** Food from distant parts of the globe – such as shellfish and exotic fish species - is often distributed by air. But freezing means it can be transported by slower but less energy intensive methods such as sea, road or rail. Plus, stocking the freezer can cut your own food miles as you won't need to travel to buy fresh supplies so often.
10. **Frozen food is flexible.** From a simple supper for one to catering for a crowd, with a well-stocked freezer you always have lots of options on hand for a well-rounded, healthy meal.