

Media Release

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Sanford Ready to Share Free Food and Fun with Auckland Festival-Goers

Seafood company Sanford is inviting the public to use virtual reality headsets to take a tour of a deepwater fishing vessel in action as part of its exhibition at Auckland's SeePort 2020 Festival, held on the city's waterfront over Auckland Anniversary Weekend.

This will be Sanford's third appearance at the Ports of Auckland Festival and the virtual reality experience is just one part of its largest ever exhibition. Visitors to the Sanford stand will also be able to try a seafood dish prepared by the head chef at Auckland's Seafood School, step on board a real mussel barge and meet the crew and enter the easy Sanford quiz offering hundreds of dollars worth of vouchers for the Auckland Fish Market and fishmonger Sanford and Sons.

Sanford Chief Operating Officer Clement Chia says being at SeePort is part of Sanford's commitment to being transparent and available to the public.

"Sanford is New Zealand's oldest and biggest seafood company but we're aware not everyone knows about us. We are really focused on sustainable fishing and aquaculture and being open to the communities we live and work in is an important part of that. I'm going to be at SeePort with the rest of the Sanford team and I look forward to talking to the public about what we do and also having a lot of fun with the great competitions and games we have ready to go."

Kids will be well catered for at the Sanford stand with chocolate fish prizes on offer for anyone who can complete the "measure the fish" game. Anyone with an interest in learning more about New Zealand's oceans will want to take the chance to look down a microscope to see live and swimming baby Greenshell mussels (known as spat) or get their hands on the new fishing technology known as Precision Seafood Harvesting that has been developed in New Zealand.

However Clement thinks an even bigger attraction than the games, prizes, virtual reality and learning experiences will be the free food sampling.

"Everyone loves a chance to try chef quality food and we'll be doing cooking demonstrations and sharing an Annabel Langbein recipe for a delicious summer seafood dish. The food has always been one of the most popular features of the Sanford stand and we think it will be just the same this year."

Another great new aspect of the Sanford exhibition this year is the inclusion of Paralympics New Zealand (PNZ) alongside. Sanford is a PNZ sponsor and is proud to be able to bring them to SeePort. Visitors to the PNZ stand will be able to try games including blind football, ahead of the 2020 Tokyo Olympics.

Entry to SeePort is free and the Sanford stands can be found on the east side of Captain Cook Wharf, opposite the wall climbing activity. SeePort runs over three days of Auckland Anniversary Weekend from Saturday 25th till Monday 27th inclusive.

*****ENDS*****

For more information or to arrange interviews or request imagery or video, please contact:

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Sanford Ltd

Sanford is New Zealand's oldest and largest seafood company - we have been listed on the New Zealand stock market since 1924. We are focused on sustainability and on maximising the value of the resources we gather from our oceans, enabling long term value creation from oceans teeming with life. Sanford sites can be found in eleven locations around New Zealand and we are a team of 1600 staff and sharefishers across the country. We are committed to innovation: we have a team of scientists whose mission is to find new ways to make the most of the life-enhancing properties of seafood, from anti-inflammatory supplements to skin-nurturing collagen.