



Blydoit Fish

WHOLESALE AND RETAIL SEAFOOD SUPPLIER

Introduction

The business is based in Shetland and operates from two retail units (Lerwick and Scalloway) with processing facilities (Scalloway).

It buys fish from Lerwick and Scalloway fish markets, and salmon and shellfish from local suppliers, and sells the full range of fresh and smoked product to consumers, and trade customer in both Shetland and Orkney.

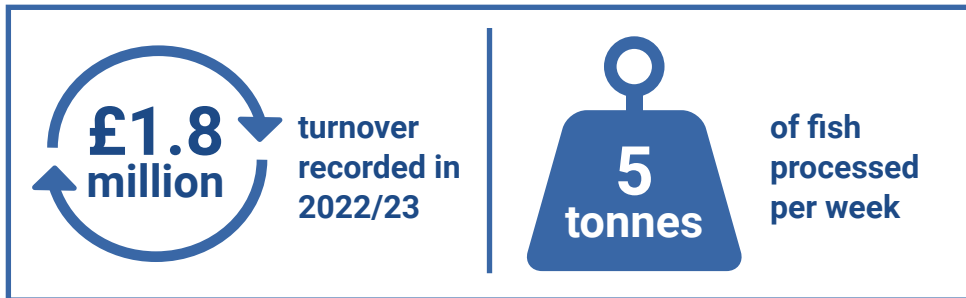


The business

Currently employs 18 people (full and part-time) across both premises.

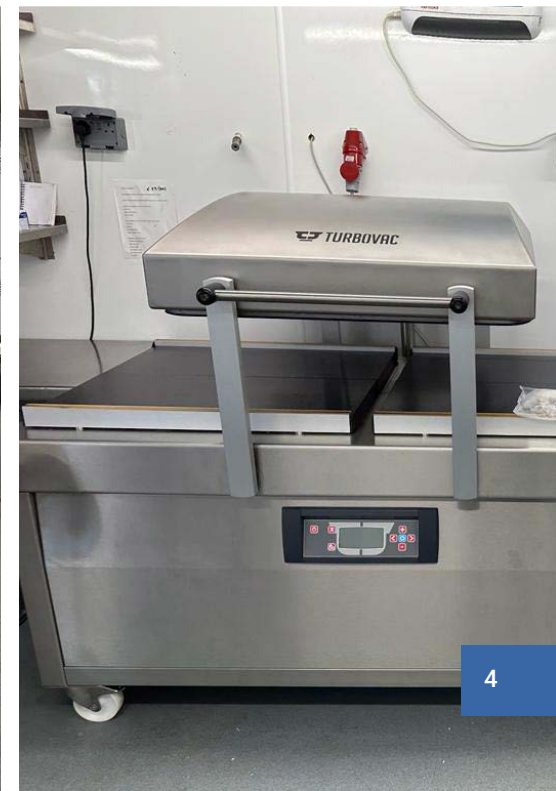
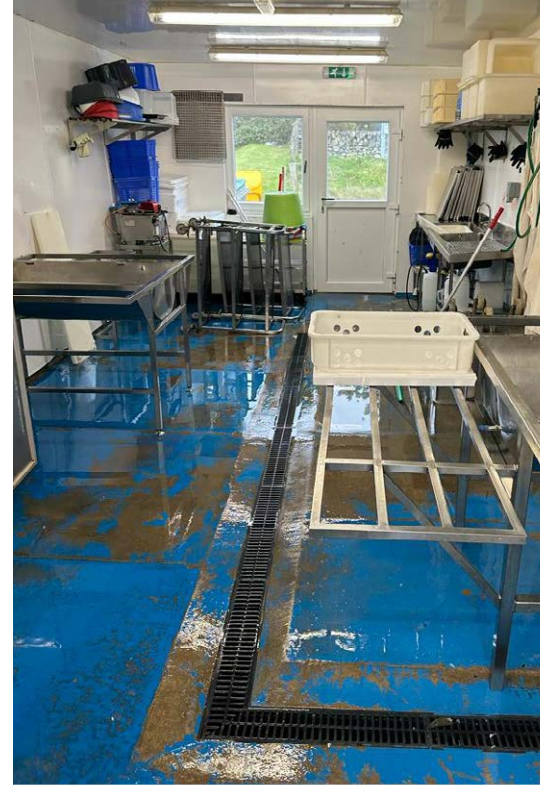
As well as the fish retail business, Blydoit is the only wholesale supplier of seafood in Shetland, with significant customers in the hospitality sector (restaurants, cafes, hotels and takeaways), care (hospital and care homes) and retail (local shops).

The business processes around five tonnes of fish per week. In 2022/23 it recorded a turnover of £1.8 million.



Assets

Blydoit owns the retail unit with fully-equipped processing facilities and yard at East Voe in Scalloway. The retail unit in Lerwick is leased from Shetland Islands Council.



History

The business has been operating since 2003.

It was originally established to sell fish caught by the owners' own white fish fishing vessel, Mizpah. The premise being to shorten the supply chain and provide full provenance and traceability on the product. As the business grew, the Mizpah was sold and, today, the best quality fish is sourced from Lerwick and Scalloway fish markets.



The potential

With established premises, an excellent reputation, a strong customer base, a good team, and a sound financial foundation, the business is well placed to develop and grow.

There is a great opportunity to build trade sales beyond Shetland and Orkney and establish an online retail trade.

The current owner is happy to consider a transitional handover period.

A number of very positive scenarios appear viable, including:

- Drive the company forward from its well-established, secure, and successful position – exploiting this status to build the customer base and profit levels with a new energy informed by new vision

- Bring the business into an existing seafood (or food-related) outlet which does not currently have the business assets, knowledge and/or customer base, thus broadening the buying company's proposition, delivering guaranteed business and income, and offering immediate access to existing customers to develop the buying company's own services
- For a business outwith Shetland, to seize an opportunity to establish a base in a strategic position, close to the fishing grounds and reputable fish markets, with an established customer base, knowledge and experience, a great reputation and goodwill, and financial well-being.

This list is clearly not comprehensive and buyers will have their own view on how to realise the potential in the most meaningful and profitable way for them.

Next steps

For further information, please contact

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A detailed Information Memorandum will be made available to genuinely interested parties upon signing of a Non-Disclosure Agreement.

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