

FISH

WITH A SOCIAL
& ECOLOGICAL
STORY.

Small-scale catch.
Direct to market.
Full digital traceability.
Responsibly caught.
Impact driven.



AN ABALOB I INITIATIVE

Fish With A Story

BY ABALOB

RETHINKING THE WAY WE EAT FISH

Fish With A Story by **ABALOBI**

is fully traceable, premium small-scale catch harvested with low-impact fishing methods. This ethical seafood is ecologically responsible and socially fair.

Through **Fish With A Story** the conscious consumer can partner with small-scale fishing communities on their journey to sustainability – to reimagine a more responsible (sea)food system.



Fish With A Story

RETHINKING SUSTAINABILITY

ABALOBI is a global, fisher-led organisation based in South Africa. We elevate Small-Scale Fisheries for 3D sustainability – social, economic and ecological. Our novel Fisheries Improvement Programmes and Technologies facilitate fair market entry for small-scale fishers for their fully traceable, ecologically responsible and socially fair **Fish With A Story.**





WORLD-FIRST FISHERIES IMPROVEMENT

Our Fisheries Improvement Programme on the southern tip of Africa is the first globally recognised programme rooted at a community level to integrate social, economic and ecological indicators of sustainability.

FISH WITH A STORY

- ✓ Supports small-scale fishing communities in South Africa
- ✓ Premium quality sustainable fish
- ✓ Wild caught by traditional handline
- ✓ Backed by **ABALOBI** data technology
- ✓ Full digital traceability with consumer-facing QR code
- ✓ Three-dimensional sustainability with real-time impact metrics
- ✓ World-first Community-level Fisheries Improvement Programme
- ✓ Whole or processed fish product
- ✓ Zero-waste approach to seafood
- ✓ HACCP-compliant processing with EU, FDA certification
- ✓ Customised CMT and packaging available, including 100% natural biodegradable packaging



BLACK / CAPE BREAM

with a social and ecological Story



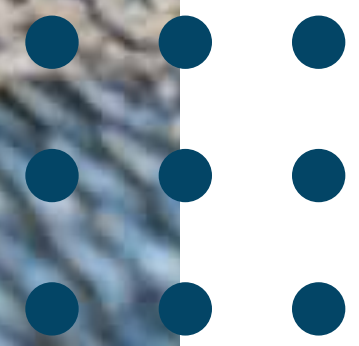
South African Cape Bream (*Pachymetopon blochii*) occurs in natural abundance and is harvested year round. Previously undervalued, it has gained mainstream prominence through **Fish With A Story** owing to its subtle, delicate and distinctive flavour and its cooking versatility.



WHOLE CAPE BREAM



Scaled, gutted, gilled and quick-frozen
Average weight 500 g
Average length 32 cm



[Learn more](#)

CONVENIENCE RANGE





CAPE BREAM FILLETS

Skin-on, scaled and deboned fillets

Vacuum-packed and quick-frozen

240 g individual pack weight

3–4 fillets per pack

Sold per case (20 packs)

Custom CMT and packaging available

[Learn more](#)

CAPE BREAM FILLETS

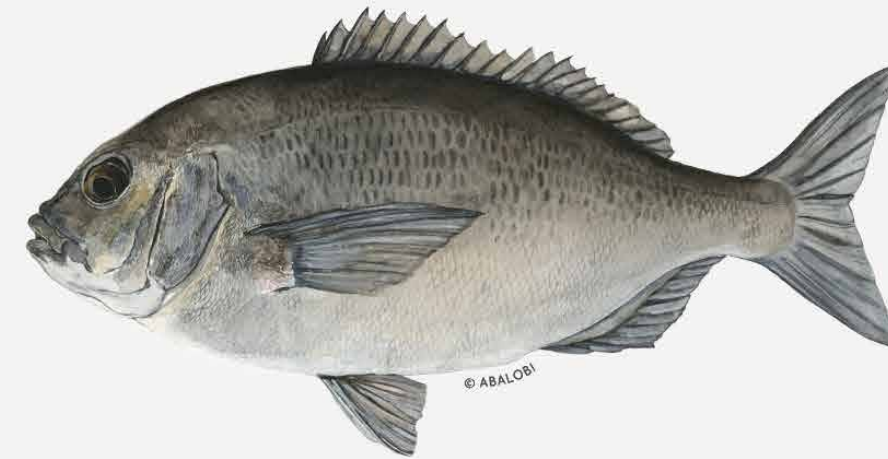
Traceability QR and chef-curated recipe
Available in biodegradable packaging



[Learn more](#)

Fish With A Story

BY ABALOBİ



CAPE BREAM

WILD CAUGHT • DEBONED, SKIN-ON FILLETS



Rethinking the way we eat fish

Fish With A Story is fully traceable seafood harvested by small-scale fishing communities using low-impact fishing practices. This seafood is ecologically responsible and socially fair.

[FISHWITHASTORY.ORG](https://fishwithastory.org)

240g • UNCOOKED • KEEP FROZEN



[Read the Story](#)

[How to cook](#)



KEEP OUR OCEANS PLASTIC FREE

Home composting instructions: fishwithastory.org/eco

PRODUCTION DATE: 20/09/2023
BEST BEFORE DATE: 19/09/2025
LOT: 191222R02
PU 11788
FACTORY CODE: DH

CAPE BREAM FILLETS

INGREDIENTS: Cape/Black Bream (*Pachymetopon blochii*)

Handline caught in FAO Area 47 (Atlantic, Southeast)

ALLERGENS: Fish

CAUTION: Although extra care has been taken to remove bones, some small bones may remain

UNCOOKED • KEEP FROZEN AT OR BELOW -18°C

PRODUCT OF SOUTH AFRICA

ABALOBİ, Unit 1 Fortuity Building, Capricorn Business Park,
Muizenberg 7945, South Africa • hello@abalobi.org



SILVER / CARPENTER

with a social and ecological Story



South African **Silver / Carpenter** (*Argyrozona argyrozona*) populations are stable and optimally fished. The delicate, flavour-rich profile of this fish and its fairly firm texture has earned its position as a sought-after staple in the restaurants of top chefs in South Africa.



WHOLE CARPENTER



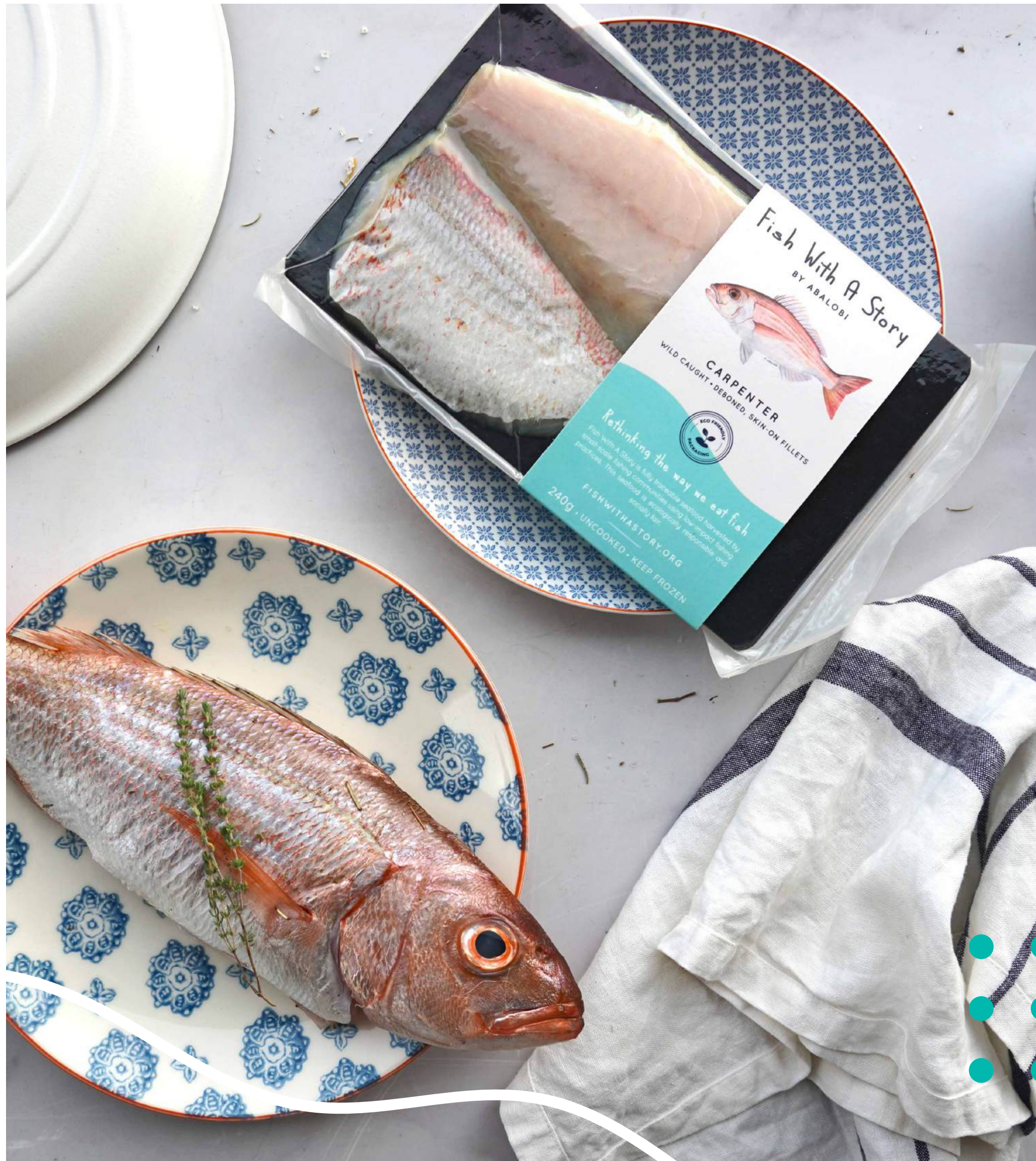
Scaled, gutted, gilled and quick-frozen
Average weight 900 g
Average length 38 cm



[Learn more](#)

CONVENIENCE RANGE





CARPENTER FILLETS

Skin-on, scaled and deboned fillets

Vacuum-packed and quick-frozen

240 g individual pack weight

2-3 fillets per pack

Sold per case (20 packs)

Custom CMT and packaging available

[Learn more](#)

CARPENTER FILLETS

Traceability QR and chef-curated recipe
Available in biodegradable packaging



[Learn more](#)

Fish With A Story

BY ABALOBİ



CARPENTER

WILD CAUGHT • DEBONED, SKIN-ON FILLETS



Rethinking the way we eat fish

Fish With A Story is fully traceable seafood harvested by small-scale fishing communities using low-impact fishing practices. This seafood is ecologically responsible and socially fair.

[FISHWITHASTORY.ORG](https://fishwithastory.org)

240g • UNCOOKED • KEEP FROZEN



[Read the Story](#)

[How to cook](#)



KEEP OUR OCEANS PLASTIC FREE

Home composting instructions: fishwithastory.org/eco

PRODUCTION DATE: 20/09/2023
BEST BEFORE DATE: 19/09/2025
LOT: 191222R02
PU 11788
FACTORY CODE: DH

CARPENTER FILLETS

INGREDIENTS: Carpenter/Silver (*Argyrozona argyrozona*)

Handline caught in FAO Area 47 (Atlantic, Southeast)

ALLERGENS: Fish

CAUTION: Although extra care has been taken to remove bones, some small bones may remain

UNCOOKED • KEEP FROZEN AT OR BELOW -18°C

PRODUCT OF SOUTH AFRICA

ABALOBİ, Unit 1 Fortuity Building, Capricorn Business Park,
Muizenberg 7945, South Africa • hello@abalobi.org



YELLOWTAIL AMBERJACK

with a social and ecological Story



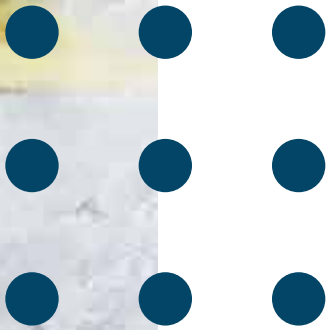
South African **Yellowtail amberjack** (*Seriola lalandii*) is a highly resilient, rapidly growing and fast-breeding species. Populations are healthy and not subject to overfishing. The firm, pearl-white meat has a mild to strong flavour. On account of its high oil content, the fish has a buttery texture and is an excellent source of Omega-3.



WHOLE YELLOWTAIL



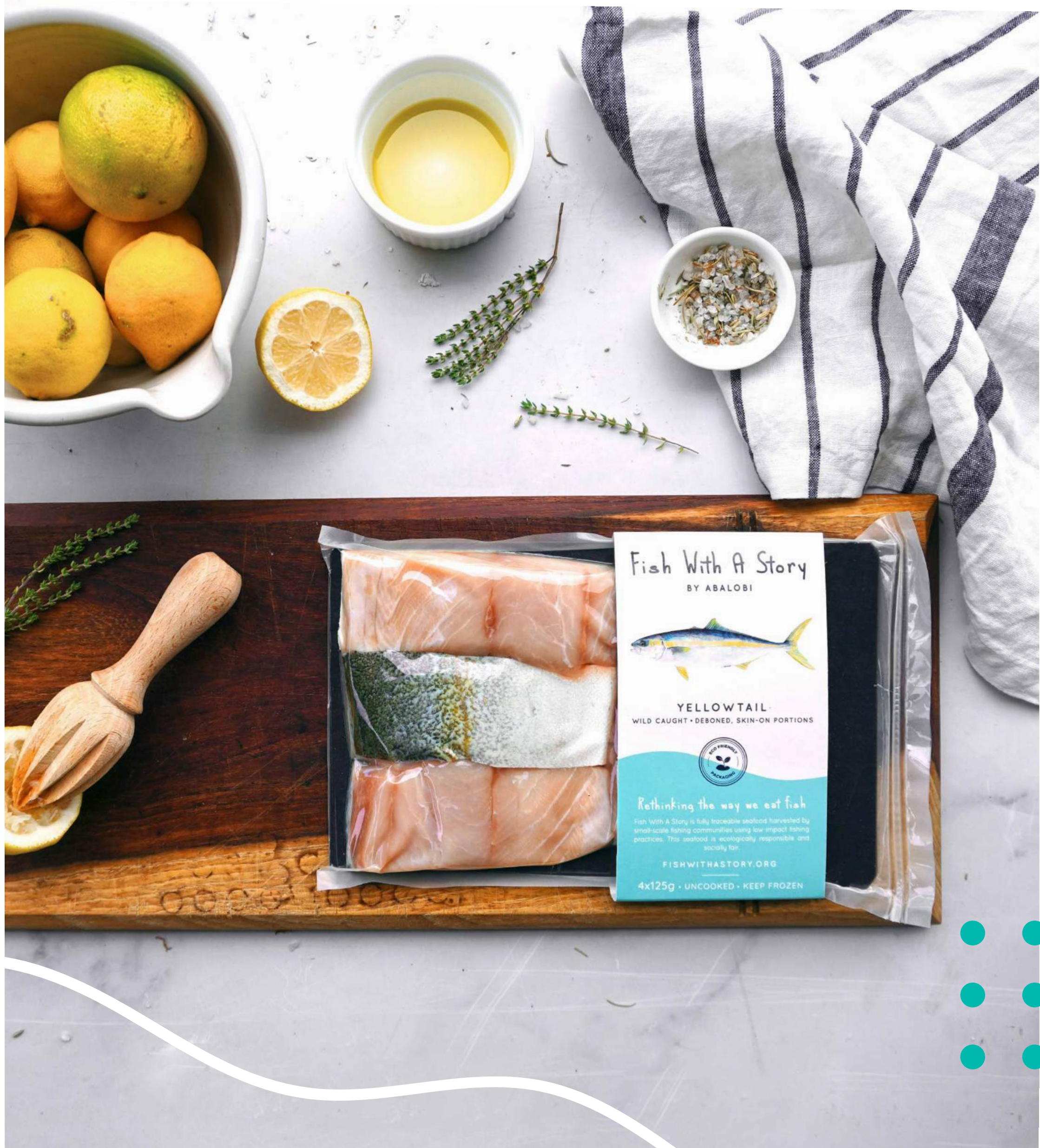
Scaled, gutted, gilled and quick-frozen
Average weight 4,500 g
Average length 90 cm



[Learn more](#)

CONVENIENCE RANGE





YELLOWTAIL PORTIONS

Skin-on, scaled and deboned portions
Vacuum-packed and quick-frozen
500 g individual pack weight
4 x 125 g fillet portions per pack
Sold per case (20 packs)
Custom CMT and packaging available



[Learn more](#)

YELLOWTAIL PORTIONS

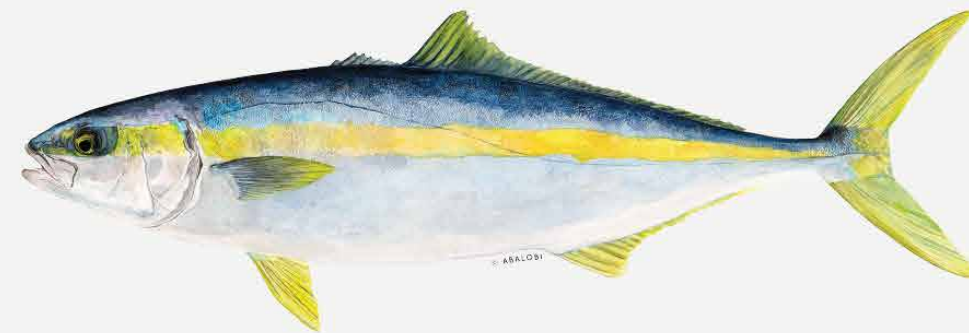
Traceability QR and chef-curated recipe
Available in biodegradable packaging



[Learn more](#)

Fish With A Story

BY ABALOBI



YELLOWTAIL

WILD CAUGHT • DEBONED, SKIN-ON PORTIONS



Rethinking the way we eat fish

Fish With A Story is fully traceable seafood harvested by small-scale fishing communities using low-impact fishing practices. This seafood is ecologically responsible and socially fair.

[FISHWITHASTORY.ORG](https://fishwithastory.org)

240g • UNCOOKED • KEEP FROZEN



[Read the Story](#)

[How to cook](#)



KEEP OUR OCEANS PLASTIC FREE

Home composting instructions: fishwithastory.org/eco

PRODUCTION DATE: 20/09/2023
BEST BEFORE DATE: 19/09/2025
LOT: 191222R02
PU 11788
FACTORY CODE: DH

YELLOWTAIL PORTIONS

INGREDIENTS: Yellowtail (*Seriola lalandi*)

Handline caught in FAO Area 47 (Atlantic, Southeast)

ALLERGENS: Fish

CAUTION: Although extra care has been taken to remove bones, some small bones may remain

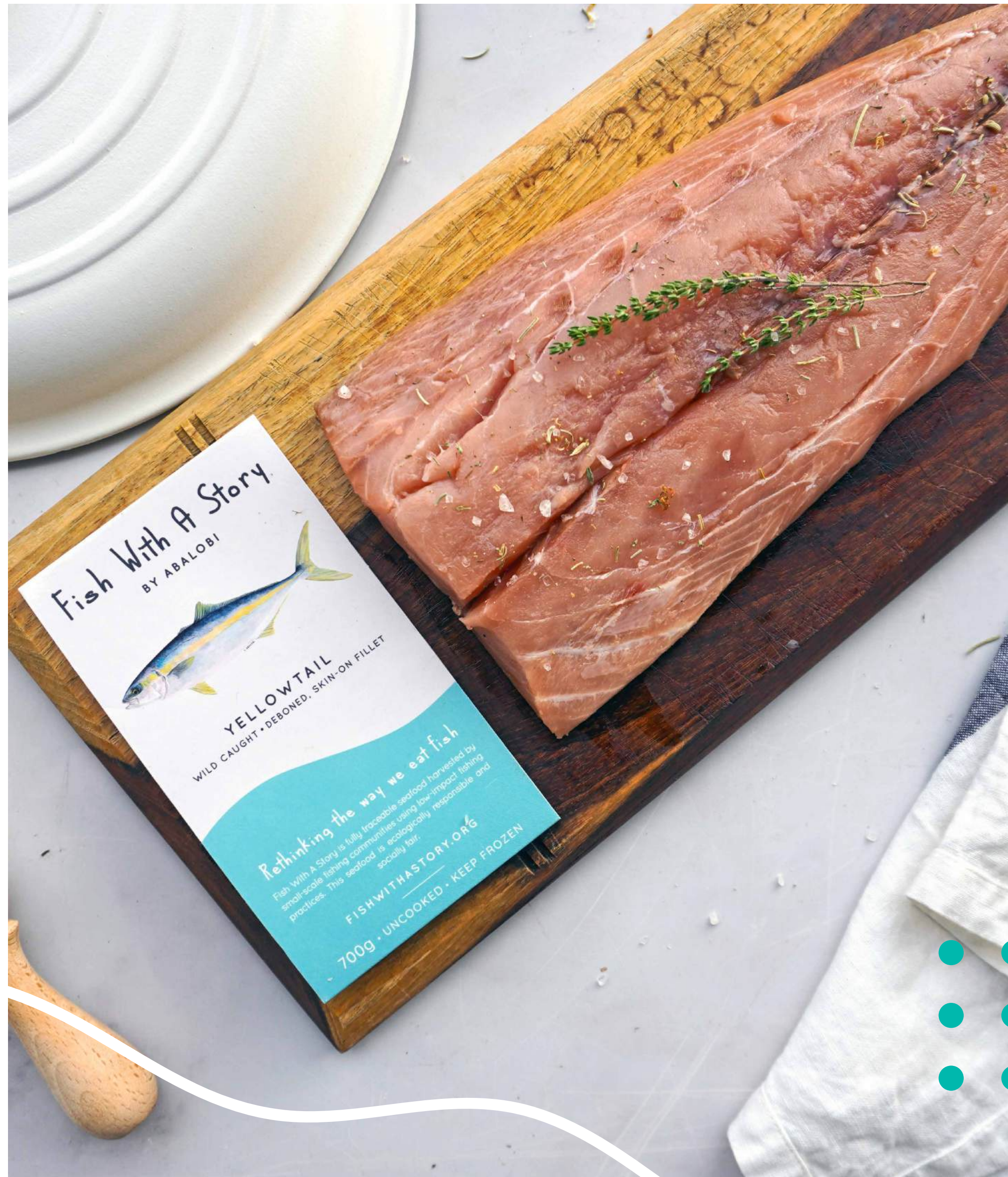
UNCOOKED • KEEP FROZEN AT OR BELOW -18°C

PRODUCT OF SOUTH AFRICA

ABALOBI, Unit 1 Fortuity Building, Capricorn Business Park,
Muizenberg 7945, South Africa • hello@abalobi.org

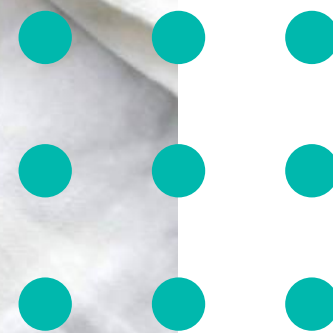
CONVENIENCE RANGE





YELLOWTAIL FILLET

Skin-on, scaled and deboned fillet
Vacuum-packed and quick-frozen
700 g individual pack weight
1 unportioned fillet per pack
Sold per case (14 packs)
Custom CMT and packaging available



[Learn more](#)

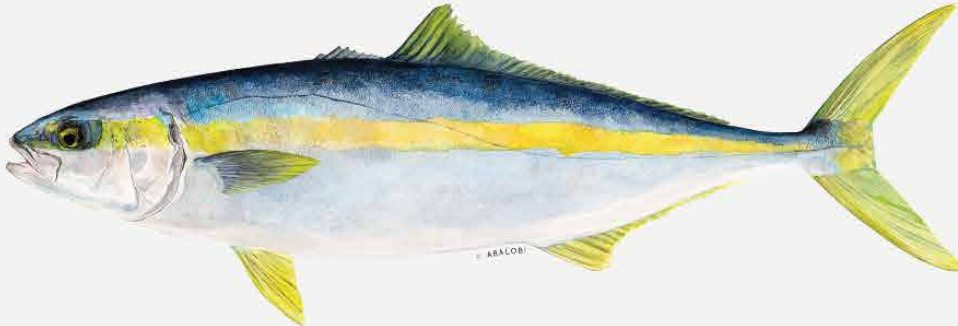
YELLOWTAIL FILLET

Traceability QR and chef-curated recipe



[Learn more](#)

Fish With A Story
BY ABALOBI



YELLOWTAIL
WILD CAUGHT • DEBONED, SKIN-ON FILLET

Rethinking the way we eat fish

Fish With A Story is fully traceable seafood harvested by small-scale fishing communities using low-impact fishing practices. This seafood is ecologically responsible and socially fair.

FISHWITHASTORY.ORG

240g • UNCOOKED • KEEP FROZEN



Read the Story How to cook



KEEP OUR OCEANS PLASTIC FREE
Home composting instructions: fishwithastory.org/eco

PRODUCTION DATE: 20/09/2023
BEST BEFORE DATE: 19/09/2025
LOT: 191222R02
PU 11788
FACTORY CODE: DH

YELLOWTAIL FILLET

INGREDIENTS: Yellow tail (*Seriola lalandi*)
Handline caught in FAO Area 47 (Atlantic, Southeast)

ALLERGENS: Fish

CAUTION: Although extra care has been taken to remove bones, some small bones may remain

UNCOOKED • KEEP FROZEN AT OR BELOW -18°C

PRODUCT OF SOUTH AFRICA

ABALOBI, Unit 1 Fortuity Building, Capricorn Business Park,
Muizenberg 7945, South Africa • hello@abalobi.org



Rigorous cold chain and logistics backed by **ABALOBI** data and traceability technology

AT SEA

ABALOBI small-scale fishers employ responsible fish handling practices and place their catch in an ice slurry on board their vessels



LANDING SITE

Community-based, women-led post-harvest quality control ensures the continuation of the cold chain and digital monitoring at dedicated **ABALOBI** hubs

PROCESSING

The catch is transported in temperature-controlled trucks to an **ABALOBI** central hub for direct-to-market distribution and HACCP-compliant processing with EU, FDA certification



ZERO WASTE

Small-scale fishers in the **ABALOBI** programme fish responsibly. With a fair price and healthy market access for their catch, there is no incentive to overfish.

Seafood surplus or by-product is routed to our food security programme in South Africa.

Our Convenience Range of **Fish With A Story** is available in ocean-friendly, biodegradable packaging that is home-compostable and made from 100% natural foodstuff ingredients.





FISH

WITH A SOCIAL
& ECOLOGICAL
STORY.

