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Fresh, filleted barramundi delivered to your doopstep



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BY ELGIN CHONG - JANUARY 14

SINGAPORE — Singaporeans can now look forward to getting fresh, filleted barramundi fish delivered directly to their tables from the ocean pen.

Today (Jan 14), Barramundi Asia launched a new 'farm-to-fork' model — the first that does filleted processing with an unbroken cold chain. This means that when the fish is harvested, they are kept under sub-zero temperatures until the barramundi fillets reach the consumers' doorsteps.

The barramundi fish are harvested to order. When consumers place their orders on www.kuhlbarra.com, the fish is harvested directly from the 7.5 hectare ocean farm

located at the south of Singapore, near the Raffles Lighthouse.

Feed containing ingredients such as protein-rich vegetables, soy bean meals and fish meals are given to the barramundi fish up to four times a day to ensure that they grow healthily.

After harvest, the fish are kept submerged in ice, and within hours, they are filleted in a cold room and vacuum-packed. The fillets are then packed in insulated containers before reaching the consumers' doorsteps.

Currently, Barramundi Asia is offering an introductory price of S\$50 per kg, which is inclusive of delivery. Single portions are also available at S\$10 per 200g fillets.

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