



VS FRESH  
EST. 2013

PREMIUM QUALITY SEAFOOD,  
TRUSTED GLOBALLY



## OUR VISION

To be the global leader in sustainable seafood, **empowering people** and **preserving our oceans** for generations to come.

## OUR MISSION

Delivering **excellence through high-quality** products and services, while prioritizing environmental sustainability and fostering a workplace where employees thrive.

# OUR VALUES

## 01 PEOPLE-CENTRIC

We believe in creating an inclusive work environment where our employees feel empowered to love what they do.



## 02 PRODUCT EXCELLENCE

We strive to maximize value from every catch our fishermen bring, through meticulous quality control & resource utilization, and thereby ensuring fair and equitable returns for our fishermen.



## 03 PROGRESSIVELY INNOVATIVE

We are adaptable and responsive to change, embracing new technologies and approaches to optimize our operations, minimize our environmental impact, and ensure long-term sustainability.



## 04 PRESERVING THE PLANET

We are stewards of our planet. We respect and protect our oceans and lands, ensuring a thriving future for generations to come.



# OUR JOURNEY

The story of VS Fresh began when two siblings, inheriting their father's thriving local seafood business, harbored a vision to share the island's exceptional catches with the world. Their journey was not without its hurdles...but with each successful shipment and each satisfied customer, their confidence grew. Today their brand, VS, stands as a testament to their family's legacy that was built on trust, hard work, and a deep respect for the sea.

This same spirit of dedication and commitment that fueled our beginnings now drives VS Fresh as we bring 13 years of trusted experience exporting premium seafood to discerning markets worldwide. Our newly launched processing facility, equipped with the latest modern processing technology, reflects our ongoing pursuit of efficiency and the highest levels of hygiene.

As we move forward, our commitment remains rooted in the very sea that sustains us, with environmental stewardship and sustainability as our crucial, unwavering pillars.



# VS FRESH



Mayami Shamolika  
**Director**



Mayantha Yomal  
**Director**



# YELLOWFIN TUNA

- **Scientific Name:** *Thunnus albacares*
- **Country of Origin:** FAO-57 | Indian Ocean/ Sri Lanka
- **Catching Method:** Long Line | Wild Caught



# TUNA GILLED & GUTTED



**Package:** *corrugated carton box or Styrofoam box in a polythene bag with gel ice*

# TUNA HEADED & GUTTED



**Package:** *corrugated carton box or Styrofoam box in a polythene bag with gel ice*

# TUNA BULLET



**Package:** *corrugated carton box or Styrofoam box in a polythene bag with gel ice*

# TUNA CENTER CUT



**Package:** IVP

# TUNA CHUNK



**Package:** IVP

# TUNA CHAINLESS CHUNK



**Package:** IVP

# TUNA SKIN ON WHOLE LOIN



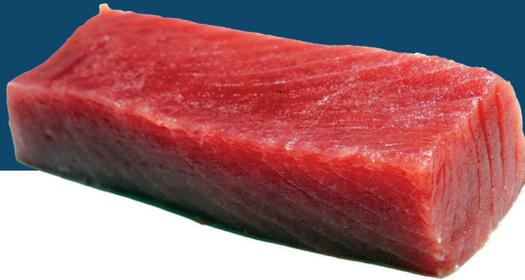
**Package:** IVP or Non vacuum

# TUNA STEAK



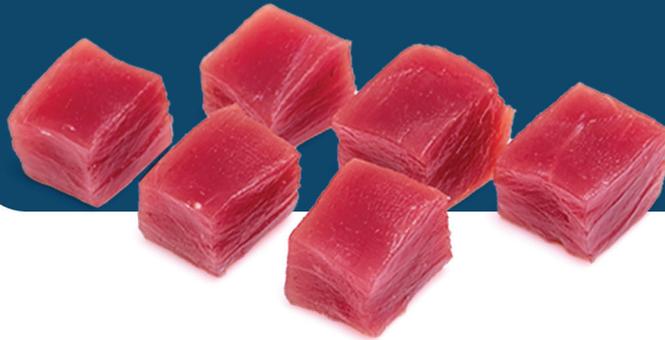
**Package:** IVP

# TUNA SAKU



**Package:** IVP

# TUNA CUBES



**Package:** 500g or 1 kg vacuum blocks



# SWORDFISH

• **Scientific Name:** *Xiphias gladius*

• **Country of Origin:** FAO-57 | Indian Ocean/ Sri Lanka

• **Catching Method:** Long Line | Wild Caught



# SWORDFISH HEADED & GUTTED



**Package:** Corrugated carton box or Styrofoam box in a polythene bag with gel ice

# SWORDFISH HALF QUARTER LOIN



**Package:** IVP

# SWORDFISH STEAK



**Package:** IVP or customer request



# EXOTIC FISH

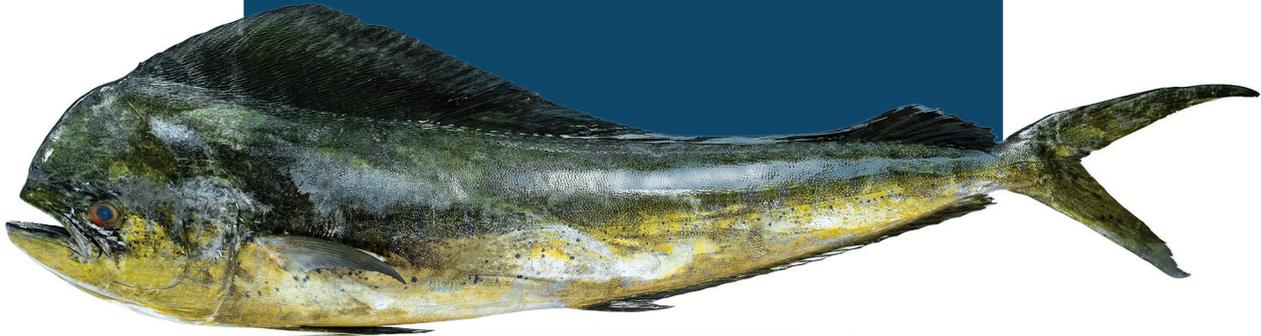
**Country of Origin:**

FAO-57 | Indian Ocean/Sri Lanka

**Catching Method:**

Hand line | Long Line | Wild Caught

# MAHI MAHI



**Scientific Name:** *Coryphaena hippurus*

**Presentation:** Whole, GG or Fillets

**Condition:** Fresh or Frozen

# PONY FISH



**Scientific Name:** *Leiognathus* sp.

**Presentation:** Whole

**Condition:** Fresh or Frozen

# RED SNAPPER



**Scientific Name:** *Lutjanus sp.*

**Presentation:** Whole, GG or Fillets

**Condition:** Fresh or Frozen

# HALIBUT



**Scientific Name:** *Hippoglossus hippoglossus*

**Presentation:** Whole

**Condition:** Fresh or Frozen

# WAVY-LINED GROUPE



**Scientific Name:** *Epinephelus undulosus*

**Presentation:** Whole, GG or Fillets

**Condition:** Fresh or Frozen

# ORANGE SPOTTED GROUPE



**Scientific Name:** *Epinephelus coioides*

**Presentation:** Whole, GG or Fillets

**Condition:** Fresh or Frozen

# MALABAR GROUPER



**Scientific Name:** *Epinephelus malabaricus*

**Presentation:** Whole, GG or Fillets

**Condition:** Fresh or Frozen

# COBIA



**Scientific Name:** *Rachycentron canadum*

**Presentation:** Whole or GG

**Condition:** Fresh or Frozen

# RED MULLET



**Scientific Name:** *Parupeneus indicus*

**Presentation:** Whole, GG or Fillets

**Condition:** Fresh or Frozen

# GREEN PARROT

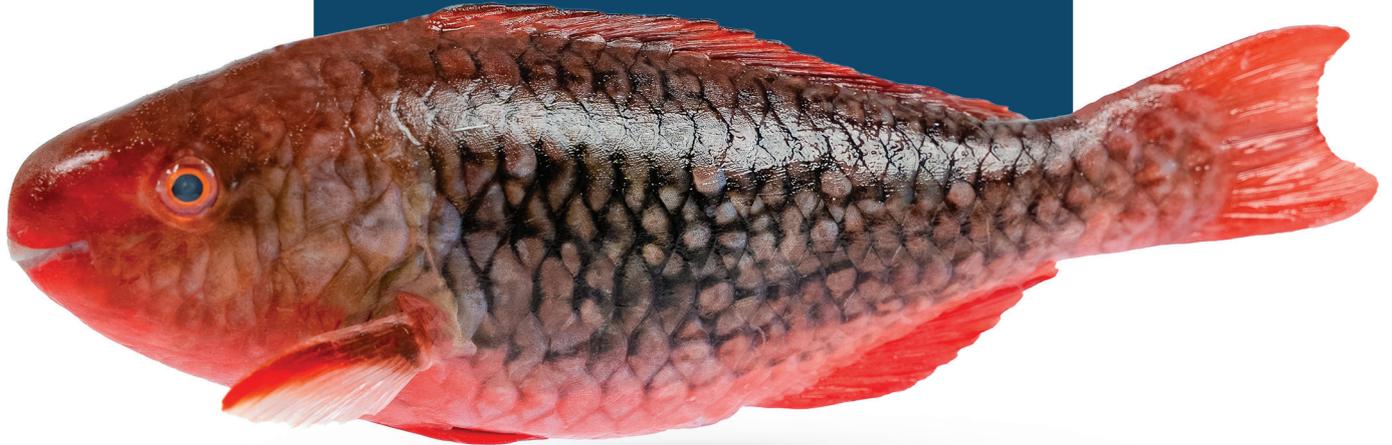


**Scientific Name:** *Chlorurus sordidus*

**Presentation:** Whole, GG or Fillets

**Condition:** Fresh or Frozen

# RED PARROT



**Scientific Name:** *Scarus xanthopleura*

**Presentation:** Whole, GG or Fillets

**Condition:** Fresh or Frozen

# BLUE PARROT



**Scientific Name:** *Scarus ghobban*

**Presentation:** Whole, GG or Fillets

**Condition:** Fresh or Frozen

# SILVER BIDDY



**Scientific Name:** *Gerres oyena*

**Presentation:** Whole

**Condition:** Fresh or Frozen

# LADY FISH



**Scientific Name:** *Elops saurus*

**Presentation:** Whole

**Condition:** Fresh or Frozen

# WAHOO



**Scientific Name:** *Acanthocybium solandri*

**Presentation:** Whole or GG

**Condition:** Fresh or Frozen

# JAVA RABBIT FISH



**Scientific Name:** *Siganus javus*

**Presentation:** Whole

**Condition:** Fresh or Frozen

# MILK FISH



**Scientific Name:** *Chanos chanos*

**Presentation:** Whole

**Condition:** Fresh or Frozen

# JAPANESE THREADFIN BREAM



**Scientific Name:** *Nemipterus japonicus*

**Presentation:** Whole

**Condition:** Fresh or Frozen

# NEEDLE FISH



**Scientific Name:** *Tylosurus acus*

**Presentation:** Whole

**Condition:** Fresh or Frozen

# KING MACKERAL



**Scientific Name:** *Scomberomorus cavalla*

**Presentation:** Whole, GG or Steaks

**Condition:** Fresh or Frozen

# CATFISH

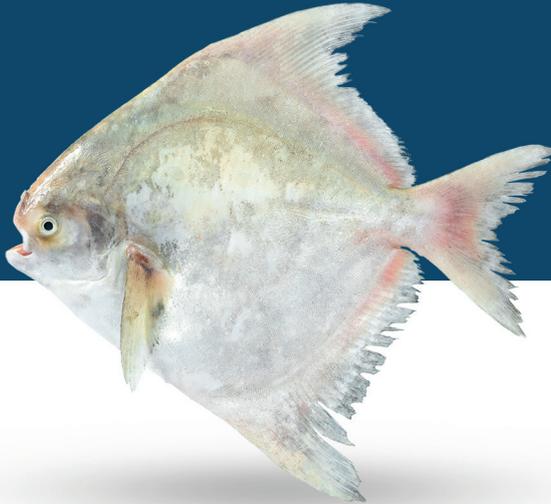


**Scientific Name:** *Arius maculatus*

**Presentation:** Whole or GG

**Condition:** Fresh or Frozen

# CHINESE POMFRET



**Scientific Name:** *Pampus chinensis*

**Presentation:** Whole

**Condition:** Fresh or Frozen

# BLACK POMFRET



**Scientific Name:** *Parastromateus niger*

**Presentation:** Whole

**Condition:** Fresh or Frozen

# MACKERAL SCAD



**Scientific Name:** *Decapterus macarellus*

**Presentation:** Whole

**Condition:** Fresh or Frozen

# PINJALO SNAPPER



**Scientific Name:** *Pinjalo pinjalo*

**Presentation:** Whole, GG or Fillets

**Condition:** Fresh or Frozen

# BARRAMUNDI

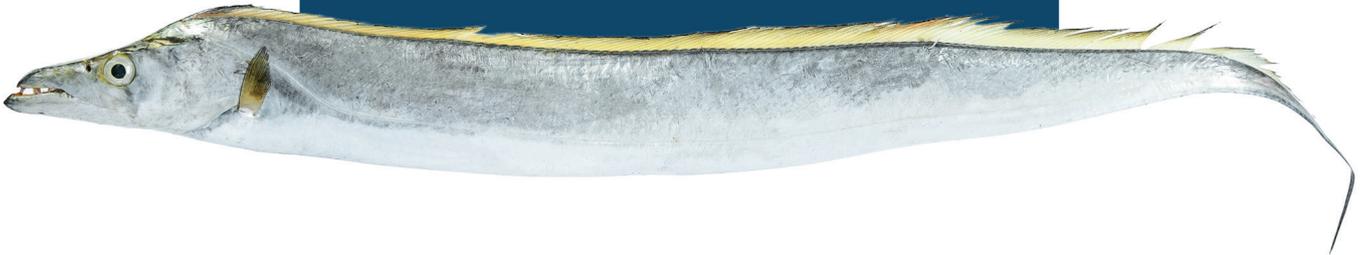


**Scientific Name:** *Lates calcarifer*

**Presentation:** Whole, GG or Fillets

**Condition:** Fresh or Frozen

# RIBBON FISH



**Scientific Name:** *Lepturacanthus savala*

**Presentation:** Whole

**Condition:** Fresh or Frozen

# TREVALLY



**Scientific Name:** *Caranx sp.*

**Presentation:** Whole or GG

**Condition:** Fresh or Frozen

# LEATHER JACKET



**Scientific Name:** *Oligoplites saurus*

**Presentation:** Whole

**Condition:** Fresh or Frozen

# NILE TILAPIA



**Scientific Name:** *Oreochromis niloticus*

**Presentation:** Whole, GG or Fillets

**Condition:** Fresh or Frozen

# EMPEROR FISH



**Scientific Name:** *Lethrinus sp.*

**Presentation:** Whole or GG

**Condition:** Fresh or Frozen

# BLACK SNAPPER



**Scientific Name:** *Apsilus dentatus*

**Presentation:** Whole or GG

**Condition:** Fresh or Frozen

# BARRACUDA



**Scientific Name:** *Sphyraena* sp.

**Presentation:** Whole, GG or Fillets

**Condition:** Fresh or Frozen

# ROSY-MONOCLE BREAM



**Scientific Name:** *Parascolopsis eriomma*

**Presentation:** Whole

**Condition:** Fresh or Frozen

# ANCHOVY



**Scientific Name:** *Stolephorous indicus*

**Presentation:** Headed gutted & tailed

**Condition:** Fresh or Frozen



# QUALITY

At VS Fresh, we are committed to delivering the finest quality seafood, straight from the pristine waters of Sri Lanka to your table. Our rigorous quality control process begins with careful selection of raw materials from trusted local fishermen, ensuring freshness and sustainability. From there, our state-of-the-art facilities adhere to strict international standards, including HACCP certification. Each step, from processing to packaging and distribution, is meticulously monitored by our experienced quality assurance team. We employ advanced technology and conduct thorough laboratory testing to guarantee that our products meet the highest standards of safety, freshness, and flavor, providing you with seafood you can trust.

## GOOD MANUFACTURING PRACTICES

Our facilities are designed to prevent contamination, with controlled access, dedicated processing areas. Employees undergo rigorous and regular hygiene training, and health checks. Raw materials are handled with utmost care to prevent cross-contamination, and finished products are stored and transported under controlled temperature conditions. Regular audits and inspections ensure our adherence to GMP, guaranteeing the safety and quality of our seafood.





From catch to consumption, we identify hazards, establish Critical Control Points (CCPs) with strict limits, and implement continuous monitoring. Trained personnel and calibrated equipment guarantee accurate checks. Immediate corrective actions address deviations. Meticulous record-keeping and regular audits verify our HACCP system's effectiveness, delivering safe, high-quality seafood.

We also strictly adhere to FDA regulations, maintaining sanitary conditions and preventing contamination. Accurate labeling and traceability are prioritized. Regular audits and monitoring guarantee FDA compliance, delivering safe, high-quality seafood.



FISHERY  
[PROGRESS.ORG](http://PROGRESS.ORG)

Committed to sustainable seafood, VS Fresh actively participates in Sri Lankan Fishery Improvement Project. We directly link our support to our operations, ensuring a consistent financial contribution for every shipment leaving our factory. These funds are vital for implementing responsible fishing methods, driving the long-term health and sustainability of Sri Lankan fisheries.



## TRACEABILITY

We record vessel, location, date, and time at landing, which can be digitally tracked through processing, packaging, and distribution. Our labeling provides complete transparency, from ocean to plate, enabling rapid recall and demonstrating our commitment to safe, responsible seafood.

# EXPERIENCE AN IMMERSIVE SEAFOOD JOURNEY



## *Our Process Explained*

Our expert team will guide you through each stage, clearly explaining our stringent quality control procedures, the operation of our state-of-the-art equipment, and our comprehensive hygiene and safety measures.



## *Filleting Expertise*

Observe as our experienced technicians expertly handle a variety of fish. Our techniques are designed not only for speed and accuracy but also to significantly reduce waste, providing you with the highest quality yield from each fish.

**WELCOME TO VS FRESH, AND DISCOVER THE DEDICATION AND CARE THAT GOES INTO EVERY PIECE OF OUR FRESH SEAFOOD.**



### *Become a Seafood Artisan*

Get ready to roll up your sleeves! Under the guidance of our experienced filleting team, you'll have the opportunity to try your hand at filleting a fresh fish.



### *A Taste of Paradise*

Experience the fresh, vibrant flavors of the ocean, prepared using traditional Sri Lankan recipes that highlight the unique characteristics of each fish.

# WE DO THINGS



## SUSTAINABLE WATER CYCLE

We prioritize water conservation through our advanced wastewater treatment system. Treated water is safely reused in our agricultural processes, ensuring a sustainable and eco-friendly water cycle that supports both our business and the environment.



## ENVIRONMENTAL PROTECTION & CERTIFICATIONS

We are committed to responsible seafood production, holding HACCP and FDA certifications that ensure the highest safety and environmental standards. Our operations align with strict regulations to protect marine ecosystems and maintain sustainable fishing practices.



## ZERO WASTAGE

Every part of our seafood is utilized—nothing goes to waste. Through efficient processing and innovative techniques, we maximize resource use, reducing environmental impact while creating value from by-products.

# DIFFERENTLY



## CIRCULAR ECONOMY

Our flourishing plantation nourished by our own treated wastewater is a testament to our circular approach. We cultivate a variety of fresh fruits and vegetables right here on our grounds and the harvest becomes a source of nutritious meals for our employees fostering their well-being.



## EMPLOYEE WELFARE

Our people are our strength. We foster a supportive work environment with fair wages, skill development programs, and workplace safety measures, ensuring the well-being and growth of our employees.



## GOOD GOVERNANCE

Transparency, integrity, and ethical business practices define our governance. We uphold strong compliance, fair trade policies, and corporate responsibility to build trust with stakeholders and ensure long-term sustainability.



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**WWW.VSFRESH.COM**





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EST. 2013

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