

Canned tuna in aloe vera debuts at Alimentaria

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After two years of developing and processing tests, the newly created Spanish brand Vixvital of canned fish and seafood is launching its products this week at Alimentaria food trade show, being held in Barcelona – Spain –, from April 16-17



Source: E.C

Vixvital canned tuna and mussels are processed and covered in aloe vera juice, “which enhances the flavour and eliminates fat because there are no traditional oils anymore in it,” the company representative David Cervantes explained yesterday to IEG Vu. The US, Canada and Europe, including Germany, France, the UK and

Italy, are the major target markets for Vixvital canned fish. “A second export phase will be China and other Asian countries later on,” added Cervantes.

In six months, the company expects to expand its product range to canned salmon – marketing the US and Canada mainly – canned cockle, canned clams, canned anchovies and canned mackerel. Although the fish and seafood raw materials are sustainable certified and the aloe vera juice used for Vixvital fish processing is organic, Cervantes added there are still a few steps to get the whole canning process certified as organic: “The plan is to compete in the organic market in the short-term. We are already working on it.” The aloe vera canned fish and seafood brand is part of the company Marina Sea Tuna, founded in Spain in 2008. The other arm of the company is represented by the canned fish and seafood brand Cristo del Mar, which processes fish following the traditional way: with olive oil and in brine.