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Avramar ready-to-cook fresh fish brand launches into Greek retail

Jason Holland published in Foodservice & Retail



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Mediterranean fish-farming group Avramar has introduced a new own-brand of fresh sea bass, sea bream, and pagrus to selected Galaxias and My Market stores in Greece.

The new product comes with the ready-to-cook fish presented in protective atmosphere packaging paired with a new recyclable tray. According to Avramar, the new packaging optimally maintains the freshness, nutrients, and taste of its fish, while also preventing leaks during transportation and storage.

The offering is also available i

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