

THE BEST
WAY TO SAY
BLUEFIN



Bluefiná
The Best Way To Say Bluefin
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Agenda

- WHY BLUEFINÁ
- WHO WE ARE
- OPERATIONS OVERVIEW
- OUR PRODUCT
- OUR COMMERCIAL PROMISE
- MARKETING SUPPORT
- LOGISTICS
- TRACEABILITY AND SUSTAINABILITY



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Why Bluefiná

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Why Bluefiná

Carefully Cultivated Wildly Delicious Globally Savored

AT BLUEFINÁ, WE DON'T JUST RAISE TUNA —
WE CULTIVATE AN EXPERIENCE ROOTED IN
CRAFTSMANSHIP AND EXCEPTIONAL TASTE.

Our Pacific bluefin tuna is wild-caught and sustainably raised, free from artificial hormones, antibiotics, and additives.

Exclusively fed a 100% natural diet and raised 10 miles offshore, our tuna is humanely harvested using the *Ikijime* method to preserve quality and flavor.

Driven by a responsible fishery and farming management approach, we set the bar for the world's finest tuna.





Why Bluefiná

Flawlessly Fresh

BLUEFINÁ DELIVERS UNIQUE ADVANTAGES BASED ON GEOGRAPHY, OPERATIONAL APPROACH, AND PRODUCT FRESHNESS.

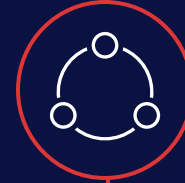
Tailored for discerning chefs and top-tier markets, we've perfected the journey of our delectable bluefin so every cut arrives pristine, fresh, and full of flavor within 24 to 72 hours anywhere around the globe, 52 weeks a year.

Our bluefin tuna is optimally sized for effortless handling and minimal waste. With a fully integrated system, from cold storage to refrigerated delivery, we ensure impeccable quality at every step.



Geographic Advantage

Baja's proximity to the Pacific coast of North America offers faster delivery and fresher arrivals to key U.S. and Canadian markets, avoiding long international transit.



Integrated Operations

Unlike our competitor's separation of capture and farming across various fleets and facilities, we run a fully integrated system from sea to plate.



Sustainability Focus

We work collaboratively with Mexican regulators and NGOs to ensure responsible juvenile capture and ocean stewardship.



Cold Chain Efficiency

Tightly coupled harvest and processing proximity reduces handling and preserves our exceptional quality.



Pacific vs. Mediterranean Species

Bluefiná only raises Pacific Bluefin (*Thunnus orientalis*), renowned for its superior fat content and deeper umami compared to Atlantic Bluefin (*Thunnus thynnus*) raised by the competition.

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Who We Are

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A Testament to Craftsmanship

For more than 25 years, Bluefiná and Baja Aqua Farms have raised tuna in the pristine, oceanic waters off the coast of Baja California, Mexico. Our vertically integrated fishing and farming company focuses on one thing: the responsible and sustainable ranching of Northern Pacific Bluefin Tuna.

Fully Integrated
Supply Chain

Traceability &
Transparency

Global Reach

On-Site Cold Chain
Infrastructure

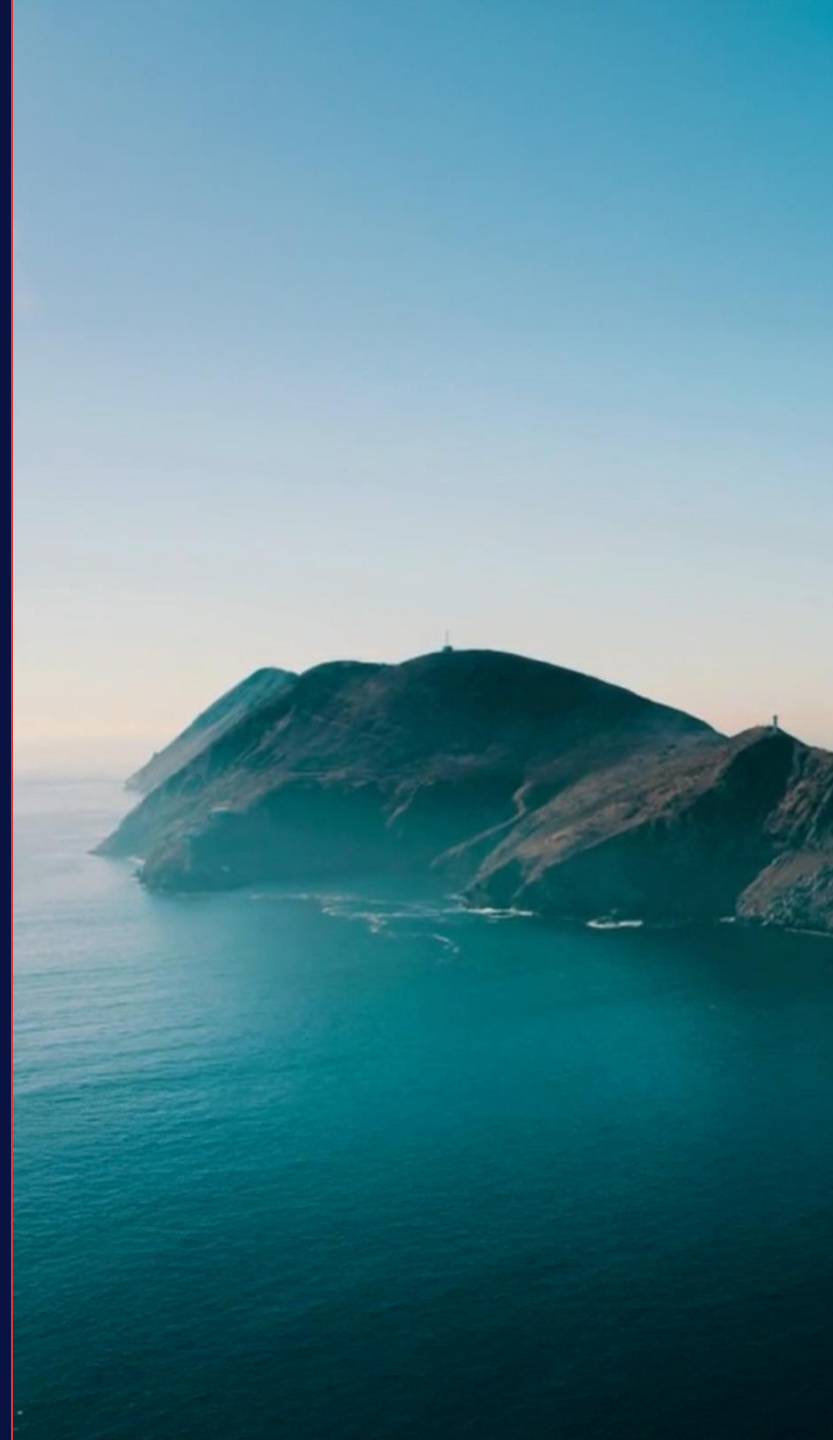
Established Leadership

Premium Product Focus

Feed Quality Control

Sustainable Practices

Environmental
Stewardship



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Operations



A Passion for Perfection

THE CARE AND NURTURING OF OUR BLUEFIN
TUNA MAKE ALL THE DIFFERENCE.

Throughout our three-phase process, we ensure every fish is sourced sustainably, fed 100% naturally, and raised using industry-leading techniques so they reach optimal size and quality.

Our skilled team, driven by a lifelong dedication to the craft, combines passion and expertise at every stage of production. There is an uncompromising commitment to excellence that guarantees each bluefin is raised with precision, delivering the finest tuna to our customers.

1

WILD CAPTURE

Sustainable sourcing and live transfer of juvenile fish

2

CONTROLLED AQUACULTURE

Precision and care from ranching to harvest

3

INTEGRATED HARVESTING

Quality at every step

Wild Capture

SCIENCE-DRIVEN, QUOTA-BASED EFFORT TO SUSTAINABLY SOURCE LIVE JUVENILES FOR LONG-TERM AQUACULTURE.

Targeted Species

Northern Pacific Bluefin Tuna
(*Thunnus orientalis*)

Method

Purse seine nets operated by licensed fishing vessels.

Regulation

Conducted under quotas and seasonal limits set by Mexican authorities and international regulatory bodies (e.g., Inter-American Tropical Tuna Commission – IATTC).

Live Transfer

Juveniles are carefully netted, transferred into tow cages, and slowly moved to offshore ranching pens without leaving the water.

Bycatch Minimization

Use of species-selective gear and expert handling to avoid unintended catch and reduce marine impact.

Sustainability Focus

Every catch is documented and reported to meet strict traceability and conservation requirements.



Controlled Aquaculture

2

THIS HIGH-CONTROL AQUACULTURE PROCESS TRANSFORMS SUSTAINABLY CAPTURED JUVENILES INTO WORLD-CLASS, TRACEABLE BLUEFIN TUNA, SETTING BAJA AQUA FARMS APART IN QUALITY AND SUSTAINABILITY.

Sea Pen Ranching

Juveniles are acclimated to large, offshore circular pens located in clean, oxygen-rich Pacific waters off the coast of Ensenada, Baja California.

Natural Diet

Fish are fed daily using automated technology with high-quality, sustainably sourced feed (98% sardine & 2% anchovy) mimicking their natural diet to support optimal growth and taste.

Daily Monitoring

Expert divers and aquaculture staff oversee fish health, growth progression, behavior, and water quality to minimize stress and disease.

Low-Density Stocking

Pens are maintained at low fish densities to ensure fish welfare, reduce aggression, and improve meat quality.



Integrated Harvesting

3

THE HARVESTING AND PROCESSING PHASE IS INCREDIBLY HUMANE, DESIGNED TO PRESERVE THE PREMIUM QUALITY OF BLUEFIN TUNA AND MAINTAIN STRICT TRACEABILITY FROM OCEAN TO PLATE.

Selective Harvesting

Tuna are harvested at peak size and fat content, three times a week, using humane *Ikejime* low-stress techniques that protect meat quality.

Immediate Transfer

Fish are quickly moved from pens to chilled holding systems to prevent temperature fluctuations and biochemical degradation.

On-Site Processing

Tuna are processed in state-of-the-art, HACCP-certified facilities located near the ranching site to reduce time to chilling and packaging.

Cold Chain Management

Every step—from harvest to packaging to transport—follows rigorous cold chain protocols to preserve freshness, color, and texture.

Traceability Systems

Each fish is graded, tagged, logged, and traced using proprietary digital systems to ensure food safety and full supply chain transparency.



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Our Product

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Fresh Year-Round Availability

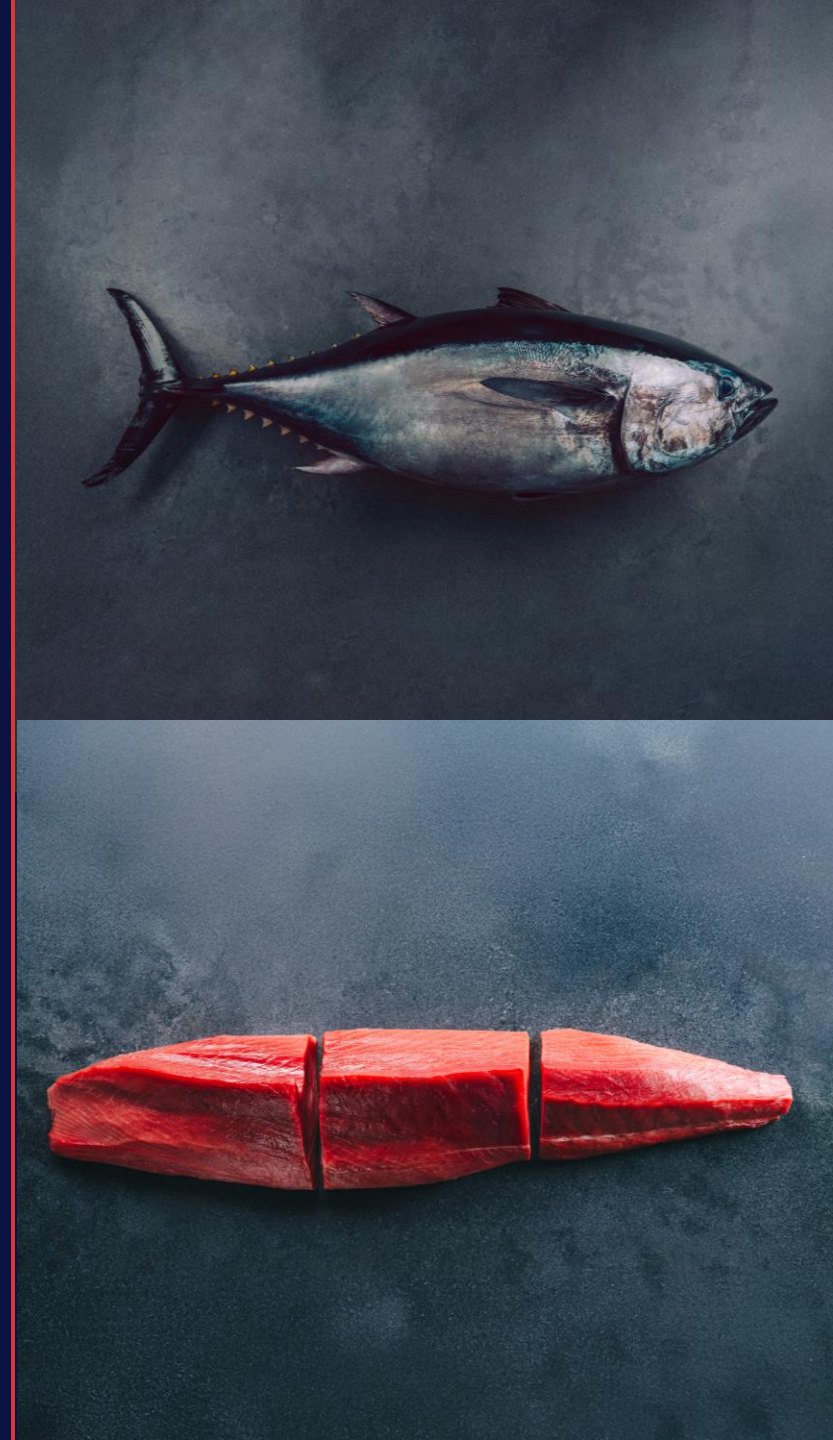
HARVESTED TO ORDER | IDEAL FOR ALL
APPLICATIONS AT THE HIGHEST CULINARY LEVELS

WHOLE FISH PACIFIC BLUEFIN TUNA (H&G / GG)

Size range: 40–120 kg

LOINS

Pack sizes: 40/60 kg and
60/80 kg



Impeccable Quality

EACH BLUEFIN TUNA IS RIGOROUSLY ASSESSED TO ENSURE ONLY THE HIGHEST-GRADE FISH REACH OUR CLIENTS.

Our Grading Process Evaluates:

Fat Content

Richness and marbling level

Color

Brightness, vibrancy, and
uniformity of the flesh

Shape

Body conformation and
overall form

Condition Index

Health and fat index at
the time of harvest

Our Grading Methodology Evaluates:

Physical Inspection

Comprehensive evaluation
of external attributes and
overall health

Tail Cutting

Precise cut at the tail to visually
assess fat levels and color

Sample & Grade Classification

Final grading based on
internal quality and confirmed
by trained specialists



New Product Development

WE INNOVATE WITH PURPOSE AND A BIAS FOR ACTION —
COMBINING CULINARY DEMAND AND INSIGHTS TO ADDRESS
UNMET CUSTOMER NEEDS.

Core Principles

New to Bluefiná, new to the category, and new to the world.

Consumer & Culinary Insights

Ongoing engagement with top chefs, seafood buyers, and consumers to identify emerging preferences around quality, sustainability, and preparation formats.

Pilot & Pre-Commercial Trials

Run controlled processing and distribution pilots to optimize product specs and logistics.



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Our Commercial Promise

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Lasting Partnerships for Success

CUSTOMER-FOCUSED SALES ORGANIZATION

Our commercial team is built around one core principle—the success of our customers. We deliver more than premium Bluefin Tuna; we deliver tailored solutions, chef-driven insights, and reliable partnerships that help our clients thrive.

INSIGHT-DRIVEN APPROACH

At Bluefiná, research and insights are at the heart of every commercial decision. We invest in understanding evolving consumer preferences and customer needs, leveraging data, chef partnerships, and market intelligence to shape innovation, guide product development, and strengthen our value proposition.

INDUSTRY-LEADING FILL RATES

Reliability is non-negotiable at Bluefiná. We are proud to deliver industry-leading customer fill rates through meticulous planning, real-time inventory visibility, and a deep commitment to supply chain excellence.



Customer Support

Customized marketing support

Ronqueo—traditional tuna cuttings for customer events

Tailored point-of-sale materials

Social Media cross promotion

Consumer-driven insights for menu and recipe development

Chef support

Personalized farm and operations tours



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Our Commercial Promise

Branded Marketing Materials



Digital Marketing and Client Services

- Social media cross-promotion
- Digital client portal



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Our Commercial Promise

Co-Branded Events



Bluefiná a través de su distribuidor Pesquera del Mar traen a Colombia este maravilloso producto y se complacen en invitarte a nuestro primer workshop en Bogotá.

Bluefiná Workshop
- Jueves 29 de Mayo -

TALLER DE 4 HORAS PARA QUE DESCUBRAS ESTE MANJAR ICÓNICO, Y CONOZCAS SOBRE LA MARCA BLUEFINÁ Y EL PRODUCTO.

13:30 Recepción.
14:00 Curso teórico sobre el producto.
15:00 Técnicas de Corte, Rendimiento y conservación - Chef Koji Okawa -
16:00 Curso de Niguiris.
16:30 Preparación de platillos.
17:30 Premiación/Diplomas.
18:00 Cocktail.

PESQUERA DEL MAR
Lo mejor.

RSVP
CUPO LIMITADO
Tel 316 6278164

il
i latina.
Cll 70 #10a-39,
Chapinero, Bogotá,
Cundinamarca,
Colombia



PESQUERA DEL MAR
Lo mejor.

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THE BEST WAY
TO SAY BLUEFIN



PESQUERA DEL MAR
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Bluefiná
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Carefully
Cultivated.
Globally
Savored.



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A Passion
for Perfection.

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Logistics



Our Value Chain Promise

WE DELIVER THE WORLD'S FINEST BLUEFIN TUNA WITH CARE, TRANSPARENCY, AND INNOVATION—DRIVING SHARED GROWTH FOR OUR ECOSYSTEM, CUSTOMERS, AND FUTURE GENERATIONS.

Our value chain prioritizes stewardship, precision, and long-term sustainability. Every stage from capture to customer is guided by our promise to care deeply for our fish, our people, our partners, and the planet, while driving responsible growth for our business and the global Bluefin category.



Flawlessly Fresh

WE'VE PERFECTED THE JOURNEY OF OUR DELECTABLE BLUEFIN, ENSURING EVERY CUT ARRIVES PRISTINE, FRESH, AND FULL OF FLAVOR—WITHIN 24 TO 72 HOURS—ANYWHERE AROUND THE GLOBE, MULTIPLE TIMES PER WEEK.

Our tuna is optimally sized for effortless handling and minimal waste.

- Fully integrated process
- Cold storage and shipping
- Direct delivery via ground or air
- LAX to regional distribution centers
- Refrigerated delivery to door available (select clients)



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Traceability & Sustainability

Championing Traceability

TRANSPARENCY AND TRACEABILITY ARE AT THE HEART OF EVERYTHING WE DO.

Each fish is counted using advanced underwater electronic technology and tagged with UPC codes and tracking numbers. This logs detailed data—from weight, size, and age to grading and supply chain progress.

Traceability ensures each tuna's journey is tracked from harvest to its destination at the finest restaurants, allowing us to uphold the highest standards of unparalleled quality. When our tuna reaches the market, it carries a record of authenticity, quality, and care.

Our program supports regulatory compliance, food safety, and consumer confidence—delivering unmatched transparency across our value chain.



Traceability Pillars

Source Verified – Wild Capture Phase

Each Bluefin is tagged at the moment of capture

Fishing vessel ID, location, and quota data recorded

Integrated with international regulatory databases (e.g., ICCAT)

Controlled Harvest & Processing

Harvest lot codes tied to specific pens and date/time stamps

Real-time grading and quality classification documented

HACCP-compliant handling and storage logs

Continuous Monitoring – Aquaculture Phase

Unique identifiers tracked throughout grow-out

Daily biometric, health, and feed inputs recorded

Digital record-keeping ensures animal welfare and quality

Distribution & Final Delivery

Cold chain integrity monitored via IoT-enabled tracking

Product information traceable by customers via QR or batch code

Traceability reports available for clients and partners on request

A Legacy of Sustainability

OUR DEDICATION EXTENDS TO THE BLUEFIN WE RAISE, THE OCEAN THAT SUSTAINS THEM, AND THE COMMUNITIES WE SERVE.

Our bluefin is wild-caught, sustainably managed, and fully compliant with global scientific quotas. We partner with regional and international regulatory bodies to ensure the protection of this majestic species. With vigilant monitoring, sustainable practices, and a focus on environmental responsibility, we are shaping a future where bluefin thrive and the industry grows responsibly.

Responsible Aquaculture for Future Generations

- Closed-cycle aquaculture model
- Wild juvenile capture with strict quotas
- Low-density farming practices
- Feed traceability and efficiency
- Harvest-on-demand model



Contact

US +1 (858) 867-4099

MX +52 (646) 980-0665

GLOBAL +52 (646) 185-3683

✉ sales@bluefina.com

@ bluefina_

🖱 bluefina.com



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