



12 October 2021

The Snowfox Group Partners with the Global Tuna Alliance

The Snowfox Group has become the latest partner in the [Global Tuna Alliance](#) (GTA). The GTA is an independent group of retailers and supply chain companies who work collaboratively to ensure the ongoing sustainability of the global tuna population, through the adoption of the highest of scientific standards, environmental performance and social responsibility.

The Snowfox Group is formed of four businesses in the US, the UK, and Canada: Snowfox, Taiko, Bento, and YO!. In North America and the UK, The Snowfox Group provides sushi to around 1,900 retailers such as Kroger, Loblaw's, Walmart, Sobey's, Waitrose, Sam's Club, and Tesco. In addition, The Snowfox Group supplies fresh, pre-packaged Japanese food to more than 3,700 foodservice and grocery outlets via its eight factory production sites.

Christian Haas, Group Development Director for The Snowfox Group said

“As a leading international, multi-channel Japanese food business, we have a responsibility to protect our oceans, the species and habitats within them and the communities that rely upon them to exist.

The global seafood industry is complex and challenging, with many issues, such as the sustainable sourcing of tuna, requiring commitment and collaboration both within and across sectors and national boundaries to succeed.

We are therefore incredibly excited to join The Global Tuna Alliance, to further not only our own ambitious sourcing goals, but crucially, to also contribute to the ongoing sustainability of tuna populations globally. We are very much looking forward to getting involved with the important work of the Global Tuna Alliance in the months ahead”

Dr Tom Pickerell, Executive Director at the Global Tuna Alliance, said: “The addition of The Snowfox Group greatly strengthens the GTA and reflects our desire to be a truly global association. We are excited to work together and achieve our shared goal of sustainable and responsible tuna fisheries.”

Notes

The Snowfox Group is formed of the following brands:

[Snowfox](#) is one of the largest operators and franchise owners of sushi kiosks in the United States, with over 1,000 full-service sushi kiosks in grocery stores, wholesale, university and corporate settings across 25 states.



[Bento](#) was founded in 1996 in Toronto and is the second-largest sushi brand in North America and the largest in Canada (by number of sites serviced).

[YO!](#) Was founded in 1997, and introduced the first 'kaiten' conveyor belt in the UK. Today, YO! is the UK's #1 Sushi brand with 53 restaurants, over 50 sushi kiosks and a popular YO! To Go range.

[Taiko](#) was founded in 1997, and was the first sushi manufacturer for UK supermarkets and currently supplies Waitrose, Sainsbury's and David Lloyd.