



JP Foods

Seafood export Catalogue 2026

PRIVATE LABEL & THE MARWI BRAND, FROM A CERTIFIED EU PRODUCER
EST. 1992 · ESTONIA



Certified. Traceable. Audit-ready from day one.

THE COMPANY

SHRIMP SPECIALISTS SINCE 1992

One of Europe's longest-running shrimp processors.

JP Foods is an Estonian seafood producer with more than three decades of continuous production and export. Our heritage is the hand-peeling of wild-caught North Atlantic *Pandalus borealis*, the most demanding shrimp in Northern Europe. Our growth engine is a flavoured vannamei and ready-to-eat range built for modern retail.

We manufacture for retailers and distributors across Europe, most of it as private label, and we run our own consumer brand, Marwi, as living proof that the range sells. We supply Nordic retail chains, food service distributors and specialised seafood wholesalers.

This is not a trading house. We process, season, pack and document everything ourselves. When you need a recipe adapted or a document issued, you talk to the people who actually make the product.



JP Foods
At a **glance**



Founded 1992

30+ years of export



~3,500 tonnes

of seafood processed annually



Markets:

Scandinavia & the rest of Europe



Highest

international food safety **certificates**



Full chain-of-custody **traceability**



Formats from

100 g to 6.5 kg



Wild-catch sustainability. Chain of custody MSC-C-52717 covers our North Atlantic shrimp.



Responsible farming. ASC-C-00865 covers vannamei shrimp, mussels and crayfish.



Food safety management certified at plant level. Your internal audit gets its green light.

Three certificates,
one green light

Who we
supply

RETAIL CHAINS · RETAIL DISTRIBUTORS · FOOD SERVICE DISTRIBUTORS ·
CASH & CARRY · LARGE KITCHENS & CONVENIENCE PRODUCERS ·
INDUSTRIAL CLIENTS · SPECIALISED SEAFOOD WHOLESALERS

Why buyers work with us

SIX REASONS THIS CATALOGUE EARNS A SUPPLIER NUMBER

01

Audit-ready from day one

Specifications, COAs, allergen and nutrition data delivered with the first offer, not after it.

02

EU supply security

Production inside the EU means shorter lead times, simpler customs paperwork and lower geopolitical risk than Asian supply chains. Year-round availability through an unbroken cold chain.

03

Honest weight declaration

Every pack states both net and drained weight. You see exactly how much seafood you are buying, and your margin calculation holds.

04

Consistent spec, batch after batch

Consistent size grading, same texture, same flavour profile in order 1 and order 50. Processing technology refined over three decades.

05

Low-risk entry

Free samples, mixed pallets and moderate minimum order quantities. Test the range before you commit shelf space.

06

Co-development

Recipes, flavours, pack formats and private label concepts developed together with your category team, on short timelines.

Price gets a supplier onto the shortlist.
Certificates, supply security and batch consistency are what keep one there.

Fair questions, straight answers

- “Your price is higher than my current supplier.”**

Per kilo, probably. Per delivered, documented, on-time kilo with no customs surprises and no minimum-quantity risk, we are competitive. Ask for a total-cost comparison on your batch size.
- “I’m happy with my current supplier.”**

Then keep them, and list us as a backup. When the season peaks or a shipment slips, you are covered. Send us your spec and a sample; we will put ours next to it.
- “Everyone has these certificates.”**

The MSC + ASC + FSSC 22000 from a single producer is rarer than it looks. The real question is whether the documentation is audit-ready the day your auditor arrives. Ours is.
- “Switching suppliers is a big project.”**

So do not switch everything. Start with one SKU or a mixed pallet. We help your category manager complete the documentation and keep integration light.

THE HEART OF WHAT JP FOODS DOES

Private label & co-development

JP Foods is a private label partner first. We manufacture, season, pack and document seafood for retailers and distributors across Europe, under your brand. Our own consumer brand, Marwi, is the proof that the range works on the shelf, but the production line behind it is available to you.

We adapt recipes, flavour profiles, pack sizes, shrimp grades and label languages to your category plan, and we do it fast: flavour development is measured in weeks, not quarters.

The path to your own label

01 ► ENTER

Launch under the Marwi brand, or straight into private label. Northern-European producer credibility from day one.

02 ► PROVE

Test the range with real shoppers. Free samples, mixed pallets and moderate MOQs keep the risk low.

03 ► CONVERT

Move the winners to your private label. Same plant, same spec, same documentation, no re-audit.

How a private label project runs

1 • BRIEF

Target price point, flavour direction, pack format, shrimp grade, label languages.

2 • SAMPLE

Recipe samples and draft specification, typically within weeks.

3 • PILOT

First production run at moderate MOQ; test in a limited store set.

4 • ROLLOUT

Full listing with locked spec, batch consistency guaranteed.



THE QUIET ADVANTAGE

Start branded, convert later, and you keep the same plant, spec and documentation throughout. No requalification project, no second audit, no supplier switch, just a label change.



PRIVATE LABEL FORMATS & GRADES

EVERY FORMAT, EVERY GRADE, ONE SUPPLIER

Formats we already run

- Brine: cups and buckets from 100 g to 6.5 kg, plus 1.5 kg vacuum bags
- MAP trays: 100 g to 1 kg
- Glass jars: 260–280 g
- Custom formats developed together with your team

Exclusive flavours

The MAP tapas category differentiates on flavour. If your chain needs a flavour nobody else has, we develop it together and keep it exclusive to you.



From 100 g retail tubs to 6.5 kg food service buckets:

one supplier covers both channels, so you manage one relationship instead of two.

Choose your shrimp grade

Size grading is part of the private label spec. Pick the count that fits your price point and plate; we hold it consistent batch after batch. Hand-peeled & other products are available in various sizes. Please inquire for details.

Product	Available grades (count per lb)
Vannamei shrimp	41/50 · 51/60 · 71/90 · 90/120
Crayfish tails	100/150 · 200+ · 300+
Hand-peeled & other products	Inquire for additional grade information

Food service & bulk formats

The core shrimp and crayfish lines scale straight into HoReCa and processing formats, same spec, same certification, same honest weight declaration.

Product	Format	Net / drained
Hand-Peeled Shrimps in brine	900 g bucket	900 / 500 g
Hand-Peeled Shrimps in brine	2.5 kg bucket	2500 / 1500 g
Cooked & Peeled Shrimps in brine	900 g bucket	900 / 500 g
Cooked & Peeled Shrimps in brine	2.5 kg bucket	2500 / 1500 g
Vannamei Shrimps in brine	900 g bucket	900 / 500 g
Vannamei Shrimps in brine	2.5 kg bucket	2500 / 1500 g
Crayfish Tails in dill brine	900 g bucket	900 / 500 g
Crayfish Tails in dill brine	2.5 kg bucket	2500 / 1500 g

Also available: 1 kg MAP trays (hand-peeled shrimp KR1KGMAPMSC · octopus KAHEKSA1KGMAP) and 6.5 kg brine buckets. Plant certified MSC–C–52717 · ASC–C–00865 · FSSC 22000.

The MARWI range

OUR CONSUMER BRAND, AND YOUR PRIVATE-LABEL BLUEPRINT

The following pages show the range under our own Marwi brand. Every line is equally available as your private label. The range is organised around how shoppers actually buy seafood, so you can build a category, not just a product list.

Refresh



WHAT IT IS

Unseasoned seafood in MAP trays

HERO USE

Everyday cooking

SHELF LIFE

30 days

PAGE

p. 7

Tapas



WHAT IT IS

Seasoned shrimp, mussels, crayfish and octopus in MAP trays

HERO USE

Snacking, sharing plates, quick service

SHELF LIFE

30 days

PAGE

p. 8

Brine



WHAT IT IS

Natural seafood in resealable cups

HERO USE

Cold serve, salads, food service

SHELF LIFE

60 days

PAGE

p. 9

In Oil Marinade



WHAT IT IS

Premium seafood in flavoured oils, glass jars

HERO USE

Delicacy, gifting, antipasti

SHELF LIFE

70 days

PAGE

p. 10

Heat



WHAT IT IS

Marinated shrimps for grill, pan and oven

HERO USE

Hot prep: grill, pan, oven

SHELF LIFE

21 days

PAGE

p. 11

HOW TO READ THE PRODUCT PAGES

Every product page carries a full commercial spec table: net and drained weights, shelf life, units per case and pallet maths. Article codes, EANs and full specifications come with the offer.

Logistics, in one line



Chilled at +2...+6 °C through the whole chain. Retail-ready cases on EUR pallets (80 × 120 cm). Trilingual Baltic labelling (EST / LAT / LIT) as standard on cup lines, other languages on request.

Where to start, by channel

Your channel	Lead with	Support with
Retail distributor / chain	Refresh, Tapas & Brine	In Oil; Heat in season
Food service distributor	Brine (incl. large formats) & Refresh	Tapas for HoReCa snacking
Cash & carry	Brine + Tapas	Heat as seasonal shelf driver
Large kitchens & industrial	Brine & Refresh as ingredient base	Co-developed spec and formats
Specialised seafood wholesaler	Tapas under Marwi	Private label for local lines

REFRESH · THE PURE INGREDIENT

Unseasoned MAP tray · 150 g or 200 g

Seafood with an authentic taste. Refresh is the base ingredient of the chilled shelf: the shopper who cooks and the kitchen that seasons its own dishes both start here. No flavour commitment, the widest recipe use, and the pack that comes back to the basket every week.

FOR

RETAIL DISTRIBUTORS, CHAINS & KITCHENS

The everyday-cooking anchor of the category. Unseasoned seafood carries no taste risk, so it lists faster and sells all year, and it is the natural first SKU in a private label range.



Vannamei Shrimps Natural 150-200 g

Cooked and peeled, lightly brined. A clean base for salads, bowls and tapas plates.



Hand-Peeled Shrimps 150-200 g

Wild North Atlantic Pandalus borealis, peeled by hand for whole, unbroken shrimps.



Cooked & Peeled Shrimps 150-200 g

MSC North Atlantic shrimps in a value format for high-rotation shelves. The Refresh entry price point.

WHY UNSEASONED SELLS

No taste risk. The listing decision does not depend on whether shoppers like one flavour.

Year-round rotation. Cooking use is not seasonal and not occasion-bound.

The natural first private label SKU. Start here, add flavours once volume is proven.



Product	Net	Shelf life	Units / case	Cases / units per pallet
Vannamei Natural	150-200 g	30 days	6	70 / 420
Hand-Peeled	150-200 g	30 days	6	70 / 420
Cooked & Peeled	150-200 g	30 days	6	70 / 420

Litopenaeus vannamei · ASC-C-00865 · farmed | Pandalus borealis · MSC-C-52717 · wild-caught (FAO 21/27) | Storage +2...+6 °C · EUR pallet 80 × 120 cm

TAPAS · SEASONED, READY TO EAT

Ready-to-eat MAP trays · 100–120 g

The widest flavour playground in the range and the traffic driver of the chilled seafood shelf. Seven seasoned SKUs across shrimp, mussels, crayfish and octopus, built for snacking, sharing plates and quick-service kitchens. Exclusive flavours can be developed for your chain.

FOR

RETAIL CHAINS, DISTRIBUTORS & SPECIALISED WHOLESALERS

Flavour variety builds category margin. Differentiation SKUs carry delicacy margin in standard MAP logistics, and Nordic producer credibility sells exotic species to cautious shoppers.



Vannamei Chilli & Garlic
100 g

Oil, garlic pieces and dried chilli. The range bestseller.



Vannamei Paprika & Garlic
100 g

Mild paprika warmth rounded with garlic. Ready straight from the tray.



Vannamei Mango-Chilli Sauce
120 g

Sweet mango balanced with chilli heat. The signature flavour.



Crayfish Tails with Dill
100 g

A Nordic classic in a snacking format. Ready to serve.



Octopus Mild Smoked
100 g

Tender octopus with a gentle smoked note. The shelf eye-catcher.



Mussels Paprika & Garlic
100 g

Blue mussels in seasoned oil with paprika and garlic. ASC.



Mussels Chilli & Garlic
100 g

The same ASC mussel with a chilli kick. Pairs with the tapas range.

These products are also available in packaging up to 1 kg.

Product	Net / drained	Shelf life	Units / case	Cases / units per pallet
Chilli & Garlic 100 g	100 g / 75 g	30 days	8	180 / 1440
Paprika & Garlic 100 g	100 g / 75 g	30 days	8	180 / 1440
Mango-Chilli 120 g	120 g / 75 g	30 days	8	180 / 1440
Crayfish Tails with Dill 100 g	100 g / 90 g	30 days	8	180 / 1440
Octopus Mild Smoked 100 g	100 g / 75 g	30 days	8	180 / 1440
Mussels Paprika & Garlic 100 g	100 g / 75 g	30 days	8	180 / 1440
Mussels Chilli & Garlic 100 g	100 g / 75 g	30 days	8	180 / 1440

Litopenaeus vannamei · ASC-C-00865 · farmed | Procambarus clarkii · ASC-C-00865 · farmed | Octopus cyanea · wild | Mytilus chilensis · ASC-C-00865 · farmed | Storage +2...+6 °C · EUR pallet 80 × 120 cm

BRINE · RESEALABLE CUPS

Resealable 300 g cups · 60-day shelf life

Natural seafood in brine, ready to use straight from the cup. Every lid states the drained weight, so the price per kilo of actual seafood is transparent and verifiable. Trilingual labelling as standard.

FOR

FOOD SERVICE, CASH & CARRY AND INDUSTRIAL BUYERS

The volume workhorse. Honest drained weight for gram-level costing, low waste, high rotation. Larger formats up to 6.5 kg buckets available for kitchens and processors.



Hand-Peeled Shrimps in Brine
300 g

MSC *Pandalus borealis*, peeled by hand. Whole shrimps, cold-water flavour.



Cooked & Peeled Shrimps in Brine
300 g

MSC North Atlantic shrimps in a value format for high-rotation shelves.



Vannamei Shrimps in Brine
300 g

ASC vannamei, firm bite and mild taste. The versatile all-rounder.



Crayfish Tails in Dill Brine
300 g

Classic dill marinade. Strong seasonal peaks, loyal buyers.



Mussels in Brine
300 g

ASC mussels, ready for salads, pasta and cold plates.

Product	Net / drained	Shelf life	Units / case	Cases / units per pallet
Hand-Peeled Shrimps 300 g	300 g / 140 g	60 days	6	192 / 1152
Cooked & Peeled Shrimps 300 g	300 g / 140 g	60 days	6	192 / 1152
Vannamei Shrimps 300 g	300 g / 140 g	60 days	6	192 / 1152
Crayfish Tails in Dill 300 g	300 g / 140 g	60 days	6	192 / 1152
Mussels 300 g	300 g / 140 g	60 days	6	192 / 1152

MSC-C-52717 (*Pandalus borealis*) · ASC-C-00865 (vannamei, crayfish, mussels) | Storage +2...+6 °C · EUR pallet 80 × 120 cm

IN OIL MARINADE · GLASS JARS

260–280 g jars · 70-day shelf life

Premium seafood in flavoured oils. The delicacy positioning of a specialist import with the supply chain of an EU producer. Available under the Marwi brand or as private label.

FOR

RETAIL CHAINS & DISTRIBUTORS

A 70-day shelf life takes rotation pressure off the delicacy shelf. Premium look, low category risk, and a strong private label candidate.



Vannamei in Chilli-Garlic Oil
260 g

Garlic and chilli in rapeseed oil. Tapas, pasta, sharing boards.



Vannamei in Mango-Chilli Sauce
280 g

The signature flavour in a gift-worthy glass format.



Seafood Cocktail Tomato-Chilli Oil
260 g

Mussels, shrimps and octopus. One jar, a full antipasti plate.



Mussels in Smoke-Flavoured Oil
260 g

Garlic and paprika in smoke-flavoured oil.

Product	Net / drained	Shelf life	Units / case	Cases / units per pallet
Vannamei Chilli-Garlic Oil 260 g	260 g / 100 g	70 days	6	160 / 960
Vannamei Mango-Chilli 280 g	280 g / 100 g	70 days	6	160 / 960
Seafood Cocktail 260 g	260 g / 100 g	70 days	6	160 / 960
Mussels Smoked Oil 260 g	260 g / 100 g	70 days	6	160 / 960

Plant certified MSC-C-52717 · ASC-C-00865 · FSSC 22000 | Storage +2...+6 °C · EUR pallet 80 × 120 cm · Jar lid Ø 82 mm

HEAT · MARINATED SHRIMPS

Marinated shrimps · 250 g trays

Marinated shrimps for grill, pan and oven. Skewers optional: the shrimps are not pre-skewered, which keeps preparation flexible for both households and kitchens.

FOR

RETAIL & CASH AND CARRY

A seasonal volume driver with campaign potential from May to September. Three marinades cover the whole barbecue occasion.



Grill Shrimps
BBQ Marinade
250 g

Smoky-sweet barbecue marinade. The crowd favourite



Grill Shrimps
Herb Butter
250 g

Herb butter that melts into a ready sauce on the grill.



Grill Shrimps
Mediterranean
250 g

Garlic, herbs and olive notes. Straight to the pan or grill.

SEASON PLANNING

Volumes for the grill season are planned in early spring. Talk to us by March so we can secure your quantities for the summer peak.



Product	Net / drained	Shelf life	Units / case	Cases / units per pallet
BBQ Marinade 250 g	250 g / 210 g	21 days	6	70 / 420
Herb Butter Marinade 250 g	250 g / 210 g	21 days	6	70 / 420
Mediterranean Marinade 250 g	250 g / 210 g	21 days	6	70 / 420

Litopenaeus vannamei · ASC-C-00865 · farmed | Storage +2...+6 °C · EUR pallet 80 × 120 cm

Start with a sample, not a contract.

Free samples · mixed pallets · documentation with the offer

Whether under your private label or the Marwi brand.



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