



Year  
2022

Month  
Jan Feb Mar Apr May Jun  
Jul Aug Sep Oct Nov Dec

Species  
Crab ... Pela... Sushi  
Haanii Salm...

Grade  
Backfin Lump Small ... Imperi... Super ... Specia...  
Crab ... Misc Sushi Jumbo Regul... Claw

12/30/2022

Sales date update

44K

Volume Sales (Lb)

36

Number of Orders

\$0.5M

Total Revenue

(\$72.5K)

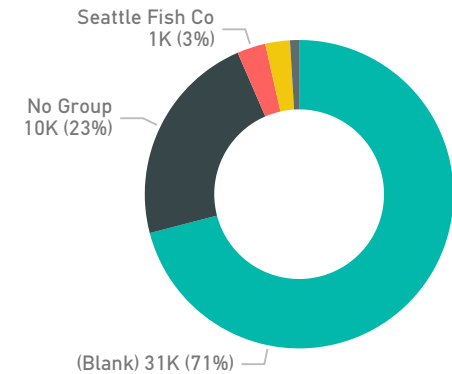
Total Margin

Group	Volume Sold	Volume LY	Revenue	Gross Margin	Margin	Margin LY
<b>No Group</b>	<b>10.0K</b>	<b>3.7K</b>	<b>\$153K</b>	<b>6.8%</b>	<b>\$10K</b>	<b>\$20K</b>
Blue Star	7.6K	3.7K	\$125K	16.6%	\$21K	\$20K
Pacifica	2.4K		\$28K	-37.2%	(\$10K)	
<b>Seattle Fish Co</b>	<b>1.3K</b>	<b>3.3K</b>	<b>\$19K</b>	<b>-6.2%</b>	<b>(\$1K)</b>	<b>\$10K</b>
Blue Star	1.3K	3.3K	\$19K	-6.2%	(\$1K)	\$10K
<b>US Foods</b>	<b>1.1K</b>		<b>\$26K</b>	<b>26.7%</b>	<b>\$7K</b>	<b>NaN</b>
Blue Star	1.1K		\$26K	26.7%	\$7K	NaN
Oceanica						NaN
<b>Gordon Food Service</b>	<b>0.4K</b>		<b>\$7K</b>	<b>-11.2%</b>	<b>(\$1K)</b>	
Blue Star	0.4K		\$7K	-11.2%	(\$1K)	
<b>Jetro West Coast</b>		<b>15.3K</b>				<b>\$29K</b>
Blue Star		15.3K				\$29K
<b>Total</b>	<b>12.8K</b>	<b>22.3K</b>	<b>\$206K</b>	<b>7.4%</b>	<b>\$15K</b>	<b>\$60K</b>

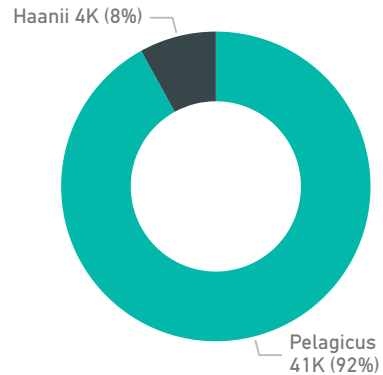
Margin by Group



Volume by Group

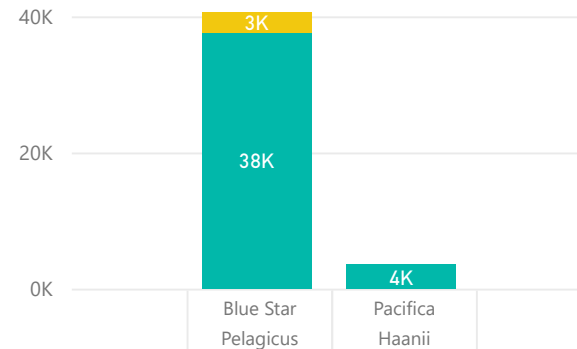


Volume by Group

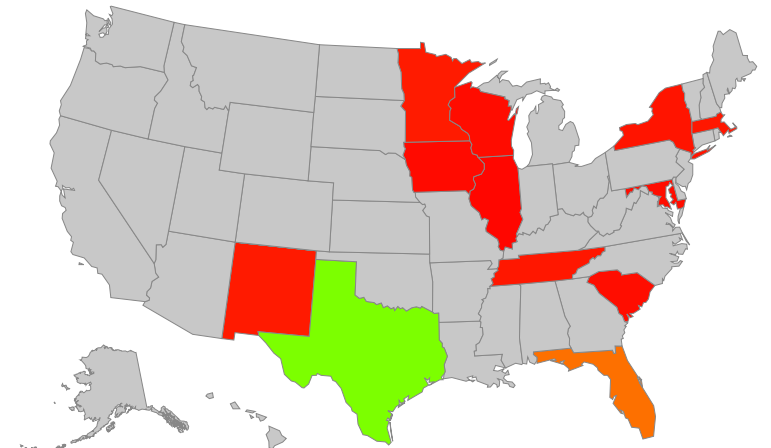


Total Volume by Species, Consolidated brand and Pack...

Packaging Cans Pouch



Total Volume by state





Date

4/1/2013

12/31/2022

Sales Updated: 12/30/2022

Species

Haanii

Pelagicus

Packaging

Cans

Not Defined

Cups

Pouch

Grab&Go

Style FOB

Backfin

Jumbo

Special

Claw

Regular

Super

Brand

(Blank)

Avendra

Blue Star

First Choice

Foodbuy

Harbor Ba...

Lubkin

No Brand

Oceanica

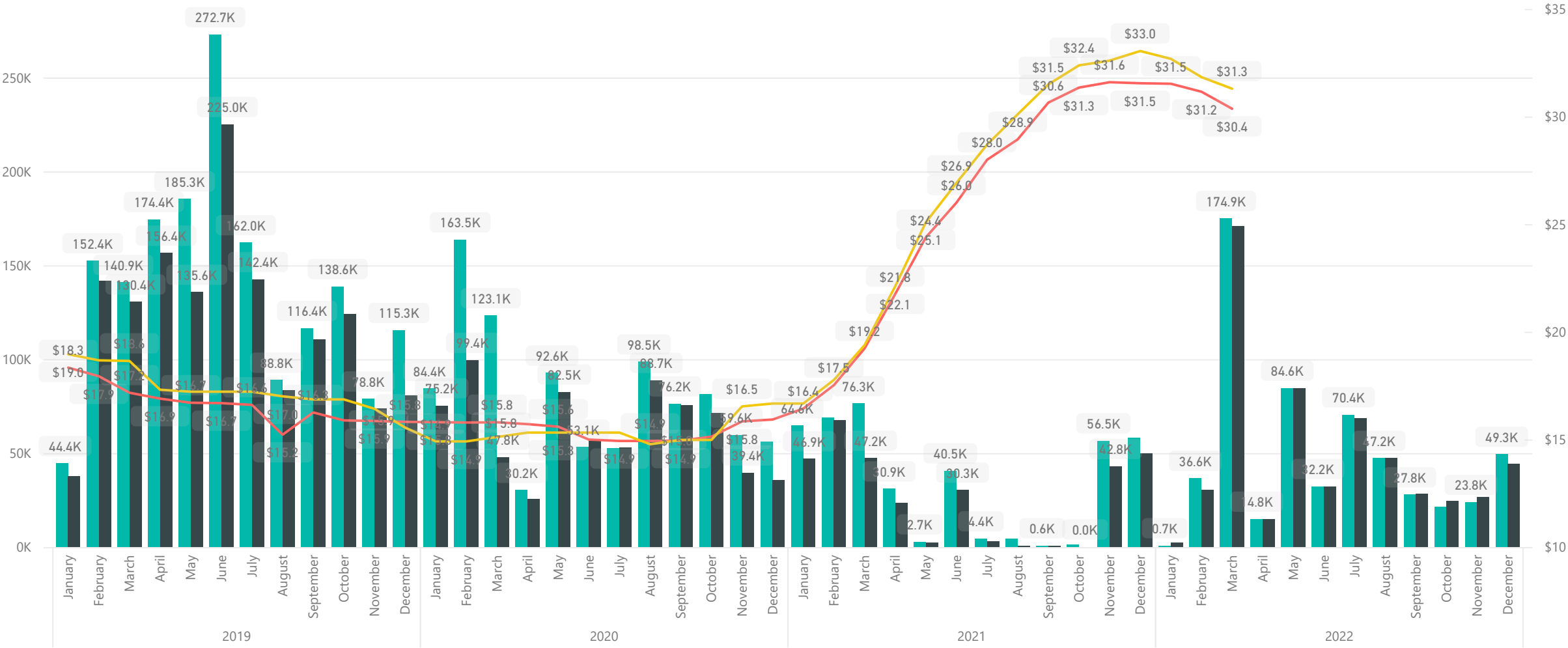
Pacific Blue

Pacific Star

Pacific Su...

Demand & Volume Sold

● Demand ● Volume Sold ● UB price (FOB) ● BSF price (FOB)





Month

Jan Feb Mar Apr May Jun  
Jul Aug Sep Oct Nov Dec

Date

1/1/2019

12/31/202

Species

Brand

Grade

Haanii ... Ba... Sm... Ju... Re... Claw  
Pelagicus ... Lu... Im... Su... Sp...

12/30/2022

Sales date update

Packaging

Cans  
Cups  
Grab&Go  
Not Defined  
Pouch

Year	2019	2020	2021	2022	Total
Crab	December	December	December	December	
<b>Haanii</b>	0%	-34%	100%	0%	-20%
<b>Cans</b>	0%	-34%	100%	0%	-20%
<b>Oceanica</b>	0%	-26%	100%		-19%
Jumbo		-33%	100%		-32%
Super Lump		-100%			-100%
Regular Lump	0%	-14%	100%		0%
<b>Pacifica</b>		-100%		0%	-38%
Jumbo				0%	0%
Regular Lump		-100%		0%	-67%
<b>Sebastian Superior</b>	0%				0%
Jumbo	0%				0%
Regular Lump	0%				0%
<b>Pelagicus</b>	46%	180%	15%	13%	41%
<b>Cans</b>	12%	54%	6%	14%	13%
<b>Blue Star</b>	12%	54%	6%	14%	13%
Backfin			100%		100%
Imperial / Colossal	26%	19%	175%	175%	95%
Jumbo	19%	150%	3%	101%	41%
Super Lump	51%	0%	15%	0%	27%
Regular Lump	6%	19%	6%	0%	7%
Special Lump	0%	2020%	0%	0%	5%
Claw	5%	160%	7%	0%	8%
<b>Cups</b>	100%	0%			23040%
<b>Blue Star</b>	100%	0%			23040%
Super Lump	100%	0%			23040%
<b>Pouch</b>	69%	450%	163%	-0%	128%
<b>Blue Star</b>	69%	450%	163%	-0%	128%
Imperial / Colossal	0%		100%		13%
Jumbo	247%	216%	100%		256%
Super Lump	123%	100%	100%		183%
Regular Lump	1%	5027%	344%	-0%	108%
Special Lump	40%	100%			44%
Claw	145%	194%	31%	0%	129%
<b>Total</b>	<b>43%</b>	<b>56%</b>	<b>17%</b>	<b>12%</b>	<b>33%</b>



Year  
2022

Month  
Jan Feb Mar Apr May Jun  
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Monthly Week  
1 2 3  
4 5

Grade  
Bac... Lump Sal... Sushi Ju... Re... Claw  
Cra... Misc Sm... Imp... Sup... Spe...

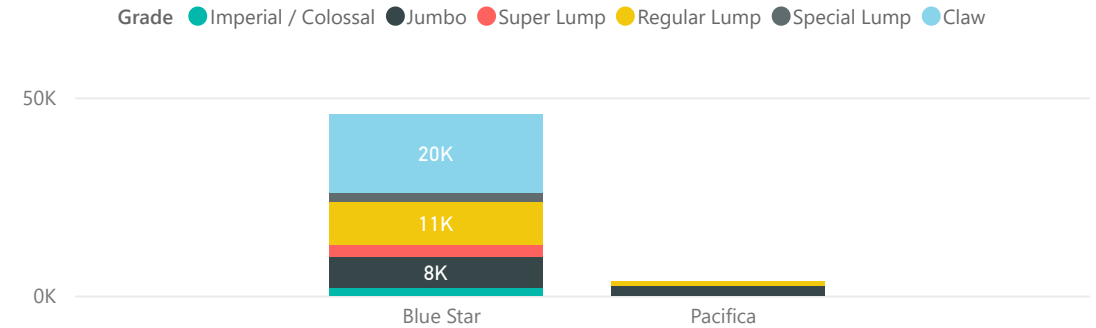
12/30/2022

Sales date update

### All Brands

Packaging Style	Cans		Pouch		Total	
	Demand vs Sales 19	Demand 19vs18	Demand vs Sales 19	Demand 19vs18	Demand vs Sales 19	Demand 19vs18
Backfin		-100%				-100%
Imperial / Colossal	175%	650%	-100%		175%	511%
Jumbo	62%	304%	-100%		62%	210%
Super Lump	0%	-2%	-100%		0%	-4%
Regular Lump	0%	62%	-45%	-0%	-0%	19%
Special Lump	0%	-84%			0%	-84%
Claw	0%	-17%	0%	-69%	0%	-22%
Total	13%	-9%	-0%	-60%	12%	-15%

### Total Demand by Consolidated brand and Style



### Blue Star Consolidated

Packaging Style	Cans				Pouch				Total			
	Total Demand	Total Volume	Demand vs Sales 19	Demand 19vs18	Total Demand	Total Volume	Demand vs Sales 19	Demand 19vs18	Total Demand	Total Volume	Demand vs Sales 19	Demand 19vs18
Backfin				-100%								-100%
Imperial / Colossal	1,980	720.0	175%	650%				-100%	1,980	720.0	175%	511%
Jumbo	7,776	3,876.0	101%	222%				-100%	7,776	3,876.0	101%	145%
Super Lump	3,120	3,120.0	0%	-2%				-100%	3,120	3,120.0	0%	-4%
Regular Lump	8,460	8,460.0	0%	76%	2,200	2,200.5	-0%	-45%	10,660	10,660.5	-0%	21%
Special Lump	2,484	2,484.0	0%	-84%					2,484	2,484.0	0%	-84%
Claw	18,996	18,996.0	0%	-17%	783	783.0	0%	-69%	19,779	19,779.0	0%	-22%
Total	42,816	37,656.0	14%	-14%	2,983	2,983.5	-0%	-60%	45,799	40,639.5	13%	-19%

### Harbor Banks

Packaging Style

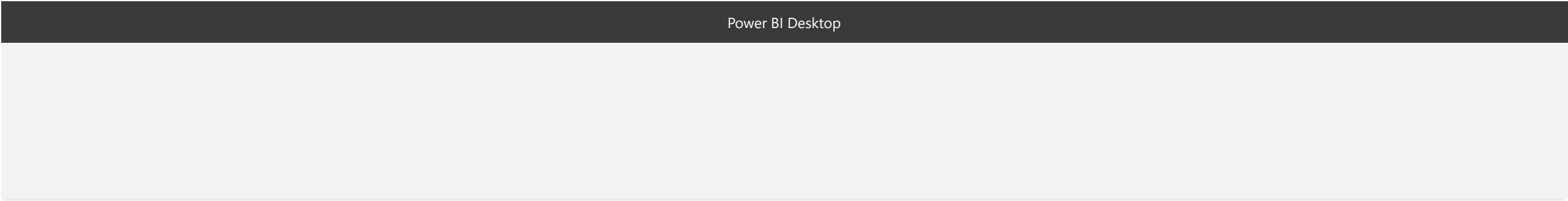
Total

### Pacifica Items

Packaging Style	Cans	
	Demand vs Sales 19	Demand 19vs18
Jumbo	0%	100%
Regular Lump	0%	100%
Total	0%	100%

### Oceanica Items

Packaging Style	Cans	
	Demand vs Sales 19	Demand 19vs18
Jumbo		-100%
Regular Lump		-100%
Total		-100%





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Monthly Week  
1 3 5  
2 4

Species  
Cra... Pel... Sushi  
Ha... Sal...

Grade  
B... L... S... S... J... R... Cl...  
C... M... S... I... S... S...

12/30/2022

Sales date update

Customer	Volume	Volume vs LY	Revenue	GM (%)	Total Margin	Margin Diff LY (%)	Total CoGS	Total indirect Costs	Returns
CRYSTAL BAY SEAFOODS	675.0	100%	\$18,770	70.5%	\$13,226	100%	\$5,544		
LANDLOCKED SEAFOOD INC	1,350.0	200%	\$26,325	44.7%	\$11,765	578%	\$14,560		
SEAFOOD MERCHANTS, LTD.	1,140.0	100%	\$25,650	26.7%	\$6,840	100%	\$18,810		
E. GOODWIN & SONS, INC.	486.0	0%	\$8,883	30.0%	\$2,662	-1%	\$6,221		
MONTAUK SEAFOOD COMPANY, INC.	360.0	100%	\$6,440	30.5%	\$1,963	NaN	\$4,477		
MATTES SEAFOOD, INC.	112.5	100%	\$2,265	58.5%	\$1,325	100%	\$940		
DENVER- SEATTLE FISH COMPANY-	540.0	100%	\$10,260	7.4%	\$756	100%	\$9,504		
MARKY'S CAVIAR	360.0	100%	\$7,014	3.9%	\$275	100%	\$6,739		
MUTUAL TRADING CO INC	0.0		\$0		\$0		\$0		
RD # 506 SEATTLE, WA (506)		-100%				-100%			
RD # 651 PORTLAND, OR						-100%			
RD # 652 DENVER, CO (652)		-100%				-100%			
RD # 653 Greenwood Village, CO		-100%				-100%			
RD # 655 WOODINVILLE, WA		-100%				-100%			
RD # 658 Fife, WA		-100%				-100%			
RD # 660 SALT LAKE CITY, UT		-100%				-100%			
RD # 661 CLACKAMAS, OR		-100%				-100%			
RD # 707 OKLAHOMA CITY, OK		-100%				-100%			
SAFEWAY STORES 44 SUB OF ALBERTSONS		-100%				-100%			
US FOODS / ST. LOUIS		-100%				-100%			
US FOODS / TAMPA		-100%				-100%			
GORDON FOOD SERVICE (HOUSTO)		-100%				-100%			
SANTA MONICA SEAFOOD						-100%			
SEAFOOD SUPPLY COMPANY						-100%			
DOLE & BAILEY						-100%			
Total	420.0	100%	\$7,203	-11.2%	(\$806)	100%	\$8,009		
	44,179.5	-11%	\$549,944	-13.2%	(\$72,475)	12%	\$622,419		

- Group
- Costco
  - Gordon Food...
  - Hickory
  - Jetro Midwest
  - Jetro North E...
  - Jetro West C...
  - Kroger
  - No Group
  - Performance...
  - Performance...
  - Reinhart
  - Seattle Fish ...
  - Shamrock
  - Sysco
  - UNIPRO
  - US Foods
  - Walmart



Year  
2022

Month

Jan Feb Mar Apr May Jun  
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Monthly Week

1 3 5  
2 4

Species

Cra... Pel... Sushi  
Haa... Sal...

Grade

Ba... Lu... Sa... Su... Ju... R... Cl...  
Cr... Misc S... Im... Su... Sp...

12/30/2022

Sales date update

company	Volume	Total Demand	Demand vs Sales	Revenue	GM (%)	Missed Revenue
MATTES SEAFOOD, INC.	0.0	3,600	100%	\$0		\$67,140.0
E. GOODWIN & SONS, INC.	540.0	1,800	233%	\$10,260	7.4%	\$23,940.0
DOLE & BAILEY	480.0	720	50%	\$6,876	-32.4%	\$5,244.0
US FOODS / ALCOA	1,140.0	1,200	5%	\$25,650	26.7%	\$1,350.0
	31,344.0	31,344	0%	\$344,189	-25.5%	\$0.0
C&S WHOLESALE GROCERS	675.0	675	0%	\$18,770	70.5%	\$0.0
CENTRAL SEAFOOD CO.	2,412.0	2,412	0%	\$31,187	-18.4%	\$0.0
CRYSTAL BAY SEAFOODS	486.0	486	0%	\$8,883	30.0%	\$0.0
FISH'S WHOLESALE	480.0	480	0%	\$6,216	-41.8%	\$0.0
GORDON FOOD SERVICE (HOUSTO)	420.0	420	0%	\$7,203	-11.2%	\$0.0
H & H SEAFOOD	720.0	720	0%	\$9,360	-41.2%	\$0.0
LANDLOCKED SEAFOOD INC	360.0	360	0%	\$6,440	30.5%	\$0.0
MONTAUK SEAFOOD COMPANY, INC.	360.0	360	0%	\$7,014	3.9%	\$0.0
MOREY'S SEAFOOD (MN)	1,350.0	1,350	0%	\$26,325	44.7%	\$0.0
NORTH STAR SEAFOOD	600.0	600	0%	\$6,210	-42.9%	\$0.0
OCEAN FRESH SEAFOOD	780.0	780	0%	\$7,938	-36.3%	\$0.0
SANTA MONICA SEAFOOD	1,320.0	1,320	0%	\$19,488	-6.2%	\$0.0
SEAFOOD MERCHANTS, LTD.	112.5	112	-0%	\$2,265	58.5%	\$0.0
SEAFOOD SUPPLY COMPANY	600.0	600	0%	\$5,670	-27.0%	\$0.0
<b>Total</b>	<b>44,179.5</b>	<b>49,339</b>	<b>12%</b>	<b>\$549,944</b>	<b>-13.2%</b>	<b>\$97,674.0</b>

Group
Costco
Gordon Food Service
Hickory
Jetro Midwest
Jetro North East
Jetro West Coast
Kroger
No Group
Performance Food Group
Performance Food Grou...
Reinhart
Seattle Fish Co
Shamrock
Sysco
UNIPRO
US Foods
Walmart



Year

2022

Month

JanFebMarAprMayJunJulAugSepOctNovDec

Grade

Back...LumpSalm...SushiJumboReg...ClawCrab...MiscSmal...Impe...Supe...Spec...

Species

Crab ...Pelagi...SushiHaaniiSalmon

12/30/2022

Sales date update

Packaging	Total Margin	Total Margin Pareto %	Total Volume	Total Volume %
Cans	(\$103,4...	143%	41,196.0	93%
'Blue Star' Claw	(\$47,746)	66%	18,996.0	43%
'Blue Star' Regular Lump	(\$34,572)	48%	8,460.0	19%
'Blue Star' Super Lump	(\$14,876)	21%	3,120.0	7%
"PACIFIKA" JUMBO LUMP 12/1 C...	(\$8,966)	12%	2,460.0	6%
'Blue Star' Special	(\$7,862)	11%	2,484.0	6%
"PACIFIKA" BACKFIN LUMP 12/1 ...	(\$2,595)	4%	1,080.0	2%
'Blue Star' Imperial	\$1,155	-2%	720.0	2%
'Blue Star' Jumbo Lump	\$12,046	-17%	3,876.0	9%
Pouch	\$30,941	-43%	2,983.5	7%
'Blue Star' 12/6Oz Retail Claw	\$5,346	-7%	783.0	2%
'Blue Star' 12/6Oz Retail Lump	\$25,595	-35%	2,200.5	5%
Total	(\$72,47...	100%	44,179.5	100%

State	Total Margin	Total Margin Pareto %	Total Volume	Total Volume %
TX	(\$92,153)	127%	29,784.0	67%
FL	(\$14,145)	20%	6,432.0	15%
SC	(\$1,580)	2%	540.0	1%
NM	(\$1,214)	2%	1,320.0	3%
NY	\$311	-0%	960.0	2%
MD	\$756	-1%	540.0	1%
IL	\$1,325	-2%	112.5	0%
IA	\$1,963	-3%	360.0	1%
WI	\$2,662	-4%	486.0	1%
TN	\$6,840	-9%	1,140.0	3%
MA	\$10,996	-15%	1,155.0	3%
MN	\$11,765	-16%	1,350.0	3%
Total	(\$72,47...	100%	44,17...	100%

Crab	Total Margin	Total Margin Pareto %	Total Volume	Total Volume %
Pelagicus	\$25,692	168%	10,435.5	81%
No Group	\$20,873	136%	7,555.5	59%
Seattle Fish Co	(\$1,214)	-8%	1,320.0	10%
US Foods	\$6,840	45%	1,140.0	9%
Gordon Food Service	(\$806)	-5%	420.0	3%
Haanii	(\$10,38...	-68%	2,400.0	19%
No Group	(\$10,389)	-68%	2,400.0	19%
Total	\$15,303	100%	12,835.5	100%

Consolidated brand	Total Margin	Total Margin Pareto %	Total Volume	Total Volume %
Blue Star	(\$60,91...	84%	40,639.5	92%
Claw	(\$42,400)	59%	19,779.0	45%
Super Lump	(\$14,876)	21%	3,120.0	7%
Regular Lump	(\$8,977)	12%	10,660.5	24%
Special Lump	(\$7,862)	11%	2,484.0	6%
Imperial / Colossal	\$1,155	-2%	720.0	2%
Jumbo	\$12,046	-17%	3,876.0	9%
Pacifica	(\$11,56...	16%	3,540.0	8%
Jumbo	(\$8,966)	12%	2,460.0	6%
Regular Lump	(\$2,595)	4%	1,080.0	2%
Total	(\$72,47...	100%	44,179.5	100%





Date

10/1/2017

12/31/2022

Species

Haanii

Pelagicus

Packaging

Cans

Cups

Grab&amp;Go

Not Defin...

Pouch

12/30/2022

Sales date update

Year	2019												2020																																		
Style T1	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September																										
Backfin	121												24	120										2,436																							
Lump													126										120										120														
Small Jumbo Lump													6,001	1,584	19,980	7,080	2,724	816										336																			
Imperial / Colossal	828												1,140	926	5,652	20,856	300	600	636										2,220	252	1,344	6,612	1,464	744	8,844										771	768	708
Jumbo	4,797	17,616	28,552	17,563	25,205	50,142	15,424	10,380	16,965	19,601	11,328	12,640	10,362	19,164	19,703	1,140	27,960	11,136	6,528	12,243																											
Super Lump	5,580	21,338	29,217	35,295	35,807	34,041	26,262	14,322	19,998	28,005	10,834	26,844	7,476	17,076	17,031	1,104	11,278	8,572	17,424	19,739																											
Regular Lump	9,706	39,956	34,301	47,743	47,943	74,074	48,208	19,286	29,071	35,139	24,316	29,022	22,577	41,958	27,878	10,899	21,902	15,549	14,818	39,232																											
Total	44,399	152,385	140,864	174,381	183,807	272,738	162,009	88,776	116,360	138,635	78,769	114,163	84,375	163,498	122,089	30,176	92,587	53,133	52,552	98,535																											

Year	2019												2020											
Consolidated brand	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September			
Blue Star	34,679	113,517	67,770	109,309	117,137	133,164	116,167	84,276	109,808	132,813	76,201	109,459	81,459	152,204	114,745	29,996	71,981	40,569	42,028	73,251	51,111			
Backfin																								
Lump													126											
Imperial / Colossal		252	528	516	72	2,472	108	360		516	1,296	252	1,344	6,612	1,284	744		8,148	771	768	588	2,436		
Jumbo	3,669	12,840	10,443	10,096	12,338	9,700	11,139	9,720	15,969	18,868	11,028	11,596	9,918	14,400	16,007	1,140	18,072	7,596	4,380	4,431	8,572			
Super Lump	4,836	15,770	12,729	24,423	20,699	23,673	19,770	14,178	19,854	28,005	10,834	26,844	7,476	17,076	17,031	1,104	11,278	8,572	17,424	19,259	5,580			
Regular Lump	8,002	32,636	23,885	33,678	38,492	40,006	33,952	18,674	26,383	32,090	22,048	25,362	20,105	35,608	24,230	10,719	12,000	8,961	6,562	22,360	11,328			
Special Lump	2,568	14,712	5,088	11,652	12,576	15,672	13,356	10,752	14,160	11,196	9,192	9,720	10,188	22,764	8,760	2,928	4,860	4,632	2,760	8,568	5,580			
Claw	15,604	37,307	15,097	28,944	32,960	41,641	37,842	30,592	32,926	41,358	22,721	34,593	27,160	61,072	47,973	14,105	17,623	10,037	10,134	18,045	18,045			
First Choice																1,260						120		
Imperial / Colossal																180						120		
Jumbo																1,080								
Harbor Banks	8,928	36,228	51,420	54,888	41,184	34,356	27,948															480		
Imperial / Colossal		216	612	408	408	384	192																	
Jumbo	768	3,816	4,524	6,024	4,176	4,056	2,544																	
Super Lump	696	5,568	10,884	10,056	9,960	7,464	5,808															480		
Regular Lump	1,320	6,000	7,932	12,408	6,264	6,720	6,180																	
Special Lump	1,152	8,244	7,596	9,612	6,060	5,496	3,072																	
Claw	4,992	12,384	19,872	16,380	14,316	10,236	10,152																	
Total	44,399	152,385	140,864	174,381	183,807	272,738	162,009	88,776	116,360	138,635	78,769	114,163	84,375	163,498	122,089	30,176	92,587	53,133	52,552	98,535	76,161			
<	>																							



Year	2019												2020									
Consolidated brand	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August		
Blue Star	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Backfin																						
Lump												0.2%										
Imperial / Colossal		0.2%	0.8%	0.5%	0.1%	1.9%	0.1%	0.4%	0.5%	1.0%	0.3%	1.2%	8.1%	0.8%	0.6%		11.3%	1.9%	1.8%	0.8%		
Jumbo	10.6%	11.3%	15.4%	9.2%	10.5%	7.3%	9.6%	11.5%	14.5%	14.2%	14.5%	10.6%	12.2%	9.5%	14.0%	3.8%	25.1%	18.7%	10.4%	6.0%		
Super Lump	13.9%	13.9%	18.8%	22.3%	17.7%	17.8%	17.0%	16.8%	18.1%	21.1%	14.2%	24.5%	9.2%	11.2%	14.8%	3.7%	15.7%	21.1%	41.5%	26.3%		
Regular Lump	23.1%	28.7%	35.2%	30.8%	32.9%	30.0%	29.2%	22.2%	24.0%	24.2%	28.9%	23.2%	24.7%	23.4%	21.1%	35.7%	16.7%	22.1%	15.6%	30.5%		
Special Lump	7.4%	13.0%	7.5%	10.7%	10.7%	11.8%	11.5%	12.8%	12.9%	8.4%	12.1%	8.9%	12.5%	15.0%	7.6%	9.8%	6.8%	11.4%	6.6%	11.7%		
Claw	45.0%	32.9%	22.3%	26.5%	28.1%	31.3%	32.6%	36.3%	30.0%	31.1%	29.8%	31.6%	33.3%	40.1%	41.8%	47.0%	24.5%	24.7%	24.1%	24.6%		
First Choice														100.0%							100.0%	
Imperial / Colossal														14.3%							100.0%	
Jumbo														85.7%								
Harbor Banks	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%														100.0%	
Imperial / Colossal	0.6%		1.2%	0.7%	1.0%	1.1%	0.7%															
Jumbo	8.6%	10.5%	8.8%	11.0%	10.1%	11.8%	9.1%															
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
<																						



The chart displays the monthly percentage distribution of sales volume by price range (0-15, 15-20, 20-25, 25-30, 30+) from January 2019 to December 2022. The Y-axis represents the percentage (0% to 100%), and the X-axis represents the months. A secondary Y-axis on the right shows the UB price in dollars (\$15 to \$30). The percentage distribution is shown as a stacked bar chart, and the UB price is shown as a line chart with markers and data labels.

Month	0-15	15-20	20-25	25-30	30+	UB price (\$)
January 2019	10.8%	12.6%	21.9%	8.4%	46.4%	\$18.34
February 2019	11.6%	14.0%	26.2%	15.1%	32.6%	
March 2019	20.3%	20.7%	24.4%	9.0%	24.8%	
April 2019	10.1%	20.2%	27.4%	12.2%	26.0%	
May 2019	13.6%	19.3%	26.0%	10.8%	26.3%	\$16.70
June 2019	7.3%	7.6%	18.4%	12.5%	27.2%	
July 2019	9.5%	16.2%	29.8%	10.3%	29.6%	\$16.60
August 2019	11.7%	16.1%	21.7%	12.2%	34.5%	\$16.69
September 2019	14.6%	17.2%	25.0%	12.5%	29.5%	\$16.25
October 2019	14.1%	20.2%	25.3%	8.4%	30.0%	
November 2019	14.4%	13.8%	30.9%	11.7%	28.8%	
December 2019	11.0%	23.3%	25.6%	8.4%	30.5%	
January 2020	7.8%	12.3%	8.9%	12.1%	32.2%	
February 2020	11.7%	10.4%	25.7%	13.9%	37.3%	
March 2020	16.0%	13.8%	23.5%	7.1%	39.0%	
April 2020	36.1%	9.7%	46.7%			\$15.80
May 2020	9.6%	30.2%	12.2%	23.7%	19.0%	
June 2020	21.0%	16.1%	29.3%	8.7%	18.9%	
July 2020	12.4%	33.2%	28.2%		19.3%	\$14.93
August 2020	12.4%	20.0%	39.8%	8.7%	18.3%	
September 2020	20.5%	7.8%	36.8%	7.4%	24.6%	\$14.95
October 2020	12.1%	7.3%	38.0%	10.6%	26.2%	
November 2020	7.7%	8.9%	44.1%	8.2%	28.1%	
December 2020	23.8%	46.7%	22.6%			\$17.52
January 2021	24.2%	11.2%	28.0%		32.0%	
February 2021	21.9%	18.1%	21.2%		23.8%	
March 2021	25.3%	10.9%	26.9%	10.9%	21.5%	\$19.22
April 2021	14.6%	68.2%	11.9%			\$21.75
May 2021	89.0%	26.00				\$24.38
June 2021	15.1%	52.5%	26.1%			\$27.99
July 2021	92.4%					\$28.94
August 2021	21.5%	27.3%	33.1%	18.1%		\$31.34
September 2021	40.0%	60.0%				\$31.59
October 2021	60.0%	40.0%				\$31.52
November 2021	14.1%	6.5%	22.8%	18.0%	36.0%	\$30.36
December 2021	17.0%	26.9%	43.7%			
January 2022	52.9%	14.1%	33.0%			
February 2022	7.9%	6.4%	20.3%	14.2%	45.9%	
March 2022	24.8%	33.5%	9.1%	27.6%		
April 2022	7.5%	66.2%				
May 2022	28.1%	36.1%	9.3%	22.4%		
June 2022	6.2%	32.6%	31.8%	25.8%		
July 2022	35.1%	8.8%	32.8%	7.2%	11.5%	
August 2022	7.3%	46.9%	7.3%	25.6%	9.3%	
September 2022	39.9%	46.2%	6.3%			
October 2022	7.9%	68.4%	13.8%			
November 2022	15.4%	46.8%	14.9%	7.5%	13.1%	
December 2022	20.7%	6.3%	23.8%	40.1%		



Year

2019 2022

Sales Updated: 12/30/2022

Species

Crab... Pela... Sushi

Haanii Sal...

Consolidated brand

(... (... (... (... (...

(... L... (... (...

Grade

Bac... Misc Jum... Reg... Claw

Lump Imp... Sup... Spe...

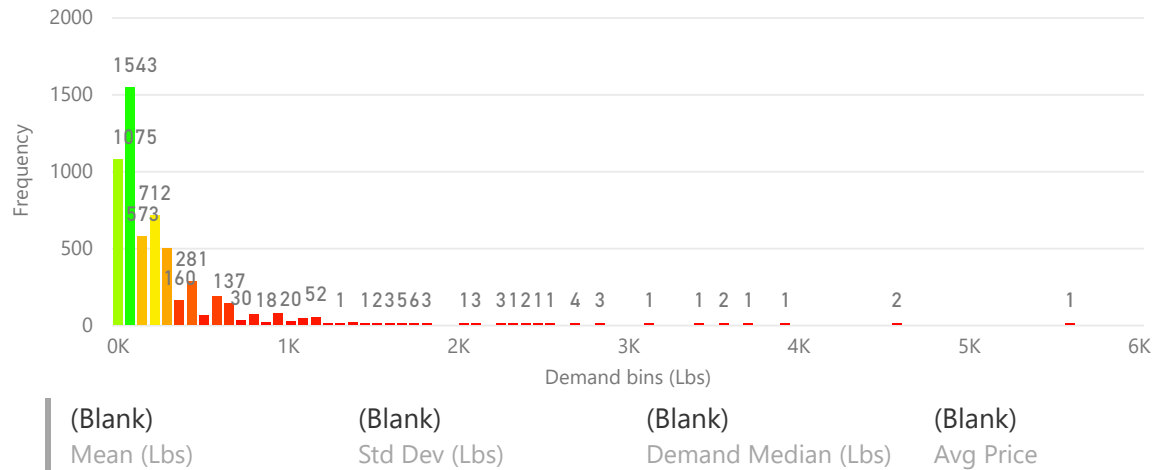
Group

Costco Jetro ... Kroger Perfor... Sham... US Fo...

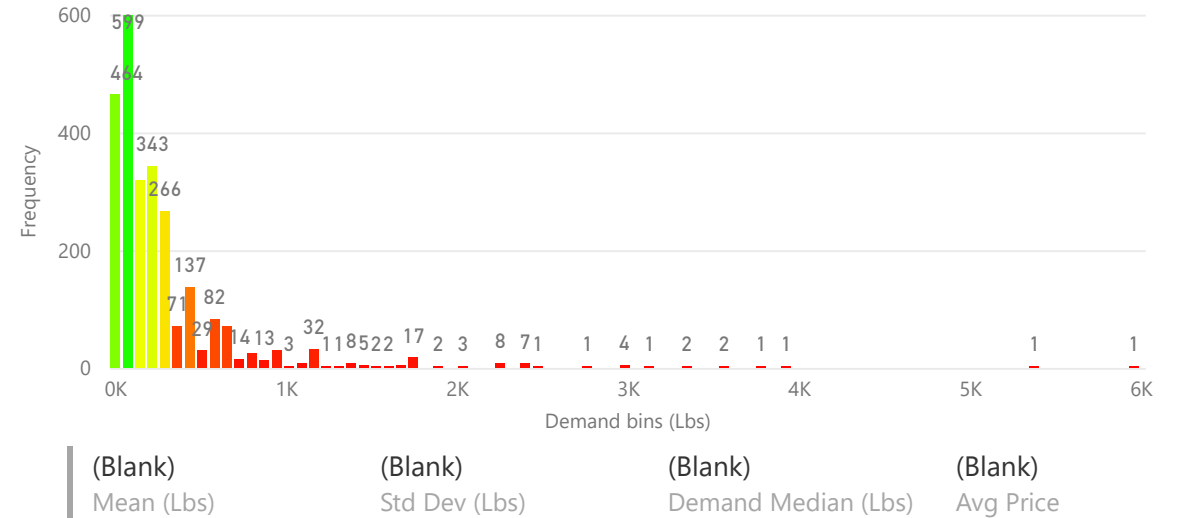
Gordo... Jetro ... No Gr... Reinh... Sysco Walmart

Hickory Jetro ... Perfor... Seattl... UNIP...

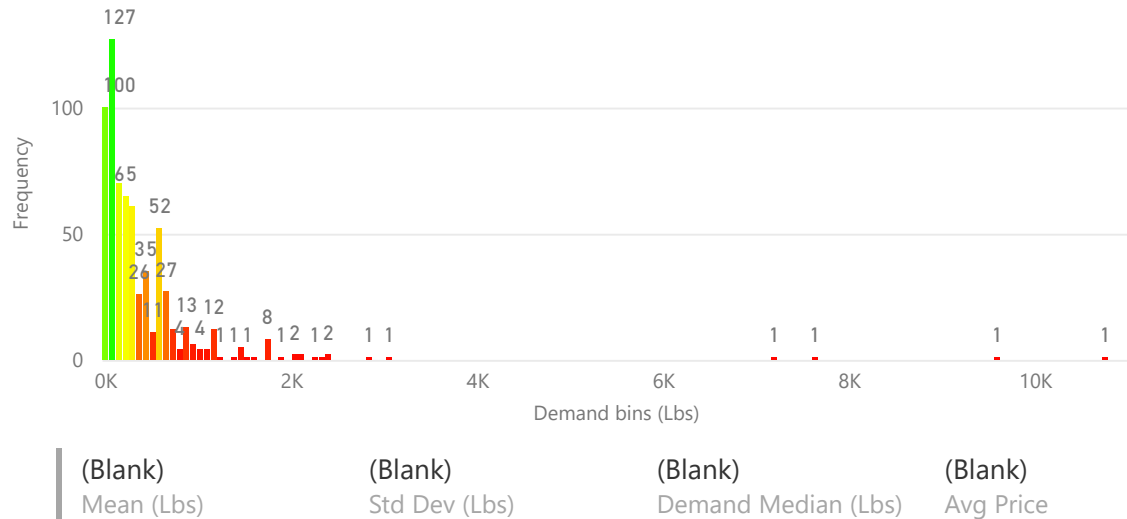
Histogram: 2017 Demand



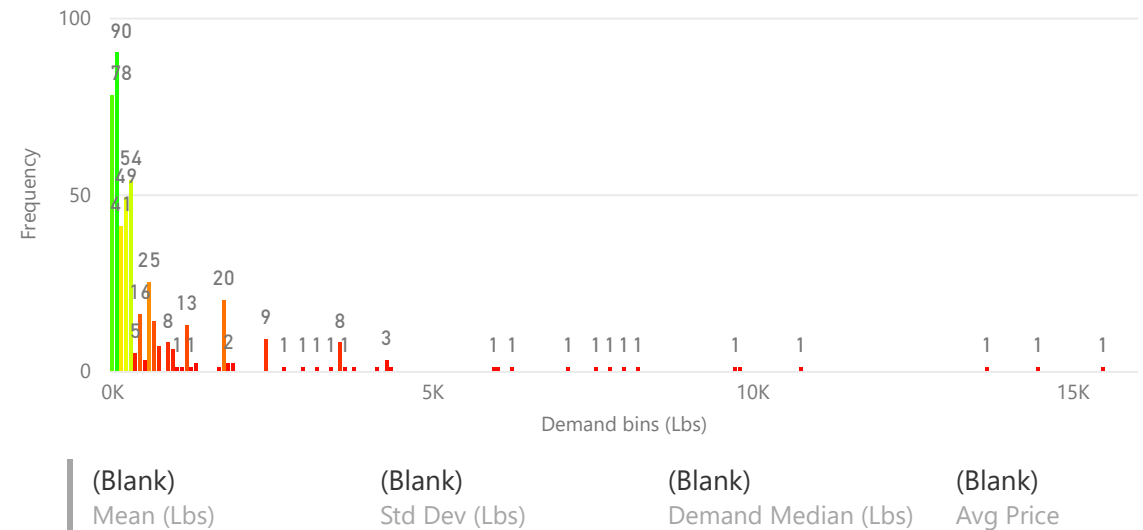
Histogram: 2018 Demand



Histogram: 2019 Demand



Histogram: 2020 Demand





Species

Crab ... Pela... Sushi

Haanii Salm...

Grade

Backfin Misc Imperi... Super... Speci...

Lump Small ... Jumbo Regul... Claw

1/13/2023

Sales date update

Customer / Style / Brand	Days last Haanii Purch	Days Last Pelagicus purchase	Customer Status	Last terr	Last salesmn
SEA BREEZE SEAFOOD.& MEAT DIST.	221	57	Active Pelagicus Only	R3	MB
SEAFOOD WHOLESALERS, LTD	266	266	Inactive	R9	RS
MATTES SEAFOOD, INC.	400	1,333	Inactive	R6	ZP
SANTA MONICA SEAFOOD	563	1,626	Inactive	R5	ZP
SEAFOOD MERCHANTS, LTD.	563	744	Inactive	R6	ZP
INGARDIA BROS. PRODUCE, INC.	563		Inactive	R3	MK
STOKE FISH CO, INC.	581	24	Active Pelagicus Only	R5	MB
EMPIRE CRAB, INC	581	0	Active Pelagicus Only	R9	ZP
QUALITY SEAFOOD, INC.	581	31	Active Pelagicus Only	R3	MI
FOOD DISTRIBUTION CENTER/EMPIRE SFD	616	421	Inactive	R5	ZP
GULF & PACIFIC SEAFOOD INC	630		Inactive	R5	ZP
DUGDALE FOODS,LLC	686	2,053	Inactive	R5	MB
BSC SYSCO SOUTH FLORIDA, INC.	686	420	Inactive	T4	MB
DESPORTE & SON SEAFOOD,INC	700	700	Inactive	R3	MB
PFG LEBANON (CUSTOMIZED DIST)	703		Inactive	T4	MK
PFG MCKINNEY (CUSTOMIZED DIST)	756	2,828	Inactive	R3	MB
WHOLE FOOD TRADING CO	787	743	Inactive	R6	ZP
MARTINEZ PRODUCE & SEAFOOD	812	870	Inactive	R1	NAMA
WESTBURY FISH COMPANY	813		Inactive	R5	KF
PFG MARYLAND	813		Inactive	N2	MK
	826	434	Inactive	R4	RH



Year

2022

Month

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Consolidated brand

Multiple selections

Group

US Foods

US Foods Division

All

Style T1 company	Jumbo			Total		
	2019	2018	Dif	2019	2018	Dif
US FOODS / ALCOA	1,140.0		1,140	1,140.0		1,140
Total	1,140.0		1,140	1,140.0		1,140



Year  
2022

Month  
Jan Feb Mar Apr May Jun  
Jul Aug Sep Oct Nov Dec

Species  
Crab ... Pela... Sushi  
Haanii Salm...

Grade  
Backfin Misc Imperi... Super... Speci...  
Lump Small ... Jumbo Regul... Claw

12/30/2022

Sales date update

43K

Volume Sales (Lb)

34

Number of Orders

\$0.5M

Total Revenue

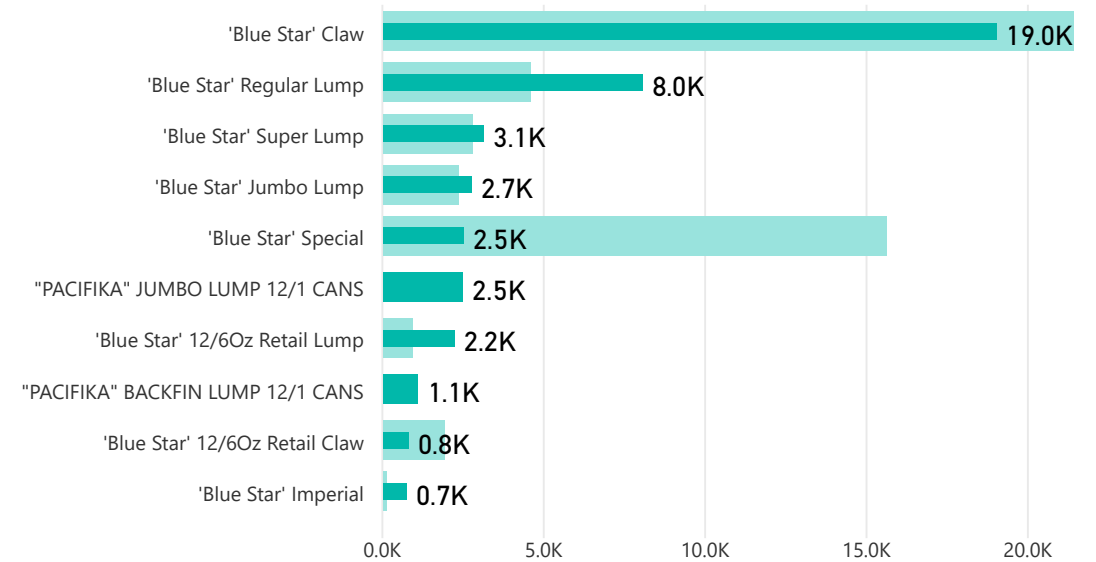
(\$78.5K)

Total Margin

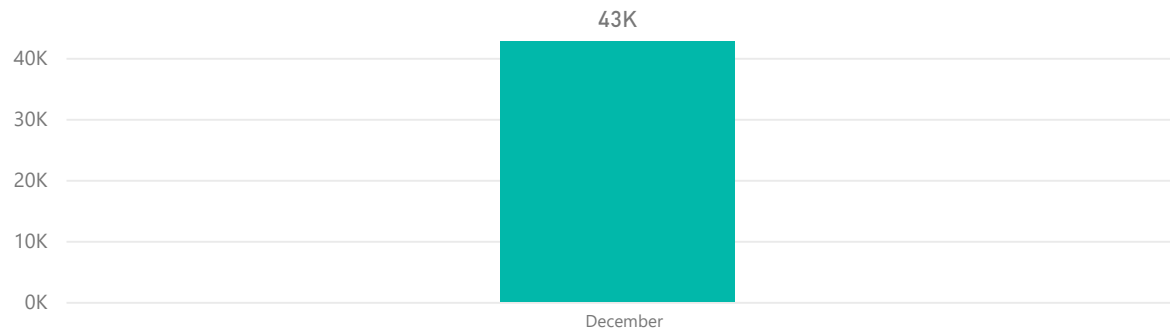
Group	Nr. Ord	Volume Sold	Volume LY	Net Difference	Revenue	Gross Margin	Margin	Margin LY
Total								

Total Volume and Total Volume Last Year by Consolidated Items Desc

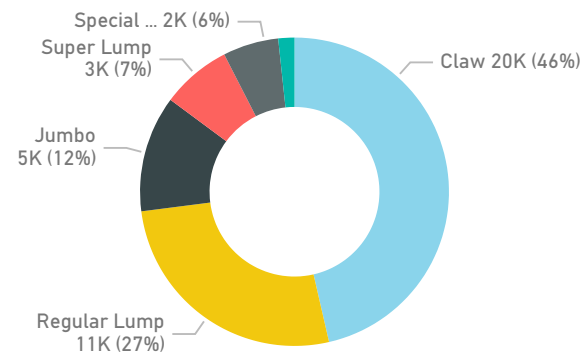
Total Volume Total Volume Last Year



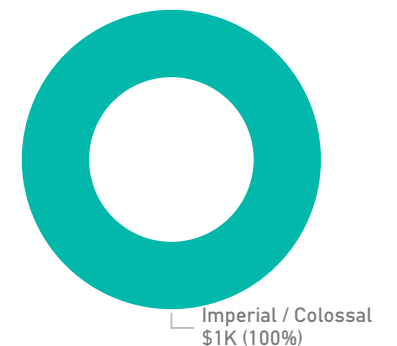
Total Volume by Month



Volume by Group



Margin by Group





Year  
Multiple s...

Month  
Jan Feb Mar Apr May Jun  
Jul Aug Sep Oct Nov Dec

Grade  
Backfin Misc Impe... Supe... Spec...  
Lump Smal... Jumbo Regu... Claw

Species  
Crab ... Pelagi... Sushi  
Haanii Salmon

12/30/2022  
Sales date update

Packaging	Total Margin	Total Margin Pareto %	Total Volume	Total Volume %
<b>Cans</b>	<b>(\$61,14...</b>	<b>399%</b>	<b>86,436.0</b>	<b>94%</b>
'Blue Star' Claw	(\$47,254)	308%	40,404.0	44%
'Blue Star' Regular Lump	(\$27,221)	177%	12,600.0	14%
"PACIFIKA" JUMBO LUMP 12/1 C...	(\$9,444)	62%	2,460.0	3%
'Blue Star' Super Lump	(\$6,304)	41%	5,892.0	6%
"PACIFIKA" BACKFIN LUMP 12/1 ...	(\$2,805)	18%	1,080.0	1%
'Blue Star' Imperial	\$1,816	-12%	816.0	1%
'Blue Star' Special	\$8,251	-54%	18,096.0	20%
'Blue Star' Jumbo Lump	\$21,815	-142%	5,088.0	6%
<b>Pouch</b>	<b>\$45,803</b>	<b>-299%</b>	<b>5,791.5</b>	<b>6%</b>
'Blue Star' 12/6Oz Retail Claw	\$14,491	-94%	2,691.0	3%
'Blue Star' 12/6Oz Retail Lump	\$31,312	-204%	3,100.5	3%
<b>Total</b>	<b>(\$15,34...</b>	<b>100%</b>	<b>92,227.5</b>	<b>100%</b>

State	Total Margin	Total Margin Pareto %	Total Volume	Total Volume %
TX	(\$92,136)	601%	29,364.0	32%
FL	(\$13,518)	88%	7,284.0	8%
CA	(\$3,038)	20%	25,800.0	28%
SC	(\$1,580)	10%	540.0	1%
MO	\$0	0%	0.0	0%
MD	\$756	-5%	540.0	1%
IL	\$1,325	-9%	112.5	0%
IA	\$1,963	-13%	360.0	0%
NY	\$3,608	-24%	1,284.0	1%
OK	\$3,659	-24%	1,740.0	2%
UT	\$4,345	-28%	1,800.0	2%
WI	\$5,345	-35%	972.0	1%
NM	\$5,478	-36%	3,120.0	3%
OR	\$5,902	-38%	3,204.0	3%
LA	\$6,752	-44%	1,260.0	1%
WA	\$8,018	-52%	4,980.0	5%
MA	\$10,996	-72%	1,155.0	1%
MN	\$13,141	-86%	1,800.0	2%
CO	\$19,207	-125%	6,912.0	7%
<b>Total</b>	<b>(\$15,34...</b>	<b>100%</b>	<b>92,22...</b>	<b>100%</b>

Crab	Total Margin	Total Margin Pareto %	Total Volume	Total Volume %
<b>Pelagicus</b>	<b>\$79,581</b>	<b>116%</b>	<b>31,159.5</b>	<b>93%</b>
No Group	\$40,363	59%	11,275.5	34%
Jetro West Coast	\$28,611	42%	15,264.0	45%
Seattle Fish Co	\$8,663	13%	4,620.0	14%
<b>Haanii</b>	<b>(\$10,88...</b>	<b>-16%</b>	<b>2,400.0</b>	<b>7%</b>
US Foods	\$0	0%	0.0	0%
No Group	(\$10,666)	-16%	2,400.0	7%
<b>Total</b>	<b>\$68,696</b>	<b>100%</b>	<b>33,559.5</b>	<b>100%</b>

Consolidated brand	Total Margin	Total Margin Pareto %	Total Volume	Total Volume %
<b>Pacifica</b>	<b>(\$12,24...</b>	<b>80%</b>	<b>3,540.0</b>	<b>4%</b>
Jumbo	(\$9,444)	62%	2,460.0	3%
Regular Lump	(\$2,805)	18%	1,080.0	1%
<b>Blue Star</b>	<b>(\$3,093)</b>	<b>20%</b>	<b>88,687.5</b>	<b>96%</b>
Claw	(\$32,763)	214%	43,095.0	47%
Super Lump	(\$6,304)	41%	5,892.0	6%
Imperial / Colossal	\$1,816	-12%	816.0	1%
Regular Lump	\$4,092	-27%	15,700.5	17%
Special Lump	\$8,251	-54%	18,096.0	20%
<b>Total</b>	<b>(\$15,34...</b>	<b>100%</b>	<b>92,227.5</b>	<b>100%</b>





Year

2022

Month

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Consolidated brand

Multiple selections

Group

US Foods

US Foods Division

All

Meat Cut Division	Total	
	Lbs	Lbs %
Total		