

Stonefish



FISH SHOP AND DIVERSIFICATION

LOCATION

- ISLAND HIUMAA - population 9500
- 75 min from MAINLAND
- 4 hours from capital TALLINN



- **ADDING VALUE**
- **DIVERSIFICATION**



design by awarded architects

DIVERSIFICATION

- producing gillnets and other fishing equipment



ADDING VALUE



PROCESSING AND SELLING OWN CATCH



**PRODUCT
DEVELOPMENT**
Fish chocolate



*tasting fish chocolate
in national television*

PRODUCT DEVELOPMENT

Fish snacks of less popular fish





BRANDING AND MARKETING

personal brand selling story of a local fisherman





IMPORTANT TO LOCAL COMMUNITY



President of Estonia



7 all-year-round jobs created

**Thank you for
listening
and
welcome to
Hiiumaa island!**



HIIUMAA

