

Ten reasons why frozen food makes sense.

1. **Freezing has been used to preserve food for centuries** even as early as 1000BC in China. Read about the [history of frozen](#).
2. **Freezing is a natural process** that allows the taste, nutrients and quality of food to be retained without the use of artificial preservatives to extend shelf life.
3. **Freezing preserves nutritional value** because the freezing process slows down the ageing of foods, halting the microbiological activity that causes foods to spoil and locking in vitamins, minerals and freshness. [Studies](#) have suggested that two out of three frozen foods have more nutrients than their fresh equivalents.
4. **Frozen fish is often ‘fresher than fresh’** because it can take days (even weeks) for ‘fresh’ fish chilled on ice to reach the merchant, particularly if caught in distant oceans. Freezing is usually done at sea or immediately after harvesting. Our salmon is usually just two days from harvest when it arrives at our door, we process and fast freeze it in less than an hour!
5. **Frozen fish is value for money** sometimes as much as 25% cheaper than ‘fresh’ because freezing cuts supply chain waste and costs and can overcome seasonal price fluctuations.
6. **Eat seasonally – all year round.** Foods such as vegetables and fruit can be harvested when they’re in season and at their very best – freezing means they can be enjoyed at any time of the year and more affordably.
7. **Frozen cuts waste.** Because frozen foods have long storage times, they’re much less likely to spoil before they’re used (particularly for seafood which has a very short chilled shelf life). Our frozen fish portions mean you can use exactly the amount you need, as and when you need it.
8. **It’s more sustainable** because freezing allows farmers and producers to store and use the whole harvest or catch, overcoming seasonal ‘gluts’ in supply and cutting down on spoilt and wasted food going to landfill.
9. **Cut food miles and trips to the shops** – exotic foods from distant countries are often distributed by air. Freezing means foods can be transported by slower but less energy intensive methods such as sea, road or rail. And stocking the freezer can cut your own food miles as you won’t need to travel to buy fresh supplies so often.
10. **Frozen food is flexible.** From a simple supper for one to catering for a crowd, with a well-stocked freezer you always have lots of options on hand for a well-rounded, healthy meal.