



## King Oscar Company Backgrounder

**Established by special royal permission in 1902 in Norway, the King Oscar seafood brand has upheld a tradition of uncompromising quality and market leadership for over 100 years.**

Today, King Oscar stands for the finest seafood available anywhere. As taste trend innovators, the company produces a variety of shelf-stable seafood favorites including sardine, herring, mackerel, salmon, tuna, cod, and specialty products, as well as fish salads and fish pâtés.

Marketed around the world, King Oscar rules the seafood aisles in Norway, the United States, Poland, the Czech Republic, Slovakia, Hungary, Romania, Russia, Belgium, Germany, Canada, Japan, Singapore, Australia, New Zealand, and South Africa.

King Oscar II ruled the United Kingdoms of Norway and Sweden from 1872 until 1905, when he granted Norway its independence. He remained king of Sweden until his death in 1907 at the age of 78. On November 29, 1902, the Royal Norwegian Court granted the use of King Oscar's name and likeness to a line of seafood products as a guarantee of superior quality. To this day, King Oscar remains the only brand in Norway with a "Royal Permission."

Headquartered in Bergen, Norway, King Oscar maintains production facilities in Svolvær, Norway and Gniewino, Poland.

The company's mission is to help people prepare and enjoy delicious, nutritious, and sustainable seafood in easier ways—to provide the best from the ocean and a fresh new connection to a better, more vital life.

For more information about King Oscar, please visit [www.kingoscar.com](http://www.kingoscar.com).

## THE BEST FOR YOU