

## Mowi partners with sustainability group to launch premium salmon brand in US restaurants

The ASC campaign with Mowi follows a series of culinary collaborations in the United States.



Mowi Signature is one of the company's new offerings for US foodservice operators. Photo: Mowi

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Published 28 July 2025, 11:56

Norwegian salmon producer Mowi is partnering with the seafood certification group Aquaculture Stewardship Council (ASC) in an effort to expand its presence in the US foodservice market.

The collaboration, announced earlier this month, promotes “Mowi Signature,” a new premium salmon foodservice offering officially launched in May.

The ASC is showcasing the Atlantic salmon sourced from Mowi’s ASC-certified farms in Scotland and Norway, highlighting the company's commitment to responsibly farmed seafood.

On [a dedicated website for the product](#), Mowi brands the offering as the “gold standard in salmon for foodservice.”

“ASC and Mowi came together to market the MOWI Signature program because we strongly believe chefs should know the origin story of the seafood they’re serving,” Athena Davis, marketing manager for ASC North America, told **IntraFish**.

“Mowi is a long-time partner of ASC and the world’s largest supplier of farm-raised salmon, which means they play an important role in demonstrating what responsible seafood can look like at every step of the supply chain – from feed to farm to restaurant.”

Later this year, ASC and Mowi will host their first "ASC Discovery Tour" in Scotland, inviting buyers and chefs to tour the company's ASC-certified feed mills, hatcheries and aquaculture facilities.

### **Part of a larger marketing strategy for ASC**

The ASC campaign with Mowi follows a series of ASC-branded culinary collaborations in the United States this year that have included the certification label [working with Bamboo Sushi](#) in Seattle, Washington to promote the Kingfish land-based yellowtail that the group certifies.

It's also part of ASC’s marketing strategy to expand market recognition across North America, which is entering its fourth year. Currently, there are over 1,200 ASC-labeled products available, 653 of which are in the United States. The ASC added more than 180 new labeled products to the North American market in 2024.

### **Tackling foodservice challenges**

Major foodservice operators US Foods and Sysco recently cited staffing shortages, inflation, and supply chain disruption as key pressures facing restaurants today.

Mowi positions its new product as a solution to these issues, describing it as “a smart business decision for foodservice teams,” and noting that traditional salmon offerings often face unpredictable price fluctuations.

The new product comes pre-trimmed, descaled, and deboned, allowing for efficiency and quality control in fast-paced kitchen environments, according to Mowi.

### **Mowi expanding US retail presence**

Since its US debut in 2020, Mowi has significantly grown its branded product offerings, including new placements in major retailers [such as Sam’s Club](#). The company’s products are now sold in 4,271 stores across 43 states and have a nationwide e-commerce footprint.



The company offers two brands in the US market: The Mowi premium salmon brand and Ducktrap, which specializes in smoked seafood. It also offers Marine Harvest Seafood by Mowi for non-salmon pre-packed finfish items.

The United States is [Norway's largest farmed salmon market](#). Norway exported seafood worth a record NOK 85.2 billion (€7.4 billion/\$8.4 billion) in the first half of 2025, [up 6 percent](#) on the same year-earlier period.