

Moroccan canner planning see-through lids for US, EU markets

Moroccan fishing and canning firm Silver Food is planning to develop see-through lids for the cans of its various branded products, to appeal to the US and EU markets.

This is an idea which has been tried in Scandinavia for canned tuna, but never before for sardines and mackerel, as far as the company is aware, sales manager Hicham Benothmane told *Undercurrent News*.

“It’s a substantial investment, of course,” he said, speaking at the recent International Food and Drink Event held in London. “But you have to move with technological advances, and provide what consumers want.”

Silver serves a number of markets worldwide, including the Middle East and Africa, though this development is particularly for the North American and European markets, he said.

The company is seeing product samples at the moment, so the installation of the new technology at its plant in the Casablanca region should follow quite soon.

The plan is to produce club cans – metal seafood tins with ring-pull lids – which have transparent lids, to show off the quality of the fish inside. It will be used across the firm’s Mario, Atlanta and Silver brands, and across the three species mentioned.

Silver Food’s plant stands over 55,000 square meters, and can produce 100 million cans of seafood a year – or 30,000 metric tons of raw material. It catches its fish itself through subsidiary Silver Fishing, and exports 70% of its production.

It also owns Sopcoda, which sells frozen seafood, both its own-caught and species it buys in.

Speaking to *Undercurrent* on the third day of the four-day London event, Benothmane said the firm was there to try and find UK distributors, though had up until then only had leads with those in markets it already supplies, such as Africa.

Currently its brands can be found in Lidl across Germany and France in the EU.

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