



The Crown Jewel of British Bluefin

British

Fresh

Wild

Single Line

Sustainable



At Hook to Plate, we believe every bluefin tuna we sell should tell a story – one of origin, integrity, and reverence for the ocean.

We want to redefine how bluefin is sourced and savoured in the UK. With complete traceability and absolute quality, we make it effortless to know exactly what you are eating, and exactly where it came from.

One fish, one line at a time. No nets. No uncertainty.  
Just 100% British, 100% wild excellence.



A stylized, handwritten signature of Lance Varrall in black ink.

Lance Varrall



A stylized, handwritten signature of Mark Jury in black ink.

Mark Jury



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# Our Purpose

## Discover the Majesty of British Bluefin Tuna

For years, the UK's relationship with bluefin tuna has been distant – admired from afar, often imported, rarely understood. The truth is, we have one of the most incredible bluefin tuna Fisheries right here on our doorstep.

Now, we are on a mission to bring it home.



Our approach is simple and rooted in transparency, sustainability, and reverence for the ocean. Every fish we provide has a story – where it was caught, how it was handled, and the deep respect that guides every step of the process. This is not industrial fishing. This is a carefully considered, ethically-led pursuit of excellence. We believe food should mean something. That the people who enjoy exceptional quality deserve to know not just what they're eating, but where it comes from – and why it matters.

# A Culinary Icon, Caught with Care

The Atlantic bluefin is no ordinary fish. It's a super-athlete of the sea, a creature of grace and power, capable of crossing oceans and captivating palates worldwide. To eat bluefin tuna of this calibre is not just to dine – it's to experience a culinary moment that celebrates the ocean itself.

We treat each fish with the respect it deserves – from responsible, single-line catch methods to careful handling that honours its quality. When bluefin is treated this way, it becomes something more: a celebration of British waters, British skill, and British sustainability.

## Ethical Luxury

Our promise is simple: luxury without compromise. From the moment of catch to the moment it reaches your plate, our process is environmentally conscious, morally sound, and entirely traceable.

We're not just selling fish – we're reconnecting people with the ocean. With every bite, our customers experience more than flavour, they feel a part of something bigger,

something deeply rooted in place, purpose, and pride.

Hook to Plate is more than a name. It's a movement.

Join us in celebrating the return of the Atlantic bluefin – proudly British, responsibly caught, and unforgettable.





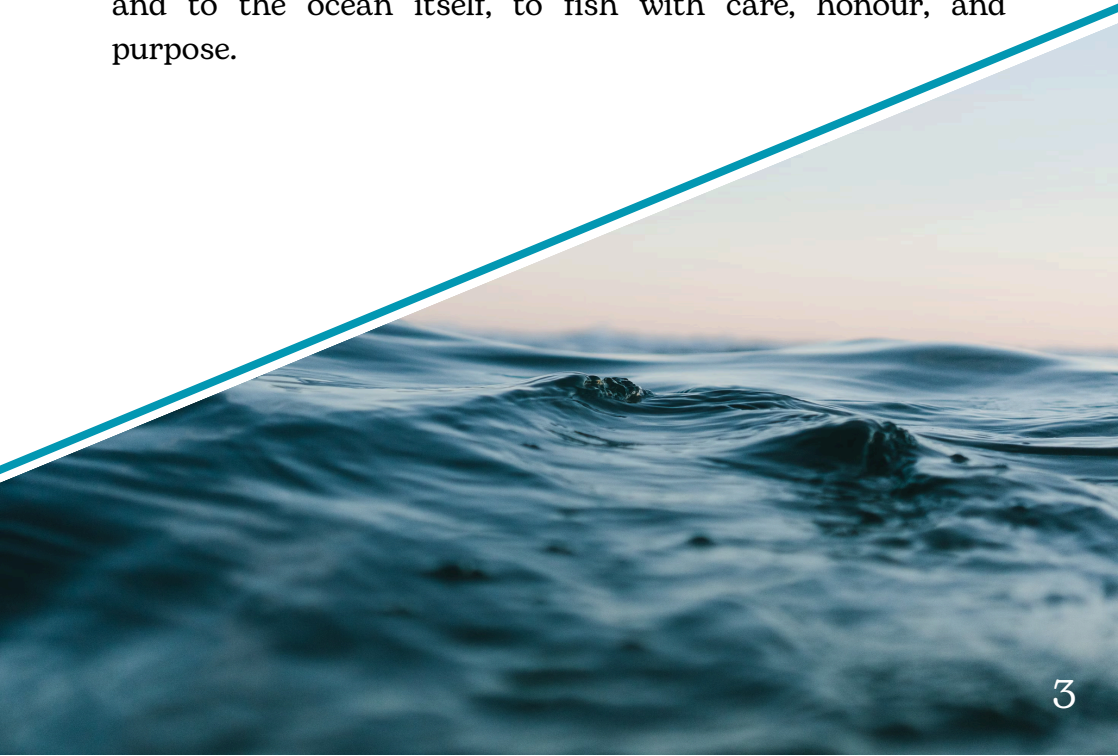


# Sustainability

## A Rare Gift From The Sea

The return of wild bluefin tuna to UK waters is nothing short of extraordinary – a rare and beautiful opportunity that we must not take for granted. These majestic creatures, once thought to be gone from our shores, are back. And with their return comes a responsibility. At Hook to Plate, we believe that the privilege of fishing for bluefin comes with an unwavering duty: to protect them, to respect them, and to ensure that their presence here isn't just a fleeting moment, but a lasting legacy.


Bluefin tuna have given us unforgettable experiences – both in the thrill of the catch and on the plate. We owe it to them, and to the ocean itself, to fish with care, honour, and purpose.



# How We Fish: One at a Time

Every bluefin tuna we bring to shore is:

 100% wild

 100% British

 Single rod

 Single line

We stick to one fish at a time aboard our own licensed commercial fishing vessel, H2P. No nets. No mass harvest. Just skill, patience, and deep respect for the fish and the sea.

Our skipper and crew are amongst the most seasoned professionals in the field, with decades of experience fishing big game species around the globe. But here at home, we do things differently. We fish with restraint. We fish with intention. We take only what the ocean can afford to give – and nothing more.

We recover and release all bluefin tuna under 30 kg or a fork length of under 115 cm, per ICCAT and UK laws. All landings requires compliance with the strict quota control, and documentation via eBCD (electronic Bluefin Catch Document).





## Why It Matters: A Future Worth Fighting For

Sustainable fishing isn't just a choice for us – it's a promise. Bluefin tuna populations around the world have faced immense pressure due to overfishing and industrial exploitation. But the UK has a chance to do things right. To become a global model for responsible, sustainable, high integrity tuna fishing.

By fishing sustainably, we protect the delicate balance of our marine ecosystems. We support local coastal communities and we ensure that future generations will have the same opportunity to witness the awe of a bluefin rising through our waters.

At Hook to Plate, sustainability isn't a buzzword. It's the heart and soul of everything we do.










# Unmatched Traceability

At Hook to Plate Ltd we take immense pride in our unwavering commitment to traceability. We are proud to be the only officially approved facility with exclusive access to our own licensed bluefin tuna fishing vessel – a distinction that places us in a unique position within the industry.



This direct control over every stage of the process means one powerful thing: when you purchase from us, you can trace your product all the way back to the exact moment it was caught. From the initial “hook up” to your plate, we ensure complete transparency, authenticity, and trust in every bite.







-  Who caught it
-  What it weighed
-  Fish Length
-  Fish Girth
-  Catch coordinates

We are currently developing an innovative visual traceability database that will allow our customers and clients to enter their batch number and instantly access detailed information about their specific fish

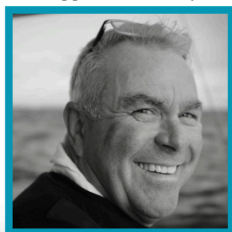
# Our Vessel



## H2P

-  9.8M Long Offshore 32
-  IVECO FTP NEF-280 Inboard Diesel Engine
-  Lees heavy duty outriggers
-  Heavy duty swivel rod holders
-  Bespoke low level transom door
-  GARMIN Sounder, Plotter & Radar

Skipper: Mark Jury







# From Hook to Plate

## Rods & Tackle

We use heavy-duty 80lb class Penn International rods and Shimano reels, spooled with 150lb line to ensure maximum strength and reliability. Each setup is mounted in reinforced swivel rod holders on the transom, allowing for optimal control during the fight.

Our terminal tackle features spreader bars with a trailing stinger, which generates significant drag in the water. This resistance helps tire the fish more quickly, reducing fight time and minimising the build-up of lactic acid which results in a healthier, higher-quality catch.

The fish is then dispatched using the ikejime method to maximise final quality. Tuna bags filled with slush ice are used to drop the core temperature of the fish as quickly as possible on its way to shore.



The Ikejime method is a traditional Japanese technique used to humanely and precisely harvest fish, especially premium species like bluefin tuna. Revered for both its respect for the animal and its superior impact on flavour and quality, this method is considered the gold standard in high-end seafood handling.

When a bluefin tuna is harvested using the Ikejime method, it undergoes an immediate and precise procedure that quickly renders the fish brain-dead, minimizing stress and pain. This is followed by the removal of spinal cord nerves and rapid bleeding. Resulting in a dramatic reduction in lactic acid and unwanted enzymes that can spoil the flesh.

## **Why It Matters**

- **Exceptional Quality:** Ikejime preserves the natural texture, colour, and umami flavour of the tuna, making it a favourite among chefs and discerning seafood lovers.
- **A longer Shelf Life:** By preventing muscle spasms and internal damage, the method slows down degradation of the fish thus extending it's freshness.
- **Ethical Harvesting:** Ikejime is widely considered one of the most humane methods of fish processing, aligning with sustainable and responsible fishing values.

Whether served raw in sushi or seared to perfection, Ikejime-treated bluefin tuna delivers a cleaner, more refined taste that truly honours each fish from ocean to plate.



## Our Handling Process

Upon arrival at the designated landing port, our bluefin tuna are logged and weighed into the eBCD System. The fish are then carefully lifted ashore using a custom-designed crane fitted with specially built lifting equipment that fully supports the varying weight of each tuna.

The tuna are then gently placed into purpose-built, insulated ice filled totes. A second layer of ice is added on top to maintain an optimal low temperature throughout transportation. Once at our processing facility, each fish is offloaded into the receiving area and transferred onto custom-designed processing tables before being moved into our refrigerated tuna processing room.






After processing, the tuna is super frozen at  $-60^{\circ}\text{C}$  and meticulously packaged. The final product is then loaded into freezer vans, ready for delivery to our valued clients and customers at their chosen destinations.



# Our Facility

At Hook to Plate, our state-of-the-art facility has been purpose-built exclusively for the processing of bluefin tuna. Every aspect of our plant has been designed with precision, working in close collaboration with food safety experts and environmental health authorities to ensure the highest possible standards of hygiene, quality, and sustainability.

Our processing facility features:

-  Two custom-built mobile stainless steel tuna tables
-  Five marine-grade stainless steel prep tables
-  Two oversized commercial sinks
-  Two dedicated hand wash basins
-  A power hose system and industry-leading Vikan cleaning equipment

To maintain optimal conditions, the entire facility is fully refrigerated with two three-phase cooling units that consistently hold ambient temperatures at 7°C. In addition, we operate a walk-in chiller maintained at 1-3°C, and a 20ft ultra-low -60°C super freezer – ensuring maximum freshness and food safety from ocean to plate.









# What We Offer

Whether you're a restaurant, fishmonger, or someone looking for something special to showcase at a barbecue, we have you covered.

With our own licensed fishing vessel and a purpose-built, state-of-the-art bluefin tuna processing facility, we are uniquely equipped to fulfill any of your bluefin tuna needs. All our fish are caught fresh, expertly handled, and delivered with care. Our tuna is -60 super frozen on the day it was caught (unless specified otherwise).

The next page shows some of what we can offer but do not hesitate to request anything bespoke to fit your specific needs no matter how unique.



# All Of Your Bluefin Tuna Needs & More



## Loins

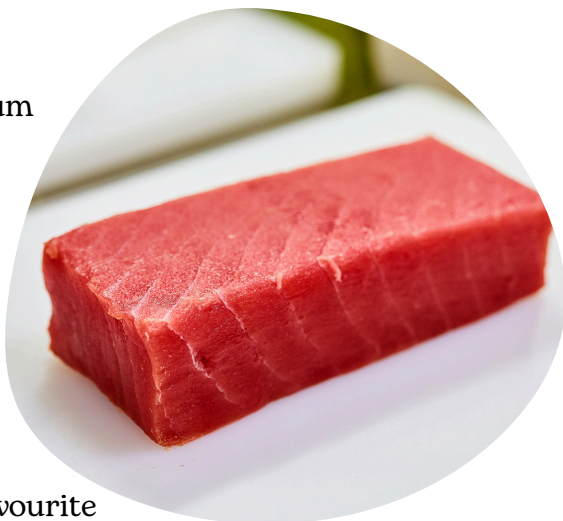
We offer full-length loins which are the finest, most sought-after cuts of the bluefin tuna. Each fish yields four loins: two dorsal and two belly loins.

These are expertly removed in our dedicated processing facility to ensure maximum yield, freshness, and quality. Our loins are ideal for high-end sushi, sashimi, or specialty dishes, and can be supplied skin-on or skin-off, depending on your preference.

## Saku Blocks

Hand-cut from the premium sections of the loin, our saku blocks are uniform, boneless pieces of fish ideal for sushi and sashimi preparation.

These are trimmed for consistency and portion control, making them a favourite among chefs for both back-of-house efficiency and front-of-house presentation.





## Steaks

Our tuna steaks are cut thick and clean, offering a rich flavour and a meaty texture perfect for grilling or pan-searing. These are ideal for that next level barbecue experience or for restaurants and retailers looking to offer a premium tuna experience without going through the process of

butchering a huge bluefin in house. We do all the hard work for you!

## Bespoke Portions Cut to order

We understand that not every kitchen or client wants standard cuts. That's why we offer bespoke portions tailored to your specifications - whether you need specific weights, sizes, or cuts for a particular dish or display. Just let us know what you need, and we'll make it happen.





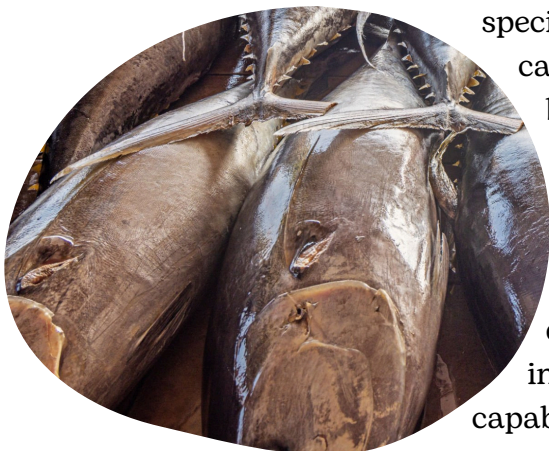
## Whole Bluefin Tuna

For wholesale clients, large-format presentations, or

special events, we  
can supply whole  
bluefin tuna –

responsibly sourced,  
expertly handled, and  
delivered with care.

Ideal for live butchery  
displays or clients with  
in-house processing  
capabilities.



## Dry Aged

Dry-aging bluefin tuna is an art – one that demands time,  
precision, and exceptional care.

From the cutting process to  
the meticulous aging, every step is  
crafted to enhance the fish's  
natural character. The result?  
A depth of flavour that's  
exquisitely rich, paired  
with a melt-in-your-mouth  
tenderness.

If you're seeking true luxury  
and indulgence, this is the  
product for you.



When seafood lovers around the UK try our tuna, we want it to be an experience they will never forget. This is why we've worked exhaustively to master the craft of nurturing their remarkable quality and bring you a truly premium experience from hook to plate. Each of these magnificent fish are exceptional creatures, something we want to showcase and celebrate.

No matter your order size or requirements, we pride ourselves on delivering consistent quality and exceptional service to meet your bluefin tuna needs.

Ready to elevate your menu or event with the finest bluefin tuna? Let's make it happen.

Get in touch and tell us what you need – we're here to bring you the best British bluefin tuna experience imaginable.







# Get In Touch

Embark on the culinary experience of a lifetime. Get in touch, we're here to assist and will be delighted to accommodate any requirements you may have.



Phone: **020 7046 6601**



Email: **[info@hooktoplate.co.uk](mailto:info@hooktoplate.co.uk)**



Website: **[www.hooktoplate.co.uk](http://www.hooktoplate.co.uk)**



Instagram: **[@hooktoplate.gb](https://www.instagram.com/hooktoplate.gb)**



