

# NALU NEWS

The latest news and updates from BlueNalu, a global leader in sustainable cell-based seafood












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## BlueNalu expands to 38,000 sq. ft. GMP food production pilot facility

We need a bigger boat! BlueNalu has signed a lease for an expansion to its administrative, R&D and manufacturing space with a new facility in San Diego that is more than 38,000 sq. feet, a six-fold increase over the current BlueNalu space.

For more information, please visit [www.bluenalu.com/bluenalu-announces-plans-for-expansion-including-new-pilot-plant-operation](http://www.bluenalu.com/bluenalu-announces-plans-for-expansion-including-new-pilot-plant-operation)

## Introducing the world's first cell-based fish taco

In December 2019, we hosted a culinary demonstration of the world's first cell-based yellowtail amberjack! Corporate Chef Gerard Viverito prepared and cooked whole-muscle medallions of cell-based, beer-battered yellowtail in fish tacos. Enjoy our recipe linked here: <https://bit.ly/3focNrV!>

*Disclaimer: BlueNalu commercial seafood products not yet available for sale*

For more information, please visit [www.bluenalu.com/pr-121719images](http://www.bluenalu.com/pr-121719images)



## New partnership to bring cell-based seafood to South Korea



The agreement marks the beginning of the first collaboration for BlueNalu in South Korea, and represents Pulmuone's interest in the commercialization of cell-based seafood products that offer consumers healthy, trusted and safe solutions that are sustainable for the planet.

For more information, please visit [www.bluenalu.com/bluenalu-signs-mou-with-pulmuone-announces-partnership](http://www.bluenalu.com/bluenalu-signs-mou-with-pulmuone-announces-partnership)



## Not wild, not farmed... but what should we call our seafood made from fish cells?

The FDA requires companies to include a "common or usual name" on all consumer packaged goods, including BlueNalu seafood made from fish cells. How does one come up with a common or usual name for something that has never existed before? And why does the FDA make companies do that?

For more information, please visit [www.medium.com/eat-blue/not-wild-not-farmed-but-what-should-we-call-our-seafood-made-from-fish-cells-136fa0343b4d](http://www.medium.com/eat-blue/not-wild-not-farmed-but-what-should-we-call-our-seafood-made-from-fish-cells-136fa0343b4d)

## First step toward naming - An empirical assessment of common or usual names to label cell-based seafood products



BlueNalu recognized that no independent, rigorous, peer-reviewed consumer research existed to determine the appropriate "common or usual name" for our cell-based seafood products, as would be required by FDA. We sponsored unrestricted research, conducted by Dr. Bill Hallman of Rutgers University, an expert in science communication and consumer perceptions of new food technologies. Dr. Hallman's academic research suggests that "cell-based" is the most appropriate common or usual name for seafood products made directly from fish cells that both meets FDA regulatory requirements and performs well with respect to potential consumer acceptance. This research was published in the Journal of Food Science.

For more information, please visit [www.onlinelibrary.wiley.com/doi/full/10.1111/1750-3841.15351](http://www.onlinelibrary.wiley.com/doi/full/10.1111/1750-3841.15351)



## Eat Blue™ expands to include new ambassadors and original content

Sponsored by BlueNalu, Eat Blue™ is a corporate social responsibility initiative focused on highlighting stories of optimism and success in promoting ocean health, animal welfare, human health, and the economic impact of sustainable ocean-related industries. Eat Blue™'s educational platform aims to celebrate life below water, and the people who make a difference. Since fall of 2019, Eat Blue™ has been featuring meaningful, third party articles to highlight ocean optimism and generate more awareness about ocean health and sustainable solutions.

BlueNalu is pleased to share that Eat Blue™ has expanded to include original, evergreen content from diverse contributors, and announced the first ambassadors who will regularly share their expertise and journey towards a more sustainable future. Ambassadors represent a wide perspective and global leadership to inspire a generation of informed consumers to Eat Blue™.

Read some of our original new pieces!

### Eat Blue™ Global Ambassadors



*Shara Narsipur*  
Creative Content Editor,  
Eat Blue™



*Charlie Chen*  
Consultant at the  
International Fund for  
Agricultural Development



*Patricia Fernandez*  
Bilingual, ocean-loving  
science communicator



*Ryan Huling*  
Intergovernmental  
consultant on food,  
climate, and animals



*Lauren Pyjar*  
Senior at Georgetown  
University

For more information, please visit [www.eat.blue](http://www.eat.blue)

## BlueNalu has been selected as a finalist for the Radicle Protein Challenge by Syngenta!

Radicle Growth proactively seeks out the best and brightest entrepreneurs solving a problem in the ag and food industries, and teamed up with Syngenta, a leading agriculture company helping to improve global food security, to launch The Radicle Protein Challenge. The challenge sought applicants from around the world that provided novel solutions to support the future of protein.

We invite you to register for the event by clicking [here](#). Don't forget to vote for BlueNalu for the People's Choice Award!

For more information, please visit <https://radicle.vc/the-radicle-challenge/>

## Employees spotlight

*Norman Aiello, MSPM, PMP®, CTR*  
Project Manager

Norman is a seasoned professional with over 25 years of Engineering and Operations Project Management experience. He has been a major contributor of several start-up businesses in the Food, Medical Device, High Technology, Defense and Homeland Security market sectors, and has been a certified Project Management Professional (PMP®) since 2004. At BlueNalu, Norman is responsible for guiding multi-functional core projects, from concept to completion. These projects will lead to the efficient transfer of products from R&D to Pilot Manufacturing, to Full Scale Manufacturing, all in support of our product market commercialization.



**What's Norman's favorite sea animal?** Norman's favorite sea animal is the orca! He loves the individual capability of each orca, but he is particularly impressed with the team/pod capability during a "hunt."

For more information, please visit [www.bluenalu.com/norman-aiello](http://www.bluenalu.com/norman-aiello)



*Noreen Hobayan, MSc, PCQI*  
Director of Quality of Assurance & Regulatory Affairs

Noreen is a purpose-driven Quality and Regulatory professional with over 25 years of diversified experience in worldwide quality systems standards and regulations for the food, pharmaceutical, and device industries. Noreen earned her Bachelor of Science degree in Life Science from Penn State University, and her Master of Science degree in Quality Assurance from California State University. She is a committed lifelong learner and is a certified HACCP manager, a Safe Quality Foods Practitioner, and a Preventive Controls Qualified Individual for Human Food. Most recently Noreen served as Director of Quality Assurance at a major nutritional company, where she provided quality oversight for seven international facilities that produced a broad array of functional ingredients, and where she established cost-effective quality programs and a strong food safety culture.

**What's Noreen's favorite sea animal?** Noreen's favorite sea animal is the blue whale! She went to the American Museum of Natural History on a class trip when she was a kid and saw the life size model they have hanging in the gallery and was fascinated by its size!

For more information, please visit [www.bluenalu.com/noreen-hobayan](http://www.bluenalu.com/noreen-hobayan)

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