

Cellmore (S) Pte Ltd

Delivering Fresh and Highly Nutritious Seafood Products

CELLMORE is a Singapore-based fishery group whose business involves rearing, value-added manufacturing, marketing and distribution of seafood.

The Group has spent the last 8 years developing its vertically integrated business offering, which encompasses all aspects of the supply and value chain – incorporating every process from “Hatch to Dispatch”.

Its farm consists of 250 sea cages and breed a range of fish species such as Barramundi, Red Snapper, Pearl Grouper and the Four Finger Threadfin.

To meet requirements and expectations of modern-day, ever-busy consumers, one of Cellmore’s key manufacturing objectives is to deliver seafood products that are easy to prepare and are of the highest quality and freshness.

All of Cellmore’s products are cryogenically-frozen with liquid nitrogen to ensure top quality freshness. Due to the extremely cold temperature of liquid nitrogen, products are frozen within minutes as compared to other methods which traditionally take hours. This process preserves the nutritional value and moisture of the seafood as though they are freshly caught.

Their products are also vacuum-packed individually to maintain freshness and quality throughout their shelf life.

Marketed under the **OceanBella** brand, Cellmore’s products are GMP, HACCP, FSSC 22000 and Halal-certified.

Some of the more popular products include OceanBella’s Fish Fillet with Signature Sauces, Authentic Nonya Fish Otak-Otak and Fish Satays.



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Tasty Singapore-endorsed brand(s):

OceanBella