

Ciara Shine

Shines Seafood

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**SHINES
WILD
IRISH
TUNA**



After decades living and working in Killybegs, one of Ireland's largest fishing ports, it's no surprise that it was the Shine family who discovered the delicious Albacore tuna.

It was their love for this uncommon fish that led to the setting up of Shines Seafood, the first to source the fish and sell it in Ireland.

The family's background has always been in fish. Ciara Shine's father, John, worked as a fisherman for 20 years and her mother, Marianne, worked as a fish buyer and in a fish factory.

They also ran a fish and chip shop, which Ciara started helping out in from when she was young. Ciara, John and Marianne now run Shines Seafood together.

Originally selling the Albacore tuna from their fish shop in Donegal town, they closed it down in order to start importing, packaging and selling the fish under their own brand in April 2015.

Albacore tuna is more moist and delicate than other species of tuna and contains significantly more Omega-3 fats, which normalise and regulate cholesterol.

Participating in ACORNS has led Ciara to take a more pivotal role in running the company. Being surrounded by other business owners spurred her on to develop the company even further.

Shines seafoods now have a range of 14 retail products, 2 food services products and have recently launched a gifting range. The Wild Irish Tuna was awarded a Great Taste award in 2018 and two more products won a Great Taste award in 2019. As a company, Shines Seafoods were awarded the Guild of Food Writers award in early 2020.

Their products are now stocked in over 1000 stores in Ireland across SuperValu, Dunnes, Tesco and many independent retailers.

Although their UK business has been adversely affected by Brexit, Shines Seafood are slowly starting to re-enter the UK market, shipping into Amazon currently. They have recently started exporting to Singapore and are working to open up export avenues into Europe. They have just partnered with an Irish company that ships Irish food worldwide for B2C, which is exciting news.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine