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CVA Represents Seattle Fish Company in the Sale of Its Kansas City Operation to Fortune International, LLC.

Denver (January 2020) – CapitalValue Advisors (“CVA”) is pleased to announce the divestment of SFC International, Inc. (“Seattle Fish KC”) a subsidiary of Seattle Fish Company (“Seattle Fish”) to Fortune International, LLC (“Fortune”).

For the last 16 years, Seattle Fish KC has operated as a seafood processor and distributor to the finest retailers, restaurants, and clubs in the Midwest region. “This is our second strategic acquisition in the last twelve months in the region and an important one for our future growth plans. We are thrilled to welcome the gifted Seattle Fish KC team to the Fortune family,” said Fortune’s President & CEO Sean J. O’Scannlain. The company will be rebranded as Fortune Fish & Gourmet Missouri. Scott Godke, the General Manager of Seattle Fish KC, will continue to oversee the Kansas City operations.

“We are fortunate to have been a part of this strategic decision by Seattle Fish to divest Seattle Fish KC and focus on its core market. The Iacino family has built a great business with a tremendous history of over 100 years of service, thanks to James and Edward. We look forward to seeing the entire Seattle Fish team continue as leaders in their industry with Derek operating as CEO & President,” said Peter Bessone, CVA Senior Analyst.

“Selling a business is intellectually straightforward but requires a nuanced and complex process. Seattle Fish was fortunate to have the support and guidance of CVA during the sale of our Kansas City division. CVA specifically brought deal experience, negotiating skills, and tactical support allowing our team to maximize our return and mitigate risk. CVA provided holistic support and expertise through the entire process – from initial preparation through managing the close process. I recommend CVA to anyone in a similar position and look forward to maintaining a long-term partnership with CVA,” said Derek Figueroa, Seattle Fish CEO & President.

Founded in Colorado in 1918, Seattle Fish was created to bring fresh seafood from Seattle to the people of Denver and the surrounding areas. Today, the company delivers quality products from hand-selected suppliers on American coasts and port cities around the world to more than 1,400 Rocky Mountain companies, making SFC one of the largest seafood distributors in the Western United States.

Fortune, founded in 2001, is a Chicago-based premier fresh and frozen seafood processor and specialty food distributor. Fortune has become one of the Midwest’s largest businesses in the industry and has a history of acquisitions in the space.

This transaction closed on January 15, 2020. Preeo Silverman Green & Egle served as legal counsel to Seattle Fish KC. For more information about the transaction, please contact Peter Bessone at **303.243.5606** or pbessone@capitalvalue.net.

ABOUT CVA

CVA, a member of FINRA, provides middle-market investment banking services, including mergers and acquisitions advisory, corporate advisory, business valuation and private capital raising services. For more information, please visit www.capitalvalue.net.

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