

## OCEAN WISE® PARTNERS WITH OTTAWA STARTUP TRANSPARENT KITCHEN TO BRING DINERS ALL THEY NEED TO KNOW ABOUT THEIR SEAFOOD

**Ottawa, ON** – The Ocean Wise seafood program has partners that range from restaurants to retailers to dog food partners, and now can add an exciting new tech company to that list. Transparent Kitchen, a start-up from Ottawa, ON, is the newest partner to join the Ocean Wise sustainable seafood program.

Transparent Kitchen is an interactive multimedia platform where consumers can find beautiful photos, enticing ingredients, detailed menus and more from their favourite restaurants and chefs. It offers diners a glimpse into the makings of a restaurant and its dishes, including information about the chef, their philosophy and where they source their ingredients. Once they see something they like, they can also directly make a reservation at the restaurant using the Transparent Kitchen platform. The site aims to tackle common issues in the restaurant industry, such as barriers to information for diners and access to markets for restaurants or suppliers.

Through the partnership with Ocean Wise, all seafood dishes that featured recommended items will show the Ocean Wise seafood symbol, the program's assurance that it's an ocean-friendly choice.

"The Ocean Wise seafood program and Transparent Kitchen are built on the same value of knowing our food sources and then making the best choice based on that information. Increasingly, we see that consumers want more information so this partnership was a natural fit for us," said Ann-Marie Copping, Ocean Wise seafood program manager. "As Ocean Wise continues to grow across Canada, Transparent Kitchen will be a great way for us to tell our story in a visual, interactive way that engages consumers and highlights the work our amazing partners are doing."

As part of the relationship and growth strategy, Transparent Kitchen will cover the Ocean Wise partner fees for any new restaurant that first joins their platform. For restaurants that first join Ocean Wise, Transparent Kitchen will discount their monthly fee until the Ocean Wise partner fee is covered.

"This partnership takes the Ocean Wise seafood program to a whole new dimension. Transparent Kitchen's rich visual content will showcase beautiful sustainable culinary creations as never seen before. The value that chefs put into their dishes is no longer hidden, as is the case with traditional text menus, providing needed information to the customer who are willing to pay for quality that is truly transparent," said Frazer Nagy, founder, Transparent Kitchen.

Transparent Kitchen has members in six Ontario cities and plans to expand into new markets this year.

Ocean Wise now has its own profile on the Transparent Kitchen website, where seafood lovers can learn more about Ocean Wise executive chef, Ned Bell, and find out more about some of the top Ocean Wise seafood items that diners in Canada might encounter.

### **Social Media**

@oceanwiselife @transparentkitchen

### **Media Contact**

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