



Case Study: saltwater prawns – freshly caught, from Bavaria.

Europe's largest indoor prawn farm is located near Munich and supplies nothing but freshly caught prawns. Gourmets and top chefs just love Crusta Nova's "Good Gambas", because the product is always caught to order and delivered the very next day. GO! Express & Logistics contributes to the success of this farm-to-table concept by quickly and reliably shipping these premium culinary products.

The secret to Crusta Nova's success is a closed-loop, computer-controlled breeding system, which ensures optimum living conditions for white tiger saltwater prawns. The water has a temperature of 28 degrees, while the air is a warm 30 degrees – conditions that correspond to those found in a Latin American or Asian mangrove forest. The closed structure of the system protects the crustaceans from any harmful external influences. At the same time the breeding facility has no harmful impact on the environment either, as the water is cleaned purely mechanically and biologically without the use of chemicals and is then resupplied to the circulation system. This prevents the type of environmental destruction associated with conventional aquaculture systems. Furthermore, the animals are only given certified organic feed and are raised in four 175 square-metre saltwater pools. That is also why they do not require any antibiotics or other additives, as are



often used in the international prawn industry's breeding facilities. The entire facility is also based on a state-of-the-art energy concept, meaning that its carbon footprint is very low. These are all arguments that persuade nutritionally aware consumers and that have earned the company established in 2016 an impressive growth in sales.

Freshness makes the difference

The “Bavarian prawn” is satisfying growing demand for regional premium products. More and more customers from the food retailing and restaurant sectors no longer want to miss out on this exquisite seafood. “One absolute USP of our product is that our prawns are never deep-frozen”, Fabian Riedel, co-founder and CEO of Crusta Nova, explains. “The prawns are only caught once we have received an order for them. And you can taste this difference”, Riedel continues. The taste is described as nutty-sweet

and therefore differs considerably from that of other prawns that are available in Germany. The animals live for 5 to 6 months in fresh saltwater and during that time grow from tiny larvae into prawns up to 20 centimetres long and weighing between 20 and 30 grammes before they are harvested. According to the founders of Crusta Nova, who call themselves “The Urban Fishermen”, the quality of the prawns is so high that they can even be eaten raw.

Express shipping for maximum freshness



As soon as the prawns have been packed into cooled transport boxes, GO! Express & Logistics takes on responsibility for the products. Even if an order is placed by 3 p.m., GO! still delivers to customers throughout Germany by 12 noon the next day. Crusta Nova is not just an “urban fisherman” but also a “seafood boutique”.

“We are one of the leading specialist retailers of high-quality, sustainably farmed seafood and fish in Germany and Austria. Crusta Nova acts as the exclusive partner for Germany and Austria to many global suppliers”, says Riedel. Crusta Nova chooses its suppliers prudently: in

each of their product categories they all have unrivalled qualities, operate on a thoroughly sustainable basis and have already successfully managed to get their foods and unique stories established in other parts of the world.

Crusta Nova also operates a specialised B2C web store selling high-quality, sustainable seafood. Every day customers throughout Germany and Austria take delivery of gourmet seafood, which is delivered direct to their homes via the 24h express logistics service.

GO! has acted as logistics partner for this farm-to-table concept since Crusta Nova was established.

“In choosing our service provider, a very important criterion was that they be reliable and flexible, and also handle our transport boxes very carefully. Thanks to GO!’s high level of professionalism, we have never had any returns or complaints due to undelivered or damaged goods. This enables us to focus 100 per cent on our core business activities”, Riedel explains.

About Crusta Nova

Crusta Nova is an innovative start-up business, which focuses on breeding saltwater prawns in a closed-loop aquaculture facility. The Bavarian sashimi-quality prawns are bred species-appropriately and without using antibiotics, plus they are never deep-frozen. The Bavarian “good gamba”, probably “Germany’s freshest prawn”, has been taking the best fish counters, delicatessens and top restaurants in Germany and Austria by storm since March 2016.

About GO! Express & Logistics

GO! Express & Logistics is Europe’s largest independent express and courier service provider. The global partner network was founded in 1984 and currently comprises over 100 GO! stations in Europe. Approximately 1,400 employees and 1,700 drivers and couriers work hard every day to transport over 9.2 million shipments per year (2021).



Under the motto “beyond limits”, GO! offers a comprehensive portfolio of logistics solutions ranging from regional courier transportation and global express shipping of goods, documents and extremely time-critical consignments to sensitive shipments or complex customer requirements. Its services also include tailored supply chain solutions and extensive value-added services 365 days a year and around the clock.

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