

ProWest

Western Australia's Professional Fishing Industry Magazine

Nov/Dec 1997



New factory for Ricciardi Seafoods

RICCIARDI Seafoods officially opened their new head office and processing facility at Robbs Jetty in typically Italian fishing family fashion during November. More than 300 people attended with over 100 of these direct descendants of the Ricciardi family.

The Ricciardi family began in fishing through the endeavours of Natale Ricciardi who was a fisherman for many years from the early 1940s.

Fishing in those days involved many sacrifices, particularly when Natale was fishing in Carnarvon and away from his family for months at a time.

After many years, Natale decided to retire from fishing and the rest of the family picked up where he left off and took the next big step—forming their own processing company.

Sons Ian and Claude, together with their families formed Ricciardi Seafoods in 1986.

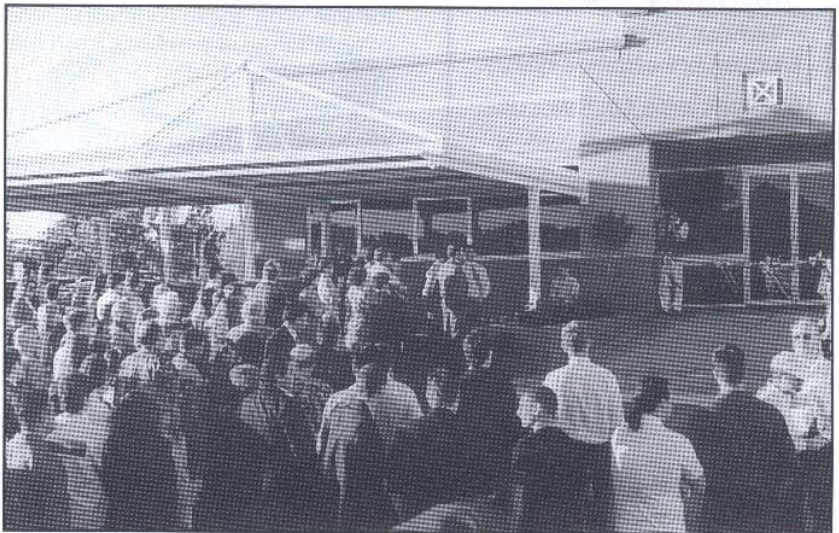
'We got caught up in the America's Cup fever and opened a fast food and fresh fish outlet in Bannister Street, Fremantle as well as operating cold stores for our own product,' said Ian Ricciardi, managing director of Ricciardi Seafoods.

'Unfortunately, after the America's Cup, the fast food outlet proved to be slow and we shut it down and began the processing of prawns and worked on the fresh fish outlet,' Ian explained. 'But even though we had many loyal customers, the fresh fish outlet proved to be a lot of work and too costly to run.'

In 1992 they decided to take a different direction and concentrated on the export market.

This proved to be so successful that they soon began to outgrow their Fremantle premises. However it wasn't until they came across a property in the Robbs Jetty area that the decision was made to move and establish Ricciardi Seafoods and Coldstores.

Ricciardi Seafoods is a second generation family business based on



the trust and support that only a family can provide, but they are also fortunate to have many dedicated staff, including their marketing manager Brett Hogan, production manager Mrs Donna Gibson and her team, plus office staff Beverly, Loren, Elle and Karen.

Silvana Ricciardi spoke passionately about the driving force behind this new venture — her husband Ian.

'Ian is a man whose integrity, honesty

*TOP: (L to R) Ian Ricciardi, Peter Rogers and 'Uncle' Nat Ricciardi
ABOVE: Some of the guests at the opening of the new factory*

and modesty has brought him to where he is today,' she said. 'He is a man of few words but of many visions.'

'One of his visions was not only to establish a successful business but also to create jobs for the community in a safe and pleasant environment.'