



Shin Rong

鑫溶水產

Coastline

海岸鮮物

Origin

Over the span of 40 years, ShinRong has passed down its aquaculture production techniques to its 2nd generation. Originating from Yunlin Kouhu fish farm, the Founder spent his childhood working with his father in aquaculture.



Mission

Determination, Devotion and Commitment are the 3 values passed down from ShinRong's previous generation. We are entrusted with the responsibility of maintaining quality. From fish farming to safe manufacture, production site to a savory dish, we at ShinRong are determined to provide consumers with high quality produce.



Handcrafted Tradition

Mullet Roe is more than just Mullet Roe. After catching the mullet, we transport the fish under a condition below 7°C from our fishing ground to the processing plant. The mullet roe will then be carefully selected. Only the best mullet roes will be cleaned, salted, extendedly pressed, shaped, and sun-dried by hand.



Mullet-Roe Production Process



Harvest



Selection



Cleaning&Salting



Drying



Shaping



Packaging

Award Winning Records :

- 2017 Awarded 1st in the 5-7 tael bracket, 1st in over 7 tael bracket – ChiaYi Golden Mullet Roe Selection
- 2018 3rd in over 7 tael bracket – ChiaYi Golden Mullet Roe Selection
- 2019 Awarded 1st in the 5-7 tael bracket, 1st in over 7 tael bracket – ChiaYi Golden Mullet Roe Selection
- 2020 Awarded 2nd in the 5-7 tael bracket, 1st in over 7 tael bracket – ChiaYi Golden Mullet Roe Selection
- 2021 Awarded 2nd in the 5-7 tael bracket, 1st in over 7 tael bracket – ChiaYi Golden Mullet Roe Selection
- 2022-2023 Awarded Yulin Golden Mullet Roe Selection



News Interview :

Business Weekly



Common Wealth Magazine



Liberty Times



EBC News

嘉義黃金烏魚子頒獎暨展售 鴻業農漁產、鑫洛獲冠軍



Quality Control :

All of our fish selection are processed according international standards. In order to create a complete hygiene system, we implemented ISO/HACCP systems to ensure a save production and quality management. We are forever at the frontline when it comes to ensuring customer's safety.



Production, Storage, Manufacturing, Sales

Production

The self-owned aquaculture area is over 40 hectares, with a cooperative contracted cultivation area of about 60 hectares. The aquaculture area is concentrated in Kouhu, Yunlin, mainly cultivating blackfish, eels, white shrimp, sea bream, clams, and mullets.

Manufacturing

A professional research and development (R&D) and quality control team dedicate time and effort to developing new products, including fresh seafood flavors, shaping, and packaging.



Storage

Forward planning is essential; the harvested output must be stored in appropriate facilities for future sales and use. A complete warehouse logistics system, along with a professional cold chain system design, facilitates better product management and adjustment.

Sales

Collaboration is established with major channels, e-commerce leaders, large-scale retailers, and chain supermarkets to provide required product needs.

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Determination :

Aquaculture production, sales, and transportation - a complete one-stop service.

Taiwan's current flow/imported seafood is our main focus, with a complete system covering production materials, product manufacturing, new product development, and sales channels, offering a diverse range of products.



Taiwan Sourced Seafood

Imported Seafood



Coastline Products :

- One-Bite Mullet Roe
- Mullet Fish Floss
- Mullet Roe Sauce
- Mullet Roe Powder
- Mullet Roe Turnip Cake
- Mullet Roe flavored Popcorn
- Dry-Aged Mullet Roe
- One-Bite Mullet Roe (Dried Fruit Series)
- Mullet Roe Ice Cream
- Mullet Roe Egg Roll
- Whiskey-flavored One-Bite Mullet Roe



Products

A Seafood Delicacy with Three Layers

Our multi-faceted use of the mullet makes use of the entire fish. We turn the meat into soft, delicate, and crispy fish floss while the roe is seasoned and salted into an additive and easy-to-eat sauce packed with flavor. Of course, the gift box (Three Tastes of a Mullet) also includes our signature dried mullet roe to wrap up the entire gift series.



Mullet Fish Floss



200g per can



Mullet Roe Sauce



170g per jar



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Mullet Roe



110g~600g per piece

One-Bite Mullet Roe



70g per box

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One-Bite Mullet Roe



50g per box

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Dry-Aged Mullet Roe

The Coastline dry-aged mullet roe is a classic with a twist. Using our refined, unique brewing method, we dry-age the mullet roe by naturally fermenting it at a low temperature. Once matured, natural beeswax is wrapped around the aged mullet roe, sealing in its rich and dense flavors. Our dry-aged mullet roe can be served and eaten alone after peeling off the beeswax or through more elaborate preparation. Pair it with a whiskey or other fine wines to bring out the luxurious aroma of Coastline's dry-aged mullet roe



Mullet Roe Powder

100% made of mullet roe



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Snacks with No Limits



Whiskey-flavored one-bite mullet roe



70g per box

Mullet Roe Turnip Cake



70g/box



800g per box



Mullet Roe Flavored Popcorn



50g per bag
5 bags per set

Mullet Roe Ice Cream



80g per cup
4 cup per set

One-Bite Mullet Roe Packet



50g per bag

One-Bite Mullet Roe (Fried Fruit Series)



70g per box
3 boxes per set

Mango

Pineapple

Tangerine

One-Bite Mullet Roe (Fried Fruit Series)



35g per box 3 boxes per set

Mullet Roe Egg Roll combines the rich aromas of mullet roe and egg roe.



10 g per unit

80 g per box

Collector's Deluxe Mullet Roe Gift Box



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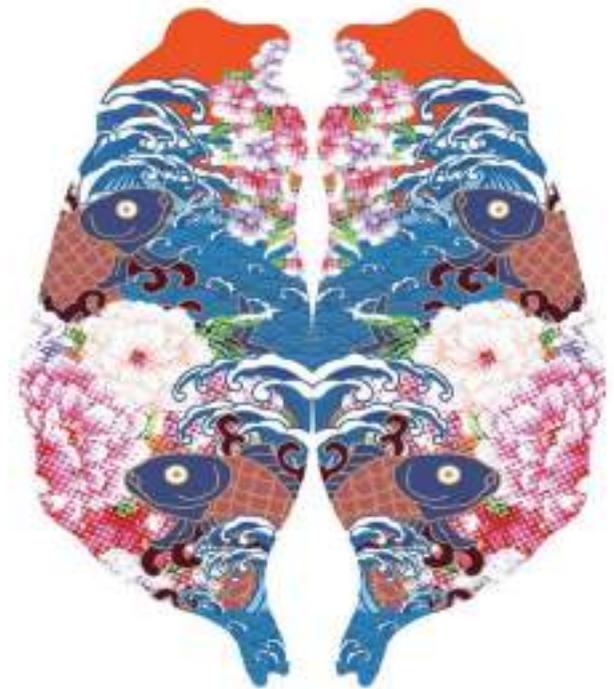
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Official web



Online shop



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