

Dave Stewart

A Charlottetown native has launched a new business in Toronto that offers to give people west of the Atlantic provinces a taste of the East Coast.

Bill Hennessey, 22, is the driving force behind a company offering to deliver fresh seafood products from the Maritimes to home owners in most major cities across Canada.

Hennessey has been working hard in Toronto over the past year to get Atlantic Ocean Harvest off the ground. He's using the telephone and the Internet to gather orders for fresh Maritime lobster, scallops, mussels and shrimp for delivery the next day to the client's home wherever they may live.

"It's so simple, they call me up, tell me what they want to send in terms of seafood and I take it from there," Hennessey said in a telephone interview from Toronto. "Prior to this, people would have to find someone to supply (the seafood), find a way to ship it, call to confirm it, get it there, find some packaging whereas I sort of bundle the whole process."

Hennessey is getting into the spirit of the season by offering customers \$25 off their purchase until Dec. 8.

He says his prices are competitive - 10 pounds of lobster for \$197.99 while 15 pounds goes for \$269.99. It works out to about \$19 a pound. The prices include delivery.

"If you go to a high-end grocery store up here you're looking at \$19 a pound."

The products are packaged in the Maritimes and shipped by professional courier service.

Hennessey moved to Ontario to attend business school and was looking for the right opportunity.

"I was always surrounded by seafood coming from P.E.I. since I moved to Toronto. I eat twice as much if it now that I live here. You just appreciate it that much more when you get away from it. And, obviously, with health trends it's very popular. They say seafood consumption should increase by about 40 per cent between now and 2010."

Hennessey says it's great gift from somebody in the east to somebody in the West.

Box(es):

PROFILE

Fishy Business

Charlottetown native Bill Hennessey launches new Toronto business offering to ship Maritime seafood to home owners west of Atlantic Canada.

Product is sent by professional courier service.

Coat is about \$19 a pound for fresh seafood.

Live lobsters are shipped packed in a cardboard box with a wax liner and a salt water-soaked pad placed inside.

For more information about Atlantic Ocean Harvest, visit the website at www.atlanticoceanharvest.ca or call (416) 551-3514.

Illustration(s):

Bill Hennessey, a Charlottetown native, is the driving force behind a company offering to deliver fresh seafood products from the Maritimes to homeowners in most major cities across Canada. Submitted photo

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