



IT'S A WRAP: David Meadows, of Flying Fish Feasts, with Gary Martin, of Red Rocket Design, Penny Heath, Business Link's personal business adviser for Devon and Cornwall, and the new packaging

Seafood firm nets new look

A MARKETING makeover has helped secure a Devon firm national recognition.

Seafood producer Flying Fish Feasts was featured on the front cover of *You Are What You Eat* magazine, which is tied in with the Channel 4

programme of the same name.

The makeover for the firm, based at Heathpark Industrial Estate, Honiton, comprised a new logo, packaging, brochures and photography, all developed by Exeter design and

marketing agency Red Rocket.

Owner David Meadows said: "We are thrilled with our revamp"

He started Flying Fish Feasts in 1983, and it now produces 17 varieties of fishcake.