

# fish tales

## Anchored in Authenticity

We are an ethical Australian tinned fish brand reimagining a pantry classic for a new generation. We bring together transparency, authenticity, and sustainable practices with playful, design-forward packaging to make tinned seafood feel fresh, fun and social. Our contemporary refresh turns everyday eating into something aesthetic, ethical, stylish, indulgent, and joyful.

Buy Now | \$3.49



## WHY FISH TALES?

Other brands give you fish, we give you the whole story...



### Tuna

No nets, no nonsense. Our tuna is caught one at a time, by pole and line, the most selective method on the seas. No bycatch, no shortcuts, just a clean, honest chapter in sustainable fishing. A happily ever after for our seas.



### Sardines

A net without tricks, a tale without deceit. Our Australian caught sardines are small but their story is BIG. Our sardines are caught using purse seine nets, carefully managed and free from FADs - ensuring a sustainable catch that leaves the ocean's tale intact.



### Oysters

Not all heroes wear scales. Some wear shells. These oysters work quietly, polishing the sea as they grow. Call it ocean magic, or just good farming, but either way it's a story worth shucking open. Straight from the source, no fiction, no fillers.

## ABOUT US

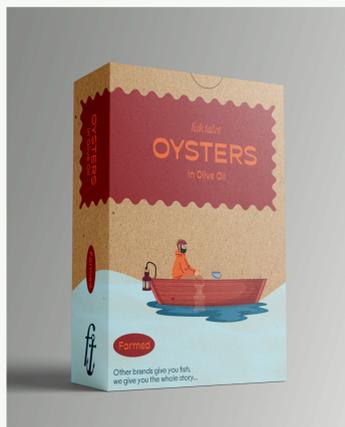
Our brand guarantees sustainability. We are conscious of our impacts, and protecting our oceans and conserving our marine life comes before anything else. From the ocean to the supermarket shelf, we believe in being honest and transparent with our consumers in a genuine manner, our fish stays relevant and accessible to the public while keeping our consciousness clear.

Learn More



## BEST SELLERS

View More



### Smoked Oysters

\$3.49

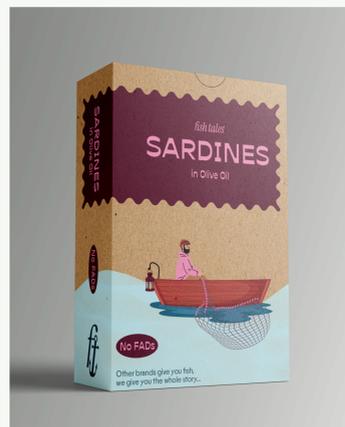
Farmed oysters, in olive oil



### Skipjack Tuna

\$3.49

Farmed oysters, in olive oil



### Sardines

\$3.49

Sourced without FADs, in olive oil



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Enter your email below to receive monthly tinned fish updates and 'unfishy' tales.

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See how we make an impact on sustainability by supporting us on our socials



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Story  
Sustainability  
Packaging  
Team

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