



- *Sydney Fish Market today unveils its new branding, logo, and refreshed website, signalling an important milestone in the ongoing transformation of Australia's Home of Seafood.*
- *This follows the launch of Sydney Fish Market's digital trading platform, SFMblue, in September this year, and heralds the new Sydney Fish Market opening in 2024.*
- *Coinciding with World Fisheries Day 2022, Sydney Fish Market is celebrating the rich history of the market since it opened at its Blackwattle Bay location in 1966.*

Sydney Fish Market is celebrating a new era for Australia's Home of Seafood, launching its new brand identity to signify the transformational journey of the market.

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