

Magnus Houston - Coast & Glen



COAST & GLEN
FISH BOX

MADE IN THE SEA BY SCOTLAND



"I realise now that I could have started a business as soon as I left school, but I just never thought that would be achievable."

At the age of twelve Magnus Houston got on his first motorbike and it sparked a lifelong love of motorsport. He competed in support races on the World Superbikes Tour and was a professional rider for Suzuki, but when an accident put an end to his motorcycle career Magnus was unsure about what to do next. After making a full recovery, a friend took him out in a lobster boat and he discovered a love of fishing. It was this passion which he decided to make his full-time occupation.

Magnus was astounded by the quality and taste of the shellfish he caught in the Cromarty Firth, and was keen to share it with others in the local area. However he had to drive a round trip of 120 miles to sell his catch to a wholesaler, who immediately transported it to Europe. Magnus spent the next two years learning the trade, gaining practical experience, researching the industry and establishing contacts with other fishermen, local restaurants and hotels. Magnus was confident that with his knowledge and understanding of the fishing trade, he could become a supplier and buyer.

After successfully selling his catch to local businesses, his company 'Coast & Glen' was established in November 2011. The demand was so great that Magnus needed to come up with another means of satisfying demand for orders. This led the young entrepreneur to change his business model. Rather than fishing the waters himself, Magnus started buying the local fishermen's catch, selling it locally according to demand and exporting the excess produce to his European customers.

Magnus has worked hard to create solid relationships with local and European clients and is now competing with well-established national fish suppliers, supplying top restaurants including Rocpool and the Applecross Inn. Magnus was named the Highland's top young entrepreneur at the regional finals of the 2013 Prince's Trust Youth Business Scotland Young Entrepreneur Awards, and he is now ambitious to make Coast & Glen a global name.

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