

NJSBDC at Brookdale Community College (Monmouth & Ocean Counties)

**Jerry Montanino, Evan Stark and John Yates
Trinity Seafood, Inc.
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B. Hopper, Montanino, Jacquelin Hoehn, Larry Novick, Paul Rinaldi

Tucked away on a side street just off the main thoroughfare in Asbury Park lies an inconspicuous building that houses one of the fastest growing seafood wholesalers in the state of New Jersey. Trinity Seafood opened in July 2001 and has grown from 10 to over 25 full time employees, with seasonal employees added as demand increases. Sales are up 40% over 2002 despite the slow economy and they have purchased seven delivery trucks this year bringing their total fleet to 12.

The three owners, Jerry Montanino, Evan Stark and John Yates (hence the name Trinity) knew they would need assistance in order to get financing. They turned to the Monmouth/Ocean Small Business Development Center for help. Montanino enrolled in Bill Nunnally's "A Business Plan" and "Financing A Small Business" workshops. The business plan course enabled them, and their accountant, William Barhorst C.P.A., to put their plan together quickly and properly. "We got the necessary information to write a solid plan, the loan was approved in 24

hours from OceanFirst Bank,” said Montanino.

Because of Trinity’s planning discipline the owners are well prepared for future expansion. Even their building was designed to accommodate the growth. The building, complete with loading docks, can accommodate tractor-trailers for fast loading and shipping that is extremely important with this highly perishable product line.

Currently distributing to supermarkets, country clubs, hotels, culinary schools, restaurants, sushi bars and retail fish markets in locations from Bergen County to Ocean and Burlington Counties and as far west as Eastern Pennsylvania, Asbury Park is an the ideal place with access to all major roads.

Starting at 3 a.m. trucks are unloaded, product is sorted, graded, processed, repackaged, and delivered the same day. Their customer base is as diverse as their product offering, from, each depending on Trinity’s to supply the finest quality product.