

Oba Corporation Launches Mega Sardines in Azerbaijan

07 July 2026 | News

Under a distribution agreement with Oba Corporation, Azerbaijan becomes the first market in the Caucasus and Central Asia to import the Mega Sardines range



Under a distribution agreement with Oba Corporation, Azerbaijan becomes the first market in the Caucasus and Central Asia to import the Mega Sardines range

Oba Corporation has announced the launch of Mega Sardines in Azerbaijan, marking the first entry of the product line into the Caucasus and Central Asia region. The products, manufactured by Mega Prime Foods Inc., became available nationwide from July 1, 2026.

Mega Sardines carry a “Superfood” seal from the US-based Medical Wellness Association (MWA) and are sourced from the South Pacific. The company highlights its vertically integrated fishing and processing model, which enables the sardines to be caught, processed and canned within 12 hours, helping preserve freshness and nutritional value without the use of artificial preservatives.

Under a distribution agreement with Oba Corporation, Azerbaijan becomes the first market in the Caucasus and Central Asia to import the Mega Sardines range. The products are now available through retail outlets across the country.

According to the company, the rapid catch-to-can process is designed to minimise nutrient degradation compared with conventional seafood supply chains, which may involve significantly longer processing timelines. The sardines are positioned as a convenient source of protein and healthy fats for consumers seeking nutrient-dense food options.

The launch comes amid increasing global attention on metabolic health and nutrition. The Medical Wellness Association has identified metabolic disease as a major public health challenge, with dietary choices playing a key role in prevention and management. Health experts continue to emphasise the importance of whole foods rich in protein, omega-3 fatty acids and essential nutrients as part of a balanced diet.

Commenting on the nutritional benefits of sardines, James Michael Lafferty, Founding Board Member and Faculty Member of the Medical Wellness Association, said: “Sardines are truly one of the single-most nutritious foods a human can consume. However, not all sardines are created equal. Which bodies of water they are fished from, as well as processing approach, can lead to quite dramatic differences in terms of composition and freshness.”

The launch is expected to strengthen the availability of premium seafood products in Azerbaijan while expanding Mega Prime Foods’ international footprint in emerging markets.