

Seafood

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International



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Trout

Buyers give steelhead and rainbow trout a look.

Retail secrets

5 sure-fire tips for selling more frozen and prepared seafood.

Out of Africa

A South Africa restaurant chain has big plans that could affect you.

Q&A

We talk fish with Dan Humphrey, director of seafood at Sunset Foods.

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PROFESSION

Costco takes on Firecracker shrimp

The U.K. division of Charoen Pokphand Foods (CP) is introducing its Bangkok Firecracker Prawns in Costco stores throughout the United Kingdom.

The product is the latest addition to its popular Authentic Asia range, which includes a Prawn Wonton Soup and Aromatic Crispy Duck Kit.

The product features king prawns coated with a tasty, spicy, crispy batter and served with a delicious sweet chilli sauce. The prawns are perfect for a vibrant snack or as a tasty starter.

For two years, CP Foods has been supplying Costco's 22 warehouses throughout the United Kingdom.



A new brand of live lobster from Cleawater

Canada's Clearwater Seafoods is branding its live lobsters with a new patent-pending plastic sleeve that slides over one of the lobster's banded claws.

"It's a safe and humane method that allows Clearwater the opportunity to put their brand promise directly on the lobster's claw and into the consumer's hands," the company said.

Clearwater launched its branded lobster in late January in China, just in time for Chinese New Year celebrations.

Recently, Clearwater officials alleged Chinese counterfeiters are targeting the company's products.

"We're very excited about this branding initiative and the China launch," said Alice Tam, director of Sales for China "What better way to celebrate Chinese New Year than with a lobster that delivers exceptional quality and value?"



Smoked Bering cisco makes return to U.S. markets

Brooklyn-based Acme Smoked Fish Corp. and Kwik'pak Fisheries of Emonak, Alaska, are teaming up once again up to offer a unique limited-edition smoked Bering cisco.

The kosher-certified fish is supplied as a specialty item only through Acme and is sold in stores in the New York area such as Fairway Markets, Sables, Russ & Daughters, Wegmans, as well as selected markets throughout the United States.

Smoked Bering cisco (*Coregonus laurettae*) is troutlike, having an elongated silvery body and terminal jaws. The high-fat, white-fleshed fish is similar to chub.

"These fish are reminding an entire generation of years past. The Great Lakes chub

fishery has been declining for years and cisco is a premium alternative," said Acme's Buzz Billik.

The fish is harvested by the Yupik fishing families of Alaska's Yukon River Delta and is brought to market by Kwik'pak Fisheries.

Since 2008, Kwik'pak Fisheries has been Acme's exclusive supplier of Bering cisco, caught at the mouth of the Yukon.

"If previous year's success with the test harvest of Bering cisco is any indication, restaurants, delis, and retail outlets will be competing for the limited-edition smoked delicacy from Acme," said Kwik'Pak Fisheries General Manager Jack Schultheis.

"This is an important fish for the Yupik people, whose livelihoods depend upon



the fishery resource on the lower Yukon," Schultheis said.

"We are pleasantly surprised with everything about this fish – the flavor, the texture, the size – Bering cisco has all the characteristics we look for in a smoked whole fish," Billik said.