



A WHOLE NEW WAY

◆ TO SERVE THE WORLD'S MOST SUSTAINABLE FISH ◆



Trident
SEAFOODS



IT'S A WHOLE NEW IDEA

INTRODUCING
CAPTAIN'S RESERVE™
WHOLE WILD
ALASKA POLLOCK

A great new option for whole fish menu applications. Cooking fish “on the bone” with the head and tail creates incredible flavor and makes for stunning plate presentations. Now you can be among the first to offer American-caught, sustainable Whole Wild Alaska Pollock.

Each fish is perfectly sized for individual portions. Our captains are so proud of this fish that every case carries the individual captain's name, the fishing boat, and the catch location.



**EACH CASE SHOWS
THE CAPTAIN'S
NAME, THE FISHING
BOAT AND THE
CATCH LOCATION.**

VESSEL : F/V ELIZABETH F
CAPTAIN : GEORGE HUTCHING
DELIVERY : February 27, 2019
CATCH AREA : FAO 67,
SUB AREA 640

ONLY AVAILABLE FOR A LIMITED TIME



WHY FROZEN IS A WHOLE LOT FRESHER

It's time to take another look at frozen fish because these days it is often "fresher" than fresh. Wild Alaska Pollock is frozen within hours of harvest to lock in its delicate texture and clean "fresh" taste. Give it a try! Its flavor will

outshine your current fresh whole fish options. Frozen Whole Wild Alaska Pollock also has the added convenience of being ready to go whenever you need it and has a lower carbon footprint than fish that is flown in fresh every week.



BETTER FOR THE WHOLE PLANET

Wild Alaska Pollock is the most abundant fish in the world and also one of the most sustainable. More and more, restaurant customers are looking for sustainable seafood, and Wild Alaska Pollock will help you drive traffic and build customer satisfaction.



WILD ALASKA POLLOCK

THE **W**HOLE TRUTH

Wild Alaska Pollock is a great way to highlight your menu innovation and commitment to American fishermen and sustainable food production. It's the right thing to do and also what your customers want. To find out more, email us at sales@tridentseafoods.com



1

KEEP IT WILD

CONSUMERS PREFER WILD SEAFOOD OVER FARMED BY A MARGIN OF 3:1*

2

HIGHLIGHT ALASKA

ALASKA SEAFOOD IS THE MOST RECOGNIZED PROTEIN BRAND ON U.S. MENUS.* 94% OF CONSUMERS ARE MORE LIKELY TO ORDER A SEAFOOD ITEM IF THE WORD "ALASKA" IS USED TO DESCRIBE IT.*

3

MAKE IT SUSTAINABLE

70% OF U.S. CONSUMERS SAY IT IS IMPORTANT THAT THE FOODS THEY EAT ARE PRODUCED IN A SUSTAINABLE WAY.†

Source: *Datassential, †IFIC Consumer Perceptions of Food Technology



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