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**Sea Cuisine® Taco Bar Tour Hits the Road This Summer on a Mission to Inspire Consumers to “Upgrade Your Taco Night”**

*Premium seafood brand teams up with local chefs to develop unique and tasty fish taco recipes to help consumers make meal time easy and delicious*

**Danvers, MA, June 19, 2014** – *Sea Cuisine*® announced today that it is heading cross-country this summer on a Taco Bar Tour. Known for high-quality frozen prepared seafood products with big, bold flavors inspired from around the world, *Sea Cuisine* has custom designed a mobile Taco Bar that will be rolling into key cities across the United States to spread culinary inspiration. *Sea Cuisine* is partnering with celebrity chefs to create exclusive recipes that highlight simple ways to prepare and enjoy the brand’s products through the hottest food trend, the fish taco.

The *Sea Cuisine* Taco Bar will visit five cities across the country from mid-June to late September serving up free tacos, and offering recipes, coupons, prize packages, and a chance to meet the featured local chefs at select locations. The tour will kick off in Milwaukee and continue on to Minneapolis, Denver and Nashville, before making its final stop in Cincinnati. The Taco Bar created in the likeness of a mobile restaurant, will make scheduled appearances at some of the biggest summer events in each city, along with several unplanned pop-up venues. The local chefs and culinary ambassadors for the *Sea Cuisine* brand will include:

- [Chef Michael Feker](#), owner and executive chef of Il Mito in Milwaukee,
- [Chef Jamie Malone](#), chef de cuisine of Sea Change in Minneapolis,
- [Chef Hosea Rosenberg](#), chef and founder of Blackbelly Catering in Denver

“We are really excited about this unique opportunity to travel across the country to serve people *Sea Cuisine* inspired fish tacos,” said Chris Trosin, Vice President of Sales and Marketing, High Liner Foods (USA). “By tasting the signature tacos, our hope is that consumers will learn how to create delicious, easy to prepare seafood meals right in their own home.”

A complete list of the *Sea Cuisine* Taco Bar Tour dates can be found on [SeaCuisine.com/tacotour](http://SeaCuisine.com/tacotour). Taco Bar customers and fans of *Sea Cuisine* can tweet and post about their experience using the hashtag, #UpgradeYourTaco, as they follow the truck from city to city. Live market updates, recipes, photos, and general tour information for each city can also be found by following *Sea Cuisine* on [Twitter.com/SeaCuisine](https://twitter.com/SeaCuisine), [Facebook.com/SeaCuisineMeals](https://facebook.com/SeaCuisineMeals), [Pinterest.com/SeaCuisine](https://pinterest.com/SeaCuisine), and [Instagram.com/seacuisinemeals#](https://instagram.com/seacuisinemeals#).

To discover a world of seafood, visit [www.seacuisine.com/products](http://www.seacuisine.com/products) for a complete list of *Sea Cuisine* offerings.

## **About High Liner Foods**

High Liner Foods is the leading North American processor and marketer of value-added frozen seafood. High Liner Foods' retail branded products are sold throughout the United States, Canada and Mexico under the *High Liner*, *Fisher Boy*, *Mirabel*, and *Sea Cuisine* labels, and are available in most grocery and club stores. The Company also sells branded products under the ***High Liner***, ***Icelandic Seafood***, ***FPI***, ***Viking***, ***Mirabel***, ***Samband of Iceland***, and ***American Pride Seafood*** labels to restaurants and institutions, and is a major supplier of private label value-added frozen seafood products to North American food retailers and food service distributors. High Liner Foods is a publicly traded Canadian company, trading under the symbol HLF on the Toronto Stock Exchange.

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