



**MEDIA CONTACT: Sheena Guide**

Matter Communications for  
Sea Cuisine™ Fire Roasted™  
978-499-9250 x285  
SeaCuisine@matternow.com  
www.matternow.com

## **High Liner Foods Introduces Sea Cuisine™ Fire Roasted™ Line of Delectable Flame-Seared Fresh and Frozen Seafood**

*Proprietary Manufacturing Process Combines Amazing Appetite Appeal with Significant Health Benefits in a Line that Addresses One of Today's Top Culinary Trends*

Danvers, MA, October 4, 2011 – Sea Cuisine™ introduces Fire Roasted™, a line of fully-prepared, thick-cut salmon, tilapia and cod fillets that have been flame-roasted and seasoned to perfection through High Liner Foods' proprietary production process. All Fire Roasted flavors are individually quick frozen and can be baked, broiled, flat-grilled, steamed or microwaved in just minutes.

High Liner's proprietary flame-searing process applies real flame to the fish, delivering visually appealing "grill marks" while also locking in the natural flavors and tenderness of the fish. Each Fire Roasted product is then put through a unique seasoned coating system in which the coatings are designed to be complex in flavor and appearance but translucent enough to show the flame marks. The fire roasting process required three years of development and millions of dollars of investment to perfect.

Each flame-seared item offers a variety of health benefits, including zero trans fats, low sodium content, and the salmon and cod products are rich in Omega-3 fatty acids. Fire Roasted products are breading free, delivering lighter, lower-fat options for today's health-conscious consumers.

Sea Cuisine Fire Roasted products are available in a variety of delicious flavors for offer in both the fresh seafood case and freezer aisle, allowing retailers to meet the needs of all prepared consumers, whether they are looking for a delicious and convenient meal immediately or they want to stock up for future use.

### **Fire Roasted fresh:**

- Applewood Salmon: glazed with a blend of herbs and spices, hints of applewood, brown sugar, bacon, mustard, and marjoram (10lb. case pack: \$76.70)
- Cracked Pepper and Citrus Tilapia: a big splash of fresh lemon with an edge of cracked peppercorn and roasted garlic (10lb. case pack: \$63.00)
- Tuscan Cod: the popular flavors of Tuscany come together in a savory glaze with hints of rosemary, garlic, cracked pepper, lemon, fennel and red bell peppers (10lb. case pack: \$67.98)
- Fire Roasted products for the fresh case ship in convenient 10lb. case packs, allowing seafood managers to thaw and merchandise only what is needed for minimum waste.
- Case ready label give the customer flexibility to also merchandise the products, frozen or thawed, in case ready trays for added consumer ready to go convenience.



### **Fire Roasted frozen:**

- All frozen products include two one-ounce packets of Chef's Finishing Sauce, which has been specially prepared to provide an added layer of complementary flavor and visual excitement to Sea Cuisine Fire Roasted seafood entrées
- Four flavor varieties:
  - Asian Spice Tilapia topped with Sweet Chili Chef's Finishing Sauce (12/10 case pack: \$53.40
  - Applewood Salmon topped with Tangy BBQ Chef's Finishing Sauce (12/10 case price: \$61.10
  - Cracked Pepper and Citrus Tilapia topped with White Wine chef's finishing sauce (12/10 case price: \$53.40)
  - Tuscan Cod topped with Tomato Basil Chef's Finishing Sauce (12/10 case price: \$53.40

"Research shows that fire roasting is an increasing trend in top restaurants, and nearly 60 percent of all restaurants nationwide now include fire-roasted foods on their menus," said Chris Trosin, vice president of sales and marketing, High Liner Foods (USA). "The Fire Roasted line is the latest example of Sea Cuisine delivering on-trend and exciting culinary options to the home cook and to the retailer looking for tempting seafood options for both the freezer and fresh seafood case."

### **About High Liner Foods Incorporated**

High Liner Foods Incorporated is a leading North American processor and marketer of prepared, value-added frozen seafood. High Liner's 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 its High Liner®, FPI®) and Mirabel® food service products to restaurants and institutions, and is a major supplier of private label seafood products to North American food retailers and food service distributors. High Liner Foods is a publicly traded Canadian company. Its common shares trade under the symbol HLF and its Non-Voting Equity Shares trade under the symbol HLF.A on the Toronto Stock Exchange.