

Seafood

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The editors of **Seafood International** magazine sifted through dozens of new products released in 2011 to find the best of the best.



Phillips Foods ‘seafood flatbreads’

Seafood flatbreads, one of the on-trend appetizers from Phillips Foods seafood restaurants’ menu, are now available for consumers to eat at home.

Maryland-based Phillips seafood flatbreads bake from frozen in minutes to deliver a restaurant-quality meal with a rich combination of flavors and textures, the company said.

The product has a one-year frozen shelf life and comes in 7.4 ounce boxes, with 12 per case. The suggested retail price is \$5.99 (€4.20).

The flatbreads come in three flavors: bourbon BBQ shrimp; Chesapeake crab; and asiago artichoke and crab.

The asiago artichoke flatbread features a seasoned cream cheese mix topped with wild-caught crab meat, artichoke hearts, Mediterranean spices and asiago and Gouda cheeses.

“Consumers want delicious and easy-to-prepare choices at home ideal for a wide range of eating occasions, ranging from snacks, appetizers, meal solutions and shareable party items,” the company said.



Uniqueness: **5**
 Packaging/Appearance: **4**
 “Wow” factor: **4**
 Total score: **13**

FPI’s FireRoasters

Flame-roasted seafood is delicious but it’s also time and labor-intensive.

Not anymore, thanks to Fishery Products International (FPI).

“Our new line of FireRoasters makes serving roasted fish easy because we’ve done most of the work for you,” said Jim LaBelle, FPI’s vice president of Marketing.

FPI’s FireRoasters line features thick-cut fillets of flame-seared tilapia, cod and salmon, flavored with six different seasoning blends. This unique flame-roasting process and FPI’s innovative coatings deliver a sophisticated seafood option that saves time and money and pleases every time, said LaBelle.

As a bake-and-serve item, FireRoasters are a premium product – with no breading – that takes value-added seafood to the next level from both a taste and health perspective, LaBelle said.



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