



## Handy International to Debut New Booth at 2015 Annual Boston Seafood Show

Handy International is excited to reveal upgraded trade show booth at Annual Boston Seafood Show.

**FOR IMMEDIATE RELEASE:**

**Contact: Carol Haltaman**  
**Handy International Incorporated**  
**410-912-2000**  
[chaltaman@handyinternational.com](mailto:chaltaman@handyinternational.com)



**Handy International's Trade Show Booth**

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Handy International, America's oldest seafood processor, will unveil their brand-new trade show booth during the Seafood Expo North America/Seafood Processing North America from March 15-17 in Boston, MA. The new booth features a modern restaurant-inspired design for customers to enjoy Handy's products.

The new design is clean, modern, and welcoming, while providing information about Handy's new products and trends. The booth includes pub-styled table seating, wait-staff, and a chef's kitchen. Semi-private rooms are set

towards the back of the booth for meetings. The new contemporary design will exemplify Handy International's name and oversized product images throughout the booth.

"This booth was created to engage our customers by innovatively showcasing our leading seafood products" said Terry Conway, CEO. "At Handy International we want our marketing to convey the high standards we have and best present the product lines we carry. When you come to our booth, we want to create environments that give our customers the confidence that they will find the best products to fit their needs and help them succeed."

The Seafood Expo North America/Seafood Processing North America is the largest seafood trade event in North America. Attracting over 20,000 buyers and suppliers of fresh, frozen, packaged and value-added seafood products, equipment and services – attendees travel from more than 100 countries to do business at the three-day exposition.

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*Handy International is a family-owned company with over 100 years of quality seafood processing. Products include soft crabs, crab meat, crab cakes, crab specialty items, oysters and artisanal fish. <http://www.handy-crab.com>.*

• 100 YEARS OF QUALITY SEAFOOD •

HANDY INTERNATIONAL INC. • 700 EAST MAIN STREET • SALISBURY, MD 21804 U.S.A.

1(410)912-2000 • 1(800)426-3977 • Fax 1(410)912-0097

[www.handyknowscrab.com](http://www.handyknowscrab.com)