



Handy Seafood to Debut New Products at Seafood Expo North America

Handy Seafood is excited to reveal two new products at the Annual Seafood Expo in Boston.

FOR IMMEDIATE RELEASE:

Contact: Maureen Johnson
Handy Seafood Incorporated
410-912-2000
mjohnson@handyinternational.com

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Agedama-Style Crispy Tempura Shrimp

Handy Seafood, America’s oldest seafood processor, is excited for the launch of two new products—Agedama-Style Crispy Tempura Shrimp for Foodservice and Seafood & Sauce for Retail. Both products are debuting at the Seafood Expo North America in March and will be featured in the New Products Showcase. Each item is unique for Handy and continues to expand Handy’s quality seafood product offerings.

“The Agedama-Style Shrimp are coated in bits of fried Agedama batter that gives the product a delicious crunch in every bite,” said Randy Spencer, Vice President of Foodservice at Handy Seafood. The unique texture will

delight guests and pairs well with a Sweet Chili Sauce for an appetizer or as an add-on to salads or entrees.

“Our Seafood & Sauce gives the home consumer a quick, easy and absolutely delightful seafood dinner for 2. It cooks in 6 minutes and you can add your favorite pasta to complete the meal,” said Tom Quinn, Vice President of Retail Sales. These two items will also be featured on sampling menus at Handy’s restaurant-style booth, number 823.

Since 1984 Handy’s steadfast presence at the Seafood Expo has enabled them to present over 100 years of quality seafood and product innovations. Last year Handy debuted a new booth design that correlated with the forward thinking and attention to detail the company is known for. “We received amazing feedback about our booth from guests last year and we are excited to showcase our new products to them this year” said Terry



Seafood & Sauce

Conway, CEO of Handy Seafood. Each channel (Foodservice, Retail and Club) offers a menu that highlights Handy's classic seafood staples as well as new and exciting innovations for prospective customers to taste and discuss.

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 Seafood is a family-owned company with over 100 years of quality seafood processing. Products include soft shell crabs, crab meat, crab cakes, crab specialty items, oysters and artisanal fish. www.handyknowscrab.com

• 100 YEARS OF QUALITY SEAFOOD •
HANDY SEAFOOD 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