

▶ moister product than traditional hot-smoked chum, according to Ocean Beauty.

The company suggests experimenting to find the best store placement of its Steamer Entrees, trying them in the seafood section or in the regular frozen food lineups with other prepared entrees.

**High Liner Foods**

High Liner Foods, Danvers, Mass., has recently completed a significant research project on consumer buying habits, and plans a major launch in its Sea Cuisine line shortly, according to Jeff Tahnk, director of marketing.

He says the company’s diverse offerings – including the Fisher Boy value line, the restaurant-quality Sea Cuisine line, and crusted items that can be slacked out for the fresh case – are all doing well.

Tahnk notes that frozen seafood in cartons is not a high-profile category, but volume is still there when retailers promote meal deals involving seafood. He urges retailers to keep an eye out for new packaging, new cooking methods and items that offer differentiation. Sea Cuisine’s Quicksteam items have moved quickly, he adds.



**Blue Horizon Organic Seafood**

Blue Horizon Organic Seafood, Aptos, Calif., has launched Natural Seafood Bites, a gluten-free appetizer in four varieties. With 80 calories per serving, they are packed 12 pieces per six-ounce box. All are free of preservatives, antibiotics and trans-fats, and three are Marine Stewardship Council (MSC) approved.

The heat-and-serve varieties are: MSC-certified Salmon Cake Bites, made with wild Alaska salmon; Crab Cake Bites, Maryland-style mini-crab cakes made with real crab meat and no substitutes; MSC-certified Fish and Chip Bites, featuring Pollock and Northwest potatoes; and MSC-certified Albacore Tuna Bites, made with Sashimi-grade quality tuna, with a touch of sweet chili and ginger.

**Starfish, Inc.**

Starfish, Inc., Mukilteo, Wash., has expanded distribution of its gluten-free battered fish portion line. Offered in halibut, cod and haddock, the products have been recognized by the Celiac Sprue Association (CSA) as safe for consumption by those with celiac disease – intolerance to gluten found in ingredients such as wheat, barley and rye.

The all-natural, oven-ready portions from Starfish are wild-caught, and not minced. They are par fried in GMO-free canola oil, and processed in the U.S. Packed

in 100% recycled paperboard, they come in 10-ounce cartons, with 12 to the master case. They are free of peanuts, soy, milk, egg and wheat.

The reviews by those requiring a gluten-free diet have been very good, where most substitutions for gluten-free products are of poor taste and



quality,” says Bob O’Byrant, general manager of Starfish.

**Eastern Fisheries**

Eastern Fisheries, New Bedford, Mass., best known as the world’s largest provider of scallops, has introduced SeaFine frozen sole fillets. The wild Alaskan premium sole is naturally low in fat and calories. The flaky fillets are skinless, boneless, and mild in flavor. Available to all market segments, the fillets are packaged in bulk or in 1-, 2- or 3-pound gusseted bags. The SeaFine brand now also includes whole flounder fillets with panko-style breading. The product can be baked or fried, and is suitable for use in all market segments. ■

