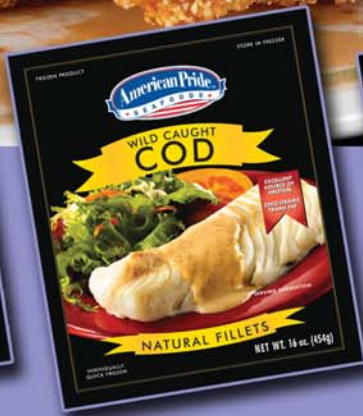




# SEAFOOD RETAIL



SIMPLY GOOD SEAFOOD

# RETAIL PRODUCTS

## Delicious fish for the dinner table

is part of American Pride Seafood's retail portfolio of breaded and battered seafood, natural fillets, scallops or the new Chef's Special Collection encrusted line. These products are ready to perform right out of the package with minimum preparation.

- Whether its American Pride's traditional coatings or today's latest flavor designs like Chef's Special Collection, the innovation and quality gives customers what they desire most — great tasting seafood ready to eat in minutes. Delicious coatings like Italian Parmesan, Bacon Dill and Zesty Lemon coupled with three exceptional species; Tilapia, Haddock and Flounder, capture the tastes of a fantastic family meal.
- Give customers freshness at its finest, with delicious American Pride's retail scallops harvested from the cold waters of the North Atlantic. Direct from the boat to American Pride's dock in New Bedford, Massachusetts, these scallops give customers the opportunity to enjoy a superior taste that sets this retail line apart from the rest.
- Try natural fillets with outstanding quality and freshness, and that just-caught taste. American Pride offers multiple species with the same great quality, packaged and ready to satisfy your customer's appetite.

Great product paired with a stunning package is sure to enhance the shelves and capture the eye. Most of all, American Pride's retail products will entice the hunger of those shopping the aisles in search for an outstanding seafood meal.



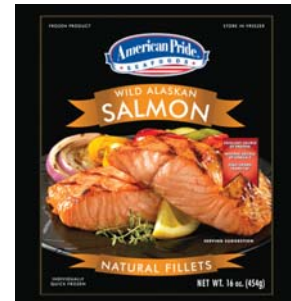
Chef's Special Collection™  
Encrusted Fillet Line



Breaded & Battered  
Seafood Line



Natural & Breaded  
Scallop Line



Natural Fillet Line

Item Code	Approx. Size	Description	Bag Size	Pack Size	Case Cube	Net Wt.	TI	HI	Pallet QTY	Shelf Life	Inner UPC	Outer UPC
<b>CHEF'S SPECIAL COLLECTION™</b>												
22490	4 oz.	Encrusted Zesty Lemon Haddock	16 oz.	12/1#	1.59	12#	5	8	40	365	070737224901	10070737224908
29491	4 oz.	Encrusted Italian Parmesan Tilapia	16 oz.	12/1#	1.59	12#	5	8	40	365	070737294911	10070737294918
29493	4 oz.	Encrusted Bacon Dill Flounder	16 oz.	12/1#	1.59	12#	5	8	40	365	070737294935	10070737294932
59400	4 oz.	Encrusted Seafood Style Tilapia	16 oz.	12/1#	1.59	12#	5	8	40	365	070737594004	10070737594001
22190	4 oz.	Encrusted Zesty Lemon Haddock	12 oz.	12/12 oz	1.05	9#	11	4	44	365	070737221900	10070737221907
29191	4 oz.	Encrusted Italian Parmesan Tilapia	12 oz.	12/12 oz	1.05	9#	11	4	44	365	070737291910	10070737291917
29193	4 oz.	Encrusted Bacon Dill Flounder	12 oz.	12/12 oz	1.05	9#	11	4	44	365	070737291934	10070737291931
59100	4 oz.	Encrusted Seafood Style Tilapia	12 oz.	12/12 oz	1.05	9#	11	4	44	365	070737591003	10070737591000
<b>BREADED TENDERS &amp; STICKS</b>												
29075	2-3 oz.	Buttermilk Tilapia Tender	16 oz.	12/1#	1.59	12#	5	8	40	365	070737290753	10070737290750
23100	1 oz.	Natural Premium Fish Stick	16 oz.	12/1#	1.59	12#	8	8	40	365	070737231008	10070737231005
<b>NATURAL FILLETS</b>												
11240	4 oz.	Natural Cod Fillets IQF	16 oz.	12/1#	1.59	12#	5	8	40	365	070737112406	10070737112403
19640	4 oz.	Natural Tilapia Fillets IQF	16 oz.	12/1#	1.59	12#	5	8	40	365	070737196406	10070737196403
19940	4 oz.	Natural Alaskan Salmon Fillets IQF	16 oz.	12/1#	1.59	12#	5	8	40	365	070737199407	10070737199404
<b>SCALLOPS</b>												
29000	60/80 ct	Cape Cod Style Bay Scallops	12 oz.	12/12 oz	1.05	9#	11	4	44	365	070737290005	10070737290002
29090	60/80 ct	Zesty Lemon Bay Scallops	12 oz.	12/12 oz	1.05	9#	11	4	44	365	070737290906	10070737290903
83025	10/20 ct	All Natural Sea Scallops	16 oz.	12/1#	1.59	12#	15	5	75	365	070737830256	10070737830253
86110	U-10	All Natural Sea Scallops	16 oz.	20/1#	0.81	20#	11	5	55	365	070737861106	10070737861103
86111	10/20ct	All Natural Sea Scallops	16 oz.	20/1#	0.81	20#	11	5	55	365	070737861113	10070737861110
86112	20/30ct	All Natural Sea Scallops	16 oz.	20/1#	0.81	20#	11	5	55	365	070737861120	10070737861127
<b>BUNCH O' CRUNCH™</b>												
56507	.50 oz.	Crunchy Fish Nuggets	Box	6/2.5#	.92	15#	9	5	45	365	070737565073	10070737565070
56517	.67 oz	Crunchy Fish Sticks	Box	6/2.5#	.92	15#	9	5	45	365	070737565172	10070737565179



## American Pride Seafoods

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