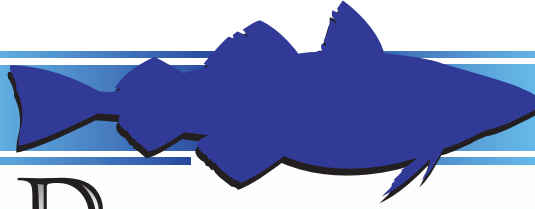


Western Edge SEAFOOD

RENOWNED FOR OUR PREMIUM QUALITY SEAFOOD PRODUCTS,
IS PROUD TO PRESENT OUR NEWEST ITEM...

Wild Caught

PREMIUM FROZEN



POLLOCK

FILLETS

**GOLD
LABEL**

CONCERNS WITH POLLOCK

- MANY FROZEN POLLOCK PRODUCTS IN THE MARKETPLACE ARE OVER PROCESSED WITH ADDITIVES TO LOWER THE SALES PRICE. SOME POLLOCK FILLETS CONTAIN OVER 90% WATER AND THAT WILL LEAD TO PERFORMANCE PROBLEMS. THIS PRODUCT IS “OVER HYDRATED”.

OVER HYDRATED POLLOCK

- FALLS APART DURING THAWING AND HANDLING CAUSING LOSS OF SERVABLE PORTIONS.
- CAN HAVE A “CHEMICAL TASTE” WHICH CAN AFFECT CONSUMER SATISFACTION.
- SUFFERS EXTREME MOISTURE LOSSES DURING COOKING WHICH CAN AFFECT BREADING PERFORMANCE.
- INCREASED MOISTURE LOSS WILL INCREASE “WEAR AND TEAR” ON COOKING OILS CAUSING MORE FREQUENT FRYER OIL CHANGES.

THE
GOLD LABEL
ADVANTAGE

- TIGHTLY CONTROLLED HYDRATION LEVELS TO 85% TOTAL HYDRATION.
- ONLY PREMIUM ADDITIVES ARE USED TO MAXIMIZE MOISTURE RETENTION & DELIVER CLEAN TASTE.
- BREADING AND BATTER COATINGS WILL PERFORM AT THEIR BEST.
- USERS OF MORE EXPENSIVE ONCE-FROZEN POLLOCK PRODUCTS SHOULD TEST AND COMPARE GOLD LABEL TO REALIZE SUBSTANTIAL COST SAVINGS.



INNER 10LB MASTERS

Western Edge SEAFOOD

Producers Of The World's Finest Aquaculture

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