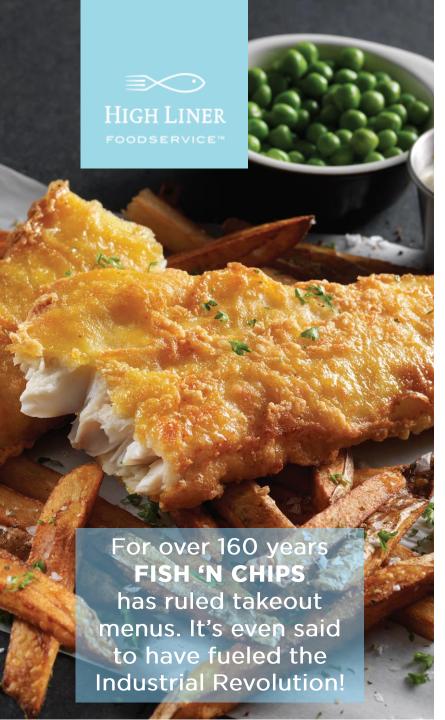




BETTER TOGETHER

SEAFOOD IS Better





BATTERED SEAFOOD

Nothing beats the sight of a delicious plate of golden battered fish. Every piece in our extensive line of battered fish options delivers precise portion control and a tasty melt-in-your-mouth texture. And with a number of different coatings to choose from and the always crowd-pleasing beer battered, there's an option with your name on it.



BUFFALO Contracted Item:

Yuengling® Battered Haddock 6oz

Additional Beer Battered Coating Systems:

- Guinness™ Distinctive Seafood
- Brewer's Choice®
- Beer Battered Corona®
- Beer Battered Budweiser®
- RedHook® ESB Ale
- Sea Dog India Pale Ale®

Other Available Battered Coating Systems:

- Big Bob's Belly Buster
- Pub Style
- Country Style
- Western Style

NUTRITIONAL INFORMATION Trans fat free Dull Low in saturated fat Source of Omega-3

For additional information contact:
Sarah Shaffield, 603.828.9070, <u>Sarah.Shaffield@HighLinerFoods.com</u>
Visit www.HighLinerFS.com

Features + Benefits

Ready-Made, Authentic
Back-of-House Appearance
and Taste

Deliver a crispy, melt-inyour-mouth texture and authentic look every time

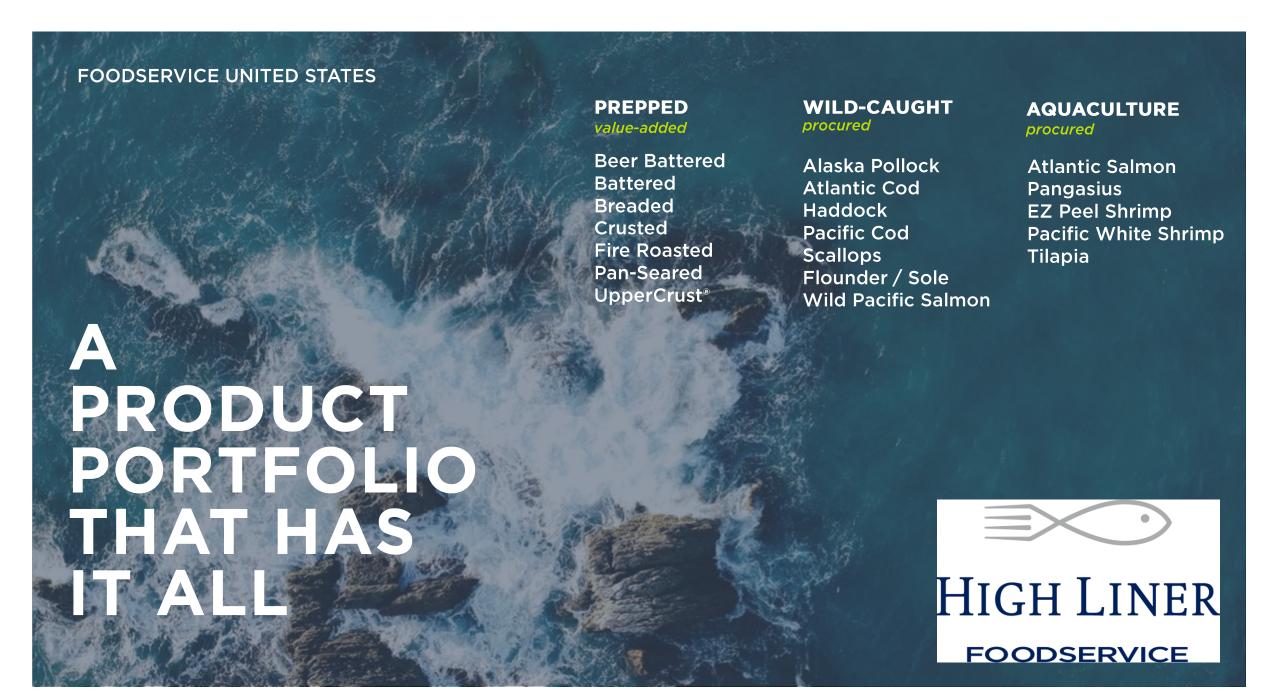
- Easy To Prepare

 Reduce kitchen labor and
 minimize service time
- Wide Variety of Options and Unique Coatings Available

Choose options to fit your needs and impress customers with various menu items

- Individual Frozen Portions
 Eliminate wasted food
 and maximize profit
 per portion
- Pan-Fried in
 Non-Hydrogenated
 Vegetable Oil

Provide a better, more consistent product with zero trans fats



RESPONSIBLE SOURCING

— We lead sustainability, setting the standard for responsibly-sourced seafood, social responsibility, traceability, transparency, and minimizing our environmental impact.

RESPONSIBLY SOURCED MEANS

MSC, BAP, ASC, Global G.A.P certified, or certified to a scheme recognized by the Global Sustainable Seafood Initiative (GSSI).

Or a credible and publicly documented fishery improvement project;

Or Ocean Wise Recommended;

Or Seafood Watch rated Best Choice or Good Alternative

>90% LBS SOLD

In 2019 were responsibly sourced

50+ OCEAN WISE

Approved products sold



WHY SEAFOOD? Market Insight Focus

1 PROFIT DRIVER
Items per meal increases
among seafood consumers,
which leads to higher average
eater check

APPEAL
Ingredient appeal - seafood
focus, especially shrimp,
continues to drive menu
purchase intent

MENU INNOVATION

3 EXPERIENCE DRIVER
Seafood delivers satisfaction on experience and menu variety which are two drivers Millennials look for

4 NOTABLE TRAFFIC DRIVER

There is a growing demand for more
Limited Time Offers, especially among
Millennials. With consumers more likely
to buy "seasonal" items + willing to pay
more for them, leverage consumer
propensity to 'try new things'

THERE HAS **NEVER BEEN** A BETTER TIME TO PUT SEAFOOD ON THE MENU

— It's healthy, it's delicious, and it's the only protein out there that offers a world of possibilities to make meals so memorable that they keep customers coming back, again and again.

At High Liner Foodservice, we're on a mission to make consumers demand quality seafood. We're going to bring innovations to market that take back the plate. We're going to make seafood something to really celebrate.

TOGETHER, WE WILL HELP CONSUMERS UNDERSTAND WHY SEAFOOD IS BETTER®



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