



HIGH LINER
FOODSERVICE™



**BUFFALO
WILD
WINGS™**

BETTER TOGETHER

SEAFOOD IS *Better*®



JULY 2020



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
WILD
WINGS**

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



Low in
saturated fat



Source of
Omega-3

For over 160 years
FISH 'N CHIPS
has ruled takeout
menus. It's even said
to have fueled the
Industrial Revolution!

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

Features + Benefits

- 1 Ready-Made, Authentic Back-of-House Appearance and Taste
Deliver a crispy, melt-in-your-mouth texture and authentic look every time
- 2 Easy To Prepare
Reduce kitchen labor and minimize service time
- 3 Wide Variety of Options and Unique Coatings Available
Choose options to fit your needs and impress customers with various menu items
- 4 Individual Frozen Portions
Eliminate wasted food and maximize profit per portion
- 5 Pan-Fried in Non-Hydrogenated Vegetable Oil
Provide a better, more consistent product with zero trans fats

FOODSERVICE UNITED STATES

PREPPED

value-added

Beer Battered
Battered
Breaded
Crusted
Fire Roasted
Pan-Seared
UpperCrust®

WILD-CAUGHT

procured

Alaska Pollock
Atlantic Cod
Haddock
Pacific Cod
Scallops
Flounder / Sole
Wild Pacific Salmon

AQUACULTURE

procured

Atlantic Salmon
Pangasius
EZ Peel Shrimp
Pacific White Shrimp
Tilapia

A
PRODUCT
PORTFOLIO
THAT HAS
IT ALL



HIGH LINER

FOODSERVICE

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

2

MENU INNOVATION APPEAL

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

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

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— 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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