



## **Brand History**

### **SEAPAK SHRIMP & SEAFOOD CO.**

#### ***A Heritage of Innovation and Success***

ST. SIMONS ISLAND, Ga. – In 1948, a small enterprise known as the Sea Island Packing Company, on coastal Georgia, pioneered a process that changed the way the shrimp and seafood industry would freeze its products for years to come. The innovation set the stage for the founding of SeaPak Shrimp & Seafood Co., which today markets America’s No. 1-selling retail brand of specialty shrimp.

Prior to World War II, Americans primarily ate foods grown locally and regionally, because there were very few products that could be packed and shipped to distant locations and remain fresh. People who did not live near coastal waterways generally were unable to enjoy seafood such as shrimp, crab and oysters.

Sea Island Packing Company began overcoming this seafood distribution obstacle in late 1948, when it launched operations on the grounds of a former naval training base on Georgia’s St. Simons Island. The company immediately began utilizing a converted naval cold-storage freezer to experiment with different methods of freezing locally caught shrimp.

Within a year, Sea Island Packing Company had developed an Individual Quick Freezing (IQF) process, which “flash freezes” each shrimp to lock in its original state of freshness. Shortly after pioneering this revolutionary new technique, Sea Island Packing Company changed its name to SeaPak Corporation.

SeaPak Corporation used the new IQF technology to launch an exciting new product: peeled, deveined and quick-frozen shrimp. Later, the company added other new products, including raw, breaded shrimp, fish sticks and fish portions.

The rapidly growing business began marketing its line of frozen seafood throughout the Southeast, yet SeaPak still was unable to keep up with nationwide demand. Many grocers did not have large, cold-storage freezers to store the newly developed frozen products. In addition to the grocers’ limited freezer space, there weren’t even enough refrigerated trucks available to transport the products to grocery stores.

SeaPak management then formed Aero Foods to help reach frozen-food aisles everywhere. Using the runways next door that the U.S. Navy operated for pilot training during the war, Aero Foods was able to deliver frozen SeaPak products by air directly to grocers in far-off locales. Soon, consumers all over the country were enjoying delicious frozen shrimp.



In 1976, SeaPak Shrimp & Seafood Co. was acquired by Rich Products Corporation, based in Buffalo, N.Y. Rich's was already one of the nation's largest frozen-food processing companies and the acquisition of SeaPak increased its product portfolio by impressive proportions.

Today, SeaPak Shrimp & Seafood Co. is a seafood industry leader and the country's No. 1-selling retail shrimp brand within the frozen specialty seafood category. The brand offers the nation's widest variety of coastal-inspired seafood favorites, which consumers across America have been enjoying for decades.

SeaPak is committed to making life for consumers a little more coastal, by sharing with them the best tastes and experiences of coastal living. From top sellers Jumbo Butterfly Shrimp, Shrimp Scampi and Popcorn Shrimp to scrumptious Maryland Style Crab Cakes and Shrimp Spring Rolls, SeaPak boasts an extraordinary lineup of mouthwatering products that appeal to seafood lovers of all ages. The signature seasonings, breadings and sauces used in SeaPak products deliver authentic coastal seafood flavor straight to the home dining table.

The company also is respected for its strict adherence to best practices in seafood sourcing and sustainability. To learn more about these policies, see the [Sourcing & Sustainability](#) section of the SeaPak website.

### **About Rich Products Corporation**

Rich Products Corporation is a family owned, global food company defined by innovation and an unparalleled commitment to treating its customers, associates and communities the same way ... *Like Family*. Since 1945, Rich's has been committed to developing food solutions that raise the standards for quality, safety, convenience and efficiency for its customers. As a leading supplier to the global foodservice, in-store bakery and retail marketplaces, Rich's posts annual sales exceeding \$3.3 billion, operates 36 manufacturing facilities spanning six continents, and employs more than 9,200 people across the world. Additional company information can be found online ([richs.com](http://richs.com)), on Facebook ([Rich Products](#)) and via Twitter ([@RichProducts](#)).

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May 2014