



Brand Overview

SEAPAK SHRIMP & SEAFOOD CO.: MAKING LIFE A LITTLE MORE COASTAL

Profile of an Industry Giant

ST. SIMONS ISLAND, Ga., May 2014 – For seafood lovers who know that great, coastal-inspired seafood makes any occasion a little more special, SeaPak is the premium frozen seafood that brings home the best in coastal taste and quality.

Since 1948, SeaPak Shrimp & Seafood Co. has been the trusted brand for seafood products that are so authentic, each bite is reminiscent of coastal vacations.

“SeaPak is committed to making life for our consumers a little more coastal, by sharing with them the best tastes and experiences of coastal living,” explains Daryl Miller, Director of Marketing, SeaPak Shrimp & Seafood Co. “Our goal is to make bringing ‘the taste of the coast’ home to the dinner table both simple and delicious, while evoking special memories of relaxing good times shared with family and friends at your favorite coastal destinations.”

Born from the proud seafood traditions of St. Simons Island, Ga., SeaPak has developed the nation’s widest variety of great-tasting, high-quality shrimp and seafood favorites. Its consumer-preferred, coastal-inspired seafood recipes feature appetizing blends of signature seasonings, breadings and sauces and have made the brand an undisputed leader in the frozen seafood category.

Three SeaPak items – Jumbo Butterfly Shrimp, Popcorn Shrimp, and Shrimp Scampi – are the nation’s top sellers in their respective product segments.

“We’ve worked hard to ensure SeaPak sets the gold standard for bringing coastal originality and flavor to every meal occasion,” Miller points out. “This is coastal-inspired seafood to please seafood-loving families, especially those looking for ways to enjoy quality seafood more often, without having to go to a restaurant. SeaPak products add value to the dinnertime ritual, through their convenience and ease of preparation.”

Product Portfolio

The mouthwatering, authentic coastal flavor of SeaPak products is enjoyed by consumers across the country.

“We offer a lineup of delicious shrimp and seafood items that delights seafood lovers of all ages,” Miller says. “This is authentic seafood taste that figuratively transports you to the coast and can easily make any meal – even a hectic, midweek family dinner – more special and enjoyable, and certainly more coastal.”

Most SeaPak products are available nationally. A selected assortment of SeaPak favorites also can be purchased at Sam's Club, BJ's Wholesale Club, and Costco.

Coastal Shrimp Favorites

Shrimp is America's No. 1-selling seafood, and for good reason. The bite-sized seafood reigns supreme in kitchens as a family favorite, because consumers know that adding shrimp makes any meal more exceptional.

SeaPak's long history begins with shrimp, which accounts for the brand's unmatched variety of delicious, frozen shrimp products:

- **Butterfly Shrimp** – America's favorite butterfly shrimp, SeaPak **Jumbo Butterfly Shrimp** create an ideal seaside meal. The nation's No. 1-selling breaded butterfly shrimp, these are jumbo, tail-on shrimp tossed in SeaPak's signature seasoning and flavorful, crunchy, golden breading. Also available are SeaPak's tail-on **Butterfly Shrimp**, which can be enjoyed as a delicious entrée, appetizer or mini-meal. These shrimp are made with an award-winning breading recipe that includes a light and tasty batter coating. For those who prefer fry-at-home shrimp, SeaPak's **Breaded Butterfly Shrimp** – tail-on shrimp prepared in ready-to-fry breading and seasoning – bring a restaurant-style, seaside favorite to the dining table in three minutes or less.
- **Popcorn Shrimp** – America's No. 1-selling popcorn shrimp, SeaPak Popcorn Shrimp are great for the whole family – a kid-friendly, coastal favorite that can be enjoyed in numerous recipes. These tender, tail-off shrimp are coated in delicate, oven-crispy breading and ready to bake.
- **Shrimp Poppers** – Kids love the big coastal taste that comes in SeaPak's little Shrimp Poppers. These real, minced shrimp are full of flavor, thanks to SeaPak's signature, oven-crispy breading. The delectable poppers add fun to any meal, especially when accompanied by ketchup, ranch or other dipping favorites.
- **Shrimp Scampi** – America's No. 1-selling shrimp scampi, delicious SeaPak Shrimp Scampi features plump, tail-off shrimp prepared in an authentic, traditional garlic butter sauce with a hint of red bell peppers and herbs, for a little extra flavor. This succulent seafood favorite can be baked, sautéed or microwaved and served as the perfect complement to pasta, rice or vegetables, for any dining occasion.
- **Jumbo Coconut Shrimp** – Island flavors are in full force in SeaPak Coconut Shrimp, which are hand-breaded with a crispy, coconut-flake coating and paired with a zesty, orange marmalade dipping sauce, for some tropical flair. These scrumptious shrimp come straight out of the oven in just 12 minutes.
- **Tempura Shrimp** – Dipped in a light tempura batter, tasty SeaPak Tempura Shrimp are torpedo-style shrimp that boast an unbelievably crispy coating. The accompanying sweet-and-spicy orange peel dipping sauce adds another layer of sensual delight.

- **Shrimp Spring Rolls** – Surrounded by a delicate, crunchy wrapper, SeaPak's famously tender shrimp and crisp vegetables create a wave of enjoyment. Excellent for entertaining, this appetizer is sure to add flair to the table and flavor to the occasion.
- **NEW: Parmesan Encrusted Butterfly Shrimp** – A truly unique taste of the coast can be discovered in new SeaPak Parmesan Encrusted Butterfly Shrimp, which were rolled out nationally in early 2014. The celebrated SeaPak jumbo butterfly shrimp get a delicious twist with a crisp Parmesan and Italian herb breading and companion tomato Romano dipping sauce.
- **Complete Meal Solutions** – SeaPak now offers three delicious heat-and-eat meal solutions that are on the table in minutes: **Asian-Style Ginger Shrimp with Rice** pairs savory shrimp with a soy, miso and ginger sauce, all atop a zesty bed of rice. **Shrimp Scampi with Rice** takes seasoned rice and complements it with the real butter and garlic taste of scampi shrimp. Meanwhile, SeaPak **Shrimp & Grits** bring a decidedly Southern favorite to tables across the country – an irresistible meal of tender shrimp with home-style grits, cheese and bacon.
- **NEW: Beer Battered Shrimp** – You'll imagine you're in a local beachside pub when you sample SeaPak's new Beer Battered Shrimp. Introduced in 2014, these authentic, oven-crunchy, pub-style butterfly shrimp are lightly treated with a flavorful beer batter, making them a perfect choice either as a snack or for dinner.
- **NEW: Shrimp 'N Batter** – Perfect for introducing kids to seafood, these bite-sized shrimp are crispy and delicious straight from the oven. Pair with favorite dipping sauces for an enjoyable meal or snack.
- **NEW: Shrimp Fries** – Always a family favorite, fries just received a protein upgrade! These dippable delights are ready in minutes and make any meal or snack a little more coastal.

Coastal Seafood Favorites

Coastal culinary satisfaction from SeaPak does not end with shrimp. The brand has perfected an additional selection of hearty seafood favorites that also deliver an authentic taste of the coast, for a variety of consumer preferences:

- **Maryland Style Crab Cakes** – SeaPak's all-natural Maryland Style Crab Cakes are handmade with real, wild-caught, blue swimming crab and a special blend of traditional herbs and spices. Complemented with aioli sauce on the side.
- **Clam Strips** – The entire family will get that coastal feeling when you bake up SeaPak's oven-crispy Clam Strips. These tender, hand-shucked, Atlantic surf clams

are lightly seasoned and breaded to bake perfectly in minutes, coming out as a deliciously crunchy meal or appetizer, every time.

- **Salmon Burgers** – Fire up the grill and make your backyard more coastal with SeaPak Salmon Burgers. Hand-cut from wild-caught Alaskan salmon, SeaPak Salmon Burgers offer a lighter way to enjoy a burger, while delivering healthy omega-3 fatty acids. They're bursting with flavor, thanks to all-natural ingredients and perfect seasoning, and are terrific served off the grill or from the oven.
- **NEW: Fish Bites** – Crispy and delicious, SeaPak's fun-sized Fish Bites make it easy to get kids enthused about eating seafood. Made from whole-cut Alaskan pollock filets and coated in a crunchy coating, they'll quickly make their way into your mealtime rotation.

Family Size Packages

SeaPak offers many of its popular items in convenient, family sizes. The larger packages provide significantly more ounces and servings per box, making it easier to feed a larger group. Family size packages include:

- Butterfly Shrimp (20-ounce package)
- Popcorn Shrimp (30-ounce)
- Jumbo Coconut Shrimp (18-ounce)
- Shrimp Spring Rolls (20-ounce)
- Parmesan Encrusted Butterfly Shrimp (18-ounce)
- Beer Battered Shrimp (16-ounce)
- Clam Strips (20-ounce)

In addition, larger-sized packaging is available for SeaPak Shrimp Poppers (25-ounce) and Fry Only Breaded Butterfly Shrimp (14-ounce).

For the complete lineup of SeaPak frozen shrimp and seafood products, please visit the [product page](#) on the SeaPak website. For product availability, please use the [product locator](#).

Website visitors also are invited to drift through scores of favorite, easy-to-prepare [recipes](#) featuring individual SeaPak products – for perfect, effortless ways to make any meal a little more coastal in no time.

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), on Facebook ([Rich Products](#)) and via Twitter ([@RichProducts](#)).

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