



FOR IMMEDIATE RELEASE

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SEA BEST EXPANDS SIGNATURE PRODUCT LINE WITH NEW ENTRÉE AND LAUNCH OF SIGNATURE SINGLES

JACKSONVILLE, Fla. (January 5, 2015) — Sea Best® is proud to announce the expansion of its popular value-add Signature product line with the introduction of a new entrée and the launch of Signature Singles. The Signature product line is known for providing customers sophisticated, chef-inspired seafood entrees. The newest addition to the line is a Lobster Au Gratin entrée. The launch of Signature Singles expands on the culinary concept, and offers the same quality in a single-serve, gourmet on-the-go meal that can be prepared in as little as four minutes. The microwavable entrée choices include citrus scallops and linguini, stuffed clams, black bean and shrimp tacos, tilapia Florentine, and spinach and artichoke flounder.

“The new Signature Lobster Au Gratin, as well as the introduction of the Signature Singles line, allows Sea Best to offer a greater variety of quick seafood options to customers looking for high-quality and convenient food items,” said Mark Frisch, executive vice president of Beaver Street Fisheries, manufacturers of Sea Best products. “We look forward to showcasing these new gourmet on-the-go items at the 2015 Seafood Expo, as we simultaneously prepare for these products to roll out to retailers in spring 2015.”

The Signature Lobster Au Gratin entrée, which will initially be available at Publix stores, features sweet lobster over creamy potato cakes, drizzled with a velvety cheese and herb sauce. The portion includes two servings that can be prepared in the microwave or oven.

The Signature Singles products were originally developed for convenience store sales, allowing customers to have gourmet seafood options that are individually sized and can be quickly prepared in a heat-and-serve microwavable tray. Consumer response to a recent pilot program in a select number of Southeastern c-stores was very favorable, leading the company to expand its offering of the products to c-stores and grocery stores across the United States.

For more information about the new Signature products and for retail inquiries, please contact Bluzette Carline at (904) 376-6802.

About Sea Best®

Sea Best® is the flagship brand of Beaver Street Fisheries Inc., a family-owned and operated company that started 60 years ago in Jacksonville, Fla. The brand is sold in retailers nationwide, some of which include Winn-Dixie, BI-LO, Publix, Wal-Mart and Costco. Sea Best offers a full line of frozen fish fillets including premium varieties (ahi tuna, mahi, grouper, snapper), value varieties (cod, catfish, whiting), value-added and breaded seafood (stuffed clams, Maine lobster cakes, shrimp, calamari, scallops) and shellfish (lobster, crab). For more information, visit seabest.com.

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