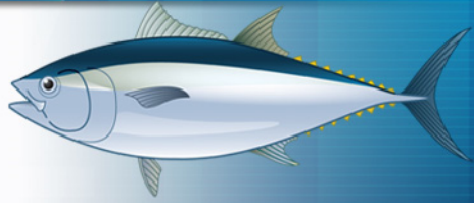


Island Brand
Seafood Imports



Product Handbook



 HACCP APPROVED

 FDA / USDC CERTIFIED

Customers are Talking...

“As an owner, I push your Tuna and Sword products even to my higher-end fresh establishments. They offer consistent quality, have great color, and taste. They are easy to portion and make me money.”

Owner, seafood market & independent
seafood distributor

“As far as I’m concerned, it’s the best frozen Swordfish out there. It’s beautiful... A+ if you ask me.”

Head Chef at a 3rd generation family-owned
mid-scale restaurant

“I have cooked and tasted this product. It is excellent. It’s about as good as I have seen.”

Director of Purchasing for
Cruise Ship Sales, Miami



Product List

All of our products are wild caught.

Tuna & Swordfish Steaks

Code	Portion Size	Description	Case Weight
	4 oz Tuna Steaks	Skinless IVP	10 lbs Case
	6 oz Tuna Steaks	Skinless IVP	10 lbs Case
	8 oz Tuna Steaks	Skinless IVP	10 lbs Case
	10 oz Tuna Steaks	Skinless IVP	10 lbs Case
	12 oz Tuna Steaks	Skinless IVP	10 lbs Case
	6 oz Sword Steaks	Skin-on IVP	10 lbs Case
	8 oz Sword Steaks	Skin-on IVP	10 lbs Case
	10 oz Sword Steaks	Skin-on IVP	10 lbs Case

Tuna & Swordfish Center-Cut Loins

Code	Size	Description	Case Weight
	5-8 lbs Tuna Loin	Skinless IVP	25 lbs Master
	5-10 lbs Sword Loin	Skin-on IVP	25 lbs Master

AAA Sashimi Tuna Saku & Ground Meat

Code	Style	Description	Case Weight
	Tuna Saku Bock	1/2-1lbs IVP	22 lbs Master
	Tuna Ground Meat	1 lbs IVP	22 lbs Master
	Tuna Poke Cubes	1 lbs IVP	22 lbs Master

Kabobs

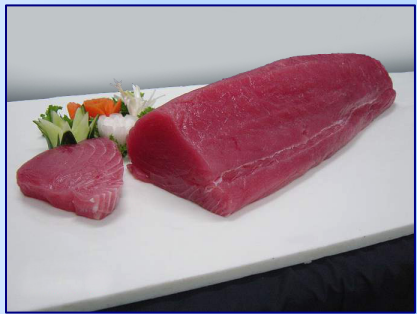
Code	Style	Description	Case Weight
	Tuna Kabobs	IVP Skewers	10 lbs Master
	Sword Kabobs	IVP Skewers	10 lbs Master



Tuna Steaks & Loins

Features & Benefits:

- Cut from fresh Yellowfin Tuna
- Firm texture & excellent color
- Well trimmed, no waste
- Excellent portion control
- USDC, FDA approved, COOL Compliant
- Handling Instructions on master
- Individually Vacuum Packed (IVP)
- Retail and Foodservice sizes
- Sturdy masters, easy turns



Tuna Menu Applications



Bistro Burger



*Casual Dining
Grilled Tuna Steak*



*Upscale
Tuna Tenderloin*



Swordfish Steaks & Loins

Features & Benefits:

- Hand cut from fresh, long-line Swordfish
- Beautiful translucent color
- Excellent texture & flavor
- Skin-on protects the product
- Well trimmed, no waste
- Excellent portion control ensures accurate food cost
- USDC, FDA approved; COOL compliant
- Handling instructions on master
- Sturdy masters, easy turns
- Individually Vacuum Packed (IVP) ensures freshness



Swordfish Menu Applications

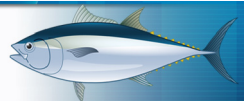
*Bistro
Grilled Swordfish*



*Casual Dining
Lemon Butter
Swordfish*



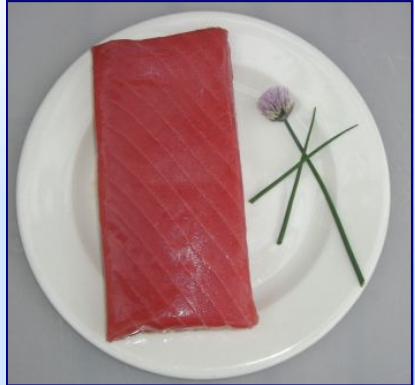
*White Table Cloth
Blackened Swordfish*



AAA Tuna Sushi

Features & Benefits:

- Hand cut from fresh, sashimi grade YF Tuna
- Brine Frozen at -40 Celsius
- Excellent color, texture, flavor
- Perfect trim, no waste
- Excellent portion control ensures accurate food cost
- USDC, FDA approved; COOL compliant
- Handling instructions on master
- 1 lb Individually Vacuum Packed extends shelf life
- Sturdy masters, easy turns
- Protective styros, fancy pack



Tuna Sushi

Brine Freezing Technology

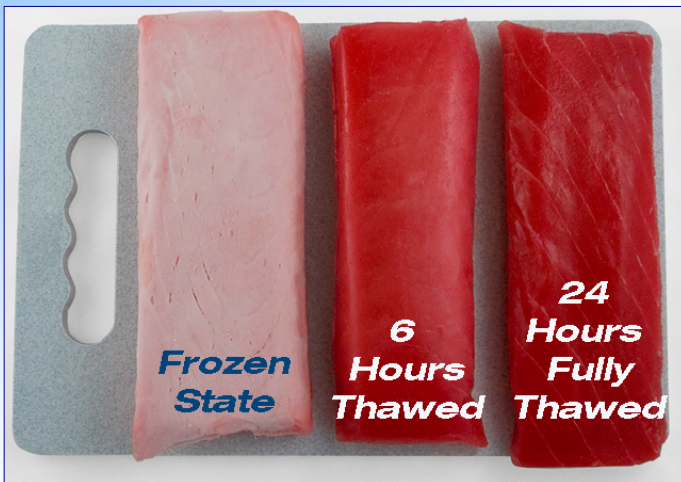
Brine freezing is considered one of the best freezing methods for foods. Traditional freezing can take upwards of 36 hours for the entire product to be frozen solid. During the traditional slow freeze, moisture cells expand and actually tear the muscle meat cells during the process. As a result, during the thaw process moisture “weeps” from the meat and torn cells soften the texture of the product.



In brine freezing technology, the vacuum-packaged product is dipped into a super-cooled liquid bath at -40° Celsius. Freezing occurs immediately and before moisture cells expand to tear the meat. Total freeze occurs in 45 minutes or less. As a result, when the product is thawed out, the texture is still firm and there is minimal water “weeping” loss.

Brine Freezing occurs so quickly, that the product actually turns white in the process. When the product is thawed out, it blooms back to a beautifully rich, beet red color. See the photo below.

We offer Brine Frozen AAA Saku, Tuna Cubes, Ground Meat & Tuna Strips.



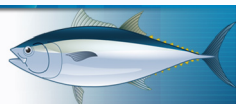
Raw Material Process Flow

Saku Blocks

<p>1. Cutting</p> 	<p>2. Slicing</p> 	<p>3. Saku</p> 
<p>4. Saku</p> 	<p>5. CO Spray</p> 	<p>6. Chilling</p> 
<p>7. Checking & Trimming</p> 	<p>8. Weighing</p> 	<p>9. Vacuum</p> 
<p>10. Freezing</p> 	<p>11. IVP Packaging</p> 	<p>12. Finished Product</p> 

Portion Costulator

Operator Cost/lbs	4 oz	6 oz	8 oz	10 oz	12 oz
\$4.75	\$1.19	\$1.78	\$2.38	\$2.97	\$3.56
\$4.80	\$1.20	\$1.80	\$2.40	\$3.00	\$3.60
\$4.85	\$1.21	\$1.82	\$2.43	\$3.03	\$3.64
\$4.90	\$1.23	\$1.84	\$2.45	\$3.06	\$3.68
\$4.95	\$1.24	\$1.86	\$2.48	\$3.09	\$3.71
\$5.00	\$1.25	\$1.88	\$2.50	\$3.13	\$3.75
\$5.05	\$1.26	\$1.89	\$2.53	\$3.16	\$3.79
\$5.10	\$1.28	\$1.91	\$2.55	\$3.19	\$3.83
\$5.15	\$1.29	\$1.93	\$2.58	\$3.22	\$3.86
\$5.20	\$1.30	\$1.95	\$2.60	\$3.25	\$3.90
\$5.25	\$1.31	\$1.97	\$2.63	\$3.28	\$3.94
\$5.30	\$1.33	\$1.99	\$2.65	\$3.31	\$3.98
\$5.35	\$1.34	\$2.01	\$2.68	\$3.34	\$4.01
\$5.40	\$1.35	\$2.03	\$2.70	\$3.38	\$4.05
\$5.45	\$1.36	\$2.04	\$2.73	\$3.41	\$4.09
\$5.50	\$1.38	\$2.06	\$2.75	\$3.44	\$4.13
\$5.55	\$1.39	\$2.08	\$2.78	\$3.47	\$4.16
\$5.60	\$1.40	\$2.10	\$2.80	\$3.50	\$4.20
\$5.65	\$1.41	\$2.12	\$2.83	\$3.53	\$4.24
\$5.70	\$1.43	\$2.14	\$2.85	\$3.56	\$4.28
\$5.75	\$1.44	\$2.16	\$2.88	\$3.59	\$4.31
\$5.80	\$1.45	\$2.18	\$2.90	\$3.63	\$4.35
\$5.85	\$1.46	\$2.19	\$2.93	\$3.66	\$4.39
\$5.90	\$1.48	\$2.21	\$2.95	\$3.69	\$4.43
\$5.95	\$1.49	\$2.23	\$2.98	\$3.72	\$4.46
\$6.00	\$1.50	\$2.25	\$3.00	\$3.75	\$4.50
\$6.05	\$1.51	\$2.27	\$3.03	\$3.78	\$4.54
\$6.10	\$1.53	\$2.29	\$3.05	\$3.81	\$4.58
\$6.15	\$1.54	\$2.31	\$3.08	\$3.84	\$4.61
\$6.20	\$1.55	\$2.33	\$3.10	\$3.88	\$4.65
\$6.25	\$1.56	\$2.34	\$3.13	\$3.91	\$4.69
\$6.30	\$1.58	\$2.36	\$3.15	\$3.94	\$4.73
\$6.35	\$1.59	\$2.38	\$3.18	\$3.97	\$4.76
\$6.40	\$1.60	\$2.40	\$3.20	\$4.00	\$4.80
\$6.45	\$1.61	\$2.42	\$3.23	\$4.03	\$4.84
\$6.50	\$1.63	\$2.44	\$3.25	\$4.06	\$4.88
\$6.55	\$1.64	\$2.46	\$3.28	\$4.09	\$4.91
\$6.60	\$1.65	\$2.48	\$3.30	\$4.13	\$4.95
\$6.65	\$1.66	\$2.49	\$3.33	\$4.16	\$4.99



Proper Handling & Evaluating Instructions

Thawing Product:

- Refrigerate below 38° F during and after thawing.
- **Very Important:** Slice open the Plastic Barrier Pack before thawing. This allows gases that naturally occur during thawing process to be released from the package.
- Use within 3 days of thawing



Thaw Times: The slower a product is thawed out, the better the finished product. Slow thaw minimizes the amount of moisture that seeps out of the product.

Form	Thaw time in Commercial Cooler
Steaks	24 hours
Loins	48 hours
Saku	36 hours

Organoleptic Testing—“How good is my fish?”

A fish monger will say that the best way to determine the quality of the product is by **Taste, Visual inspection, Smell, and Feel**. That is all that Organoleptic testing is. And yet, there is no better way of evaluating freshness!

Taste: Clean, fresh, with a hint of the ocean

Visually: The product should be translucent, uniform in color, offering a shiny, wet look. It should look clean, reflective and bright.

Smell: Fresh, a hint of sweet or spice, but generally a clean and odorless smell. Any hint of a sour or ammonia smell suggests that the product is old or unsuitable for consumption.

Feel: Meat should be firm in texture and contain a certain degree of elasticity when pressed upon with a finger. Flesh should not be flaccid, but rather robust.

Nutrition Facts	
Serving Size: 4 oz. uncooked (112g)	
Servings Per Container: VARIES	
Amount per serving:	
Calories 180	Calories From Fat 20
% Daily Value*	
Total Fat 2g	3%
Saturated Fat 0mg	0%
Cholesterol 75mg	25%
Sodium 50mg	2%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 31g	
Vitamin A 0%	Vitamin C 0%
Calcium 2%	Iron 4%
* Percent Daily Values are based on a 2,000 calorie diet.	
FROZEN TUNA	
Ingredients : Yellowfin Tuna with CO ₂ and CO (Added as preservative to promote color retention)	
Net Contents : to be weighed at time of sale	
Important : Refrigerate below 38 °F during and after thawing. Remove product from package when thawing. Must use within three (3) days after thawing	
KEEP FROZEN	PRODUCT OF INDONESIA



Master Carton Specifications

Sushi Cartons

Net Weight	22 lbs
Dims	6 ¾ X 19 ¼ X 15 ¼
Cube	1.15
Pallet Stack	6 X 9 High



Steak Cartons

Net Wt	10 lbs
Dims	5 ½ X 15 ¾ X 11
Cube	.55
Pallet Stack	10 X 10 High



Loin Cartons

Net Wt	25 lbs
Dims	6 ½ X 24 X 10 ¼
Cube	.925
Pallet Stack	6 X 10 High



Sales & Marketing Materials

Island Brand
Seafood Imports
Gloucester, MA



Ahi Tuna Steaks, Loins & Saku

(thunnus albacares)

(CO treated for maximum visual appeal)

Features & Benefits:

- Cut from fresh day boat hand line Yellowfin Tuna
- Firm texture & excellent color
- Well trimmed, eliminating waste
- Excellent portion control
- USDC, FDA approved, COOL Compliant
- Handling Instructions on master
- Individually Vacuum Packed
- Retail and Foodservice sizes
- Sturdy Masters, easy turns



Tuna Steaks & kabobs

Code	Style	Size	Description	Case weight	Origin
	Steaks	4 oz	Ind. Vacuum Packed	10 lbs Master	Indonesia
	Steaks	6 oz	Ind. Vacuum Packed	10 lbs Master	Indonesia
	Steaks	8 oz	Ind. Vacuum Packed	10 lbs Master	Indonesia
	Steaks	10 oz	Ind. Vacuum Packed	10 lbs Master	Indonesia
	Steaks	12 oz	Ind. Vacuum Packed	10 lbs Master	Indonesia
	Kabobs	1 lbs IVP	Ind. Vacuum Packed	10 lbs Master	Indonesia

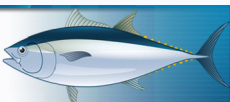
Center Cut Loins

Code	Style	Size	Description	Case weight	Origin
	Loins	5-8 lbs	Ind. Vacuum Packed	25 lbs Master	Indonesia

AAA Brine Frozen Saku

Code	Style	Size	Description	Case weight	Origin
	Saku Bock	½ - 1 lbs	Ind. Vacuum Packed	22 lbs Master	Indonesia

Island Brand
Seafood Imports



Sales & Marketing Materials

Island Brand
Seafood Imports
Gloucester, MA



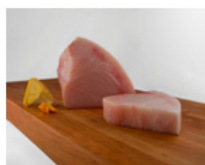
Swordfish Loins, Steaks & Kabobs

(Xiphias Gladius)

(CO treated for maximum visual appeal)

Features & Benefits:

- Hand cut from fresh, Long-line Sword
- Beautiful translucent color
- Excellent texture & flavor
- Skin-on protects the product
- Well trimmed, no waste
- Excellent portion control ensures accurate food cost
- USDC, FDA approved; COOL Compliant
- Handling Instructions on master
- Sturdy masters, easy turns
- Ind. Vacuum Packed (IVP) ensures freshness



Juan Cazals

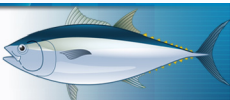
Swordfish Steaks & Kabobs

Code	Style	Size	Description	Case weight	Origin
	Skim-on Steaks	6 oz	Ind. Vacuum Packed	10 lbs Master	Indonesia
	Skim-on Steaks	8 oz	Ind. Vacuum Packed	10 lbs Master	Indonesia
	Skim-on Steaks	10 oz	Ind. Vacuum Packed	10 lbs Master	Indonesia
	Kabobs	1 lb IVP	Ind. Vacuum Packed	10 lbs Master	Indonesia

Center Cut Swordfish Loins

Agar Code	Style	Size	Description	Case weight	Origin
	Skim-on Loins	5-10lbs	Ind. Vacuum Packed	25 lbs Master	Indonesia

Island Brand
Seafood Imports



Sales & Marketing Materials

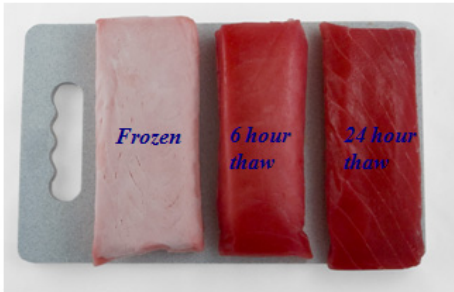


AAA Brine Frozen Tuna Saku

The Science of Taste: Speed of freezing is the key to superior quality frozen sushi. The fastest way to freeze seafood is in the coldest possible environment. Brine solutions are the coldest and fastest method today. The addition of salt to water (Brine Solution) can lower the freezing temperature of the brine solution to -40 Celsius and freezes our AAA Saku blocks in 40 minutes time!

As Tuna freezes, water crystalline cells within the muscle of the meat expand. As the cells expand, they tear adjacent meat cells that are not yet frozen. This tearing continues until the block is completely frozen. In most freezing applications (Blast,Plate,Freezer Room) this takes 18-24 hours. The faster the product freezes, the less tearing occurs. **Tearing = softer flesh. Tearing = moisture loss. Moisture loss = loss of flavor and yield loss!**

During the thawing process, torn flesh weeps (loses) juice (flavor and yield loss) through torn muscle (resulting in soft flesh). **If your customers appreciate greater flavor, firmer texture and better appearance, Brine Freezing Technology is the solution.**



Features & Benefits

- Frozen in 40 minutes
- Sashimi grade
- Firm, moist, full flavor
- Freezes white, 'blooms' out to rich flesh color
- Uniform thickness
- No waste
- IVP for easy storage
- Ideal for sushi chefs

Code	Brine Frozen	Form	Pack	Origin	Brand
	AAA Saku	Blocks	22 lbs IVP (2 X 11 lbs styros)	Indonesia	Island brand
	AAA Strips	Strips	22 lbs IVP (2 X 11 lbs styros)	Indonesia	Island brand
	AAA Grnd Meat	Ground	22 lbs IVP (2 X 11 lbs styros)	Indonesia	Island brand



Notes



Notes



Island Brand's Commitment to You

Consistent Quality Products

Member of the USDC/NOAA plant inspection program

- ✔ *All under the same brand*
- ✔ *Superb quality control*
- ✔ *Market-Smart cuts and packs*



Competitive pricing

- ✔ *Protects you and your customers and ensures margins*

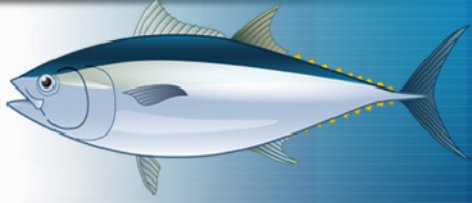


“White Glove” Customer Service

- ✔ *Proactive and Reactive to your needs*
- ✔ *Fast Turnaround*
- ✔ *Creative marketing programs and support*



Island Brand
Seafood Imports



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