



*Charting a course to responsibly managed seafood resources*

**Media Contact:** Janice Tasso  
jtasso@marinenseafood.com  
Office: 774-202-4121  
Cell: 401-439-2525

**FOR IMMEDIATE RELEASE**  
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## **Mariner Seafood, LLC debuts GO WILD™ at the Boston Seafood Expo**

**NEW BEDFORD, MA – March 6, 2017** – Mariner Seafood, LLC announces that it will debut its GO WILD™ brand of super chilled, grab-and-go seafood at the Seafood Expo, to be held in Boston, MA, March 19-21, 2017. This new ready-to-prepare line of wild-caught seafood utilizes proven vacuum skin packaging (VSP) technology adapted to meet seafood's special requirements.

"We believe our GO WILD™ brand of wild-caught fish, shrimp and scallops will transform the way super chilled or frozen wild-caught seafood is brought to market," says Jack Flynn, President of Mariner Seafood, LLC. "As Retailers understand how the proven VSP technology reduces handling, minimizes shrink and strengthens retail customer loyalty, they are certain to jump on board. We invite everyone who attends the Seafood Expo to stop by our booth, #2823, to learn more about the GO WILD™ super-chill-pak technology and its benefits."

The GO WILD™ brand will be available in a wide range of wild-caught seafood, including Alaskan salmon, cod, haddock, flounder, pollock, Golden Redfish, domestic Gulf shrimp and a premium sea scallop from the North Atlantic. Mariner GO WILD™ products are sourced from fisheries worldwide that follow responsible, sustainable, traceable management practices. The product line is fully pre-portioned and case-ready for large or small retailers, as well as for club stores.

As Mr. Flynn notes, "Today's consumer demands healthy high protein food choices with few or no carbs and low fat. Seafood, which is typically rich in beneficial omega-3 fatty acids, is by far the best suited to deliver this. But sometimes, consumers are daunted by the seafood department at their favorite retailer; often they don't know what kind of fish to order and how much to buy. Retailers are left with too much seafood that expires before it's sold. GO WILD™ is a game-changer that will help eliminate these unfortunate experiences on both sides of the

case. Just come by the Mariner booth, and we'll show you how our super-chill-pak technology makes it easy for customers to buy – and convenient for retailers to sell – wild-caught seafood. Satisfied customers, less handling of raw seafood and less shrinkage – these are the key ingredients of a successful seafood program and exactly what GO WILD™ delivers. Our super-chill-pak technology can help bring seafood departments in line to compete nationally with producers of pre-portioned and pre-packaged chicken, pork and beef."

### **About Mariner Seafood, LLC**

Headquartered in New Bedford, Massachusetts – the top value landed port in the United States – Mariner Seafood, LLC operates two facilities. Mariner processes fresh, refresh and frozen pre-portioned seafood, including farmed and wild caught salmon, all species of ground fish, (flounder, cod, haddock, perch), as well as domestic sea scallops and Gulf shrimp, from their BRC-audited, SQF level 2 processing facilities. Products are delivered to markets throughout the U.S. and Canada. Fully dedicated to preserving precious resources, Mariner Seafood only sources from fisheries that follow responsible, sustainable, traceable management practices. The company is a Funding Partner of the Global Sustainable Seafood Initiative (GSSI).

MISSION STATEMENT: Mariner Seafood, LLC truly cares about our customers, our environment, our industry and the consumer. We wholeheartedly embrace our responsibility to educate, inform and share our knowledge and insight to help people live stronger, safe and healthier lifestyles. We will not compromise our belief in providing the highest standard of quality resources, which is essential to serving our customers with excellence.

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GO WILD is a trademark of Mariner Seafood, LLC.

Mariner Seafood, LLC ▪ 14 South Street, New Bedford, MA ▪ 774-202-4121 [www.marinerseafood.com](http://www.marinerseafood.com)