

# *Seafood Marketing*





# Enhancing Your Seafood Varieties

**W**ith the growing consumer demand for seafood options, Excalibur's offerings of Seasoning Blends, Sauces, and Breadings will add excitement to your Seafood Merchandising. We have simple, complete programs designed to create a variety of enhanced products that your customers are looking for, saving them time and most importantly, eliminating the guess work in preparation.

Listed are proven flavor profiles you can easily implement into your daily merchandising plan without adding excessive labor costs. Excalibur's Value Added Seafood Programs will boost both sales and bottom line profits in this ever growing category.

## MARINATING

Soaking unenhanced seafood varieties (static marinating) is by far the simplest way to add value and profit to your seafood program. Enhanced products command increased retail price points offsetting labor costs, reducing shrink, and increasing profit margins. Static

marinating requires from 2 - 24 hours depending on the structure and density of the selection. This can be achieved in the production area or in your display case as part of your presentation. The maximum flavor absorption rate for most finfish applications ranges from 8% to 10%.

### Flavors for Seafood



Excalibur Seasoning features a multitude of marinating options.

Marinade:	Application:
060920: Chili Lime	Raw Shrimp
060928: Alfredo	Raw Shrimp
0600013: Buffalo Wing	Raw Shrimp
0602073: Smokehouse BBQ	Raw Shrimp
060927: Tarragon & White Wine	Raw Shrimp, Salmon, Cod, Whitefish, Shark, Halibit, Tuna or Swordfish Steaks, all varieties of finfish
060914: Red Wine Shallot & Shiitake	Raw Shrimp, Salmon, Cod, Whitefish, Shark, Halibit, Tuna or Swordfish Steaks, all varieties of finfish
0600173: Lemon Pepper Marinade	Raw Shrimp, Salmon, Cod, Whitefish, Shark, Halibit, Tuna or Swordfish Steaks, all varieties of finfish
0600033: Buttery Lemon & Dill	Raw Shrimp, Salmon, Cod, Whitefish, Shark, Halibit, Tuna, or Swordfish Steaks, all varieties of finfish
0600430: Butter Garlic	Raw Shrimp, Salmon, Cod, Whitefish, Shark, Halibit, Tuna or Swordfish Steaks, all varieties of finfish
0601493: Sundried Tomato Basil	Raw Shrimp, Salmon, Cod, Whitefish, Shark, Halibit, Tuna or Swordfish Steaks, all varieties of finfish
0602483: Sesame Ginger Marinade	Raw Shrimp, Salmon, Cod, Whitefish, Shark, Halibit, Tuna or Swordfish Steaks, all varieties of finfish
0600033: Red Wine Pepper Steak Marinade	Raw Shrimp, Salmon, Cod, Whitefish, Shark, Halibit, Tuna or Swordfish Steaks, all varieties of finfish
0602943: Buttery Lemon & Dill	Raw Shrimp, Salmon, Cod, Whitefish, Shark, Halibit, Tuna or Swordfish Steaks, all varieties of finfish





## TOPICAL APPLICATIONS

*Topical applications are a quick and simple way to add value for your consumers and a great justification for higher retail prices in your case. With a small variety of flavor profiles you can create an unlimited variety of products without adding extensive labor cost.*

### Topicals: Small Institutionals

The following products are packaged with **2 jars per case**.

		Weight for Each			Weight for Each
<b>0940006</b>	Captains Bay Seasoning	21 oz (595g)	<b>0940106</b>	Garlic Pepper No MSG	22 oz (624g)
<b>0940016</b>	Lemon Pepper No MSG	23 oz (652g)	<b>0940146</b>	Fajita Seasoning	30 oz (850g)
<b>0940026</b>	Salmon Grill No MSG	30 oz (850g)	<b>0940286</b>	Tropical Rub	26 oz (737g)
<b>0940008</b>	Rosemary Basil Thyme	12 oz (340g)	<b>0940326</b>	Lime Pepper Rub	23 oz (652g)
<b>0940046</b>	Cajun Seasoning	22 oz (624g)	<b>0940336</b>	Mandarin Teriyaki Rub	26 oz (737g)
<b>0940066</b>	Lemon Basil Thyme	13 oz (369g)	<b>0940346</b>	Butter Garlic Rub	29 oz (822g)
<b>0940141</b>	Nashville Hot	21 oz (593 g)	<b>0943824</b>	Sriracha Ginger Beer	18 oz (510 g)
<b>0940528</b>	Vegetable Pepper Medley	11.5 oz (326 g)	<b>0943823</b>	Blackberry, Orange & Gin Melange Rub	23 oz (652 g)

### Retail Shakers

Excalibur Seasoning offers an abundance of seasoning blends that will add to or complement your existing seasoning offerings. This line has taken over 25 years to develop with proven performers and new and creative flavors. Our development department strives to keep the variety exciting by adding new flavor profiles that consumers today recognize through ever expanding food media.

**Call today to find out what varieties you should be featuring to maximize your impulse sales.**



### TOP SELLERS

969020	Argentinean Style BBQ Seasoning (BBQ rub with a kick)	969120	Hot Buffalo Wing Seasoning
969110	Butter Garlic Rub	966640	Prime Time Seasoning
960010	Cajun Seasoning	968990	Salmon Grill
965970	California Garlic & Pepper Seasoning	961500	Smokehouse BBQ (No MSG)
969030	Caribbean Tropical Topical	963530	Sweet & Sassy Garlic Pepper
960020	Grill-In, Grill-Out	965650	Ultimate Grillin' Rub & Sprinkle
		969061	Ultimate Seasoning



## ENCRUSTED PRODUCTS

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*Excalibur's selections of Panko Breading will add a new dimension of menu options for value added merchandising. Listed flavors work great on all finfish applications as well as peeled jumbo shrimp.*

*Simply coat your seafood selection by rolling in selected Panko Breading, bake, pan fry, or*

*deep fry until golden brown. For even more crunch dip the protein or vegetable in oil, water, or an egg wash before breading.*

*Our Panko Breadings are packaged in small institutional bottles for easy use or can be purchased in bulk form for larger scale production facilities and commissaries.*

### **Panko Breading**

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#### **Lemon Pepper – Seasoned Panko Style Breading**

Perfect Flavored Panko with a zest of lemon flavor, rich parmesan cheese and buttermilk, followed by savory garlic.

#### **Sundried Tomato – Seasoned Panko Style Breading**

Gourmet Panko blend containing savory garlic and a nice citric bite from dehydrated and sundried tomatoes.

#### **Farmers Market – Seasoned Panko Style Breading**

Smooth, buttery and fresh are just a few words to describe this bountiful seasoning; balanced and with rich full flavor to compliment every protein.

#### **Garlic Ranch – Seasoned Panko Style Breading**

Traditional and an all-time favorite flavor profile! Savory and full of sweet garlic notes.

#### **Sundried Tomato Parmesan – Seasoned Panko Style Breading**

Essence of Italy! Sweet sundried tomatoes, herbs and aged grated parmesan cheese take you on a trip to your favorite Italian village.

#### **Santa Ana – Seasoned Panko Style Breading**

This seasoning is spicy, but yet not too much... smoky, but just the right amount... and oh so flavorful on any protein. The flavor is robust and complements all varieties of finfish. Cooks up darker, yet very attractive.

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*For that extra 'Crunchy' alternative try our two new corn flake crumb seasonings...*

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#### **Caribbean Jerk – Seasoned Encrusting Blend**

Sweet brown spices, garlic and a zip of Guajillo pepper take you to the islands for a Caribbean flare and abundant flavor!

#### **Bayou Cajun – Seasoned Encrusting Blend**

Bon Appetite! This spicy seasoning embodies bold flavors of onion, garlic, red, black and white pepper balanced nicely with thyme and herbs.