

introduction in 1988 has continued to gain strong market share notably at the higher end of the retail market. Lyons Seafood which specializes in prawns and shrimp produces no less than 25 different chill products based upon prawns and shrimp in sauces, brine and controlled atmosphere packaging. At ANUGA Lyons introduced three new coated king prawn products with different flavoured dips. These products add to a huge range of frozen products offered by Lyons and reflect increased demand from seafood consumers for more exotically flavoured products.

Among "ready to eat" products on display at the UK stand was a variety of smoked fish packed as single portions in vacuum wrapping. The range which includes 9 varieties of smoked fish are don't require refrigeration and can be hung from a display rack eliminating the need for expensive chill storage space.

The UK stand also had a Canadian dimension with Connors Seafoods Ltd. of Peterhead, Scotland. Among its product line Connors was promoting a variety of groundfish products with different stuffings. As a Canadian company with a European base Connors feels well placed to take advantage of opportunities emanating from the formation of the inner market in 1992.

#### FRANCE

The large French stand at ANUGA grouped seafood exhibitors in one area. Some 20 firms displayed under the auspices of FIOM, a quasi public body which is charged with the responsibility of promoting French seafood both domestically and abroad. In addition to participation at food shows, FIOM sponsors seminars and promotion days to acquaint buyers with French seafood and distributes promotional literature.

France is primarily a consumer of fresh fish and shellfish and much of the display at the French stand featured fresh products. However, the growing importance of frozen prepared products was also in evidence. At 38,000 tonnes in 1988, fish and seafood-based ready meals make up the largest group of frozen ready meals produced in France.

These products are in keeping with the French tradition of gastronomy. Of particular interest was a line of light meals in the tradition of grand cuisine which utilized amongst other raw materials, Canadian lobster and crab. The product line manufactured by Kermad and presented in dramatic black packaging includes 14 different items to date. The products are designed for food service.

The company Elkagel has developed a range of products under the rubric "cuisine du monde" which caters to the interest in more exotic food with different flavours. The range of 17 products which represent recipes from all over the world includes both seafood and meat dishes. Products from each continent are colour coded