

SPECIALTY PRODUCTS/VALUE-ADDED

As with all major trade shows, *SEA FARE INTERNATIONAL 1992* provided a forum for firms to showcase new products, specialty seafood, and value-added items. Many of the new products available at the show were offered to visitors for taste demonstrations and packaging and display ideas were accented in most of the booths at the show. Major trade shows provide exhibitors unique opportunities to reach all levels of the food industry including consumers through product sampling and general negotiation. A large number of firms and individuals associated with the foodservices industry view food trade shows as an excellent opportunity to touch, taste see, feel and discuss new products and new packaging information.

Two forms of value-added seafood products dominated the majority of new products developed by individual firms: [1] low-fat breaded seafood items ranging from surimi to aquaculture catfish; and [2] healthy-oriented seafood salads and seafood products prepared in various types of salads. Booths with product sampling are guaranteed to entice curious visitors to the show, largely because the atmosphere allows for casual conversation and price enquiries. Many of the specialty/value-added products on display at the show are highlighted and described in brief below.

BROTHS

Clam and lobster broths in dry powder form in ready to use packaging; 12x2.5 oz packets per carton; all natural, no additives.

CATFISH STRIPS

Farm fresh, lightly breaded catfish strips; flavours include plain, breaded, jalapeno, cajun and marinated Fajita; 1.5 oz; 106 per pack.

CATFISH

Country-style, fried and breaded catfish fillets, strips and nuggets.

CHOWDER

One-half gallon frozen all natural chowders in plastic containers; fish, Manhattan clam, New England clam, lobster, and seafood; 8-½ gals weighing 33lbs.

CHOWDER

Frozen microwaveable boil in bag (12oz); 6x8x1.5; seafood, clam, fish, and bermuda fish; 12 pkg per case; 10lbs per case.

CLAM JUICE

Cooked, filtered and ready-to-use clam juice; 12-46 oz cans per case.