



The TASTE of the COAST™

SEAPAK SHRIMP COMPANY BRINGS TASTE OF THE COAST

TO KITCHEN TABLES ACROSS THE COUNTRY THIS LENTEN SEASON

St. Simons Island, Ga., Feb. 17, 2011 – This Lenten season, when millions of Catholics, Anglicans and others are abstaining from meat on Fridays, SeaPak Shrimp Company offers ideal meatless meal alternatives: great-tasting, coastal seafood favorites!

From top-selling Jumbo Butterfly Shrimp and scrumptious Shrimp Scampi, to savory SeaPak Salmon Burgers and all-new Popcorn Fish, SeaPak's products are so tasty that no one will be left hungry for more during the Lenten season.

"SeaPak was founded and is still located on a beautiful island off the coast of Georgia. We know what a delicious seafood meal should taste like," said Scott Corey, Senior Marketing Manager, SeaPak Shrimp Company. "We've been perfecting our breading, seasoning and sauce recipes for more than 60 years, and it's our goal to help bring the authentic taste of the coast to every kitchen table in the country."

SeaPak's variety of seafood favorites, available nationally, also offers a perfect way to meet the USDA new [dietary guidelines](#). Updated once every five years as mandated by congress, the guidelines provide the most current advice for making food choices to promote good health, maintain a healthy weight, and help prevent disease. *For the first time, the guidelines recommend eating 8 ounces of seafood each week.* Americans are encouraged to eat at least 5.5 ounces of protein each day. The guidelines specify that 22% of that protein should come from a variety of seafood because it's a lean protein that provides Omega 3 fatty acids, iron, zinc, vitamins B12 and D, and other critical nutrients vital for optimal health.

SeaPak recently launched a new seafood favorite -- Popcorn Fish -- modeled after the brand's top-selling Popcorn Shrimp. They are delicious and sophisticated improvements to the traditional minced fish stick. Popcorn Fish are round, bite-sized treats cut from whole, flaky white fish fillets.



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They provide a more nutritious alternative to chicken nuggets or hotdogs for kids and are ideal for a variety of occasions from snack-time to appetizers, and even as a center-of-the-plate dish. The quality fish, perfectly breaded with SeaPak's signature, golden breadcrumb coating, pops with flavor that appeals to both adults and children.

National Taste of the Coast Advertising Campaign:

Just in time for Lent, SeaPak has launched a national multi-media "Taste of The Coast" advertising campaign featuring : 30 and :15 second television spots as well as national print and online advertisements. In addition, two compelling vignettes have been created in partnership with Food Network, showcasing delicious SeaPak shrimp and seafood recipes that viewers can immediately prepare in their own kitchens. The ads and the new cooking vignettes will also appear on FoodNetwork.com, the #1 food and cooking destination online. Fans can also view them on SeaPak's [YouTube channel](#). The cinematic ads depict an outdoor setting in the Midwest being magically transformed to a beachside setting the minute the family takes a bite of seafood.

"When consumers eat SeaPak's shrimp and seafood products at home, we hope the delicious flavor and seasonings will remind them of good times and good meals enjoyed at the beach," said Corey. "We stand behind the authenticity of our coastal taste."

2nd Annual SeaPak Coastal Getaway Sweepstakes:

Four grand prize winners will receive a Coastal Getaway for two on scenic St. Simons Island, a pristine barrier island off of the coast of Southeast Georgia. St. Simons Island, home to SeaPak Shrimp Company since 1948, offers visitors beautiful beaches, numerous recreational activities, a rich history, and, of course, great seafood!

Each of the four grand-prize winners will receive a three-day, three-night vacation for two. In addition to swimming in the surf and relaxing in the sun, the winners will enjoy a private, gourmet seafood dinner hosted by SeaPak at the St. Simons Island Heritage Center. They will also be able to take a tidal marsh boat tour and experience a variety of other fun coastal activities.



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"Our first annual Coastal Getaway Sweepstakes was a huge success," said Corey. "It was wonderful to meet a few of our fans in person. We're thrilled to be able to bring winners to this wonderful island we call home."

The contest, which runs through April 30, 2011, can be entered at www.seapak.com. In addition to the four grand prizes, entrants will be eligible to win one of 200 first prizes: A one-year subscription to [Coastal Living Magazine](#). Established in 1997, this elegant magazine is a favorite of residents, vacationers, and others who are interested in the Atlantic, Pacific, and Gulf coasts. Each issue features articles on home design and architecture, coastal lifestyles, coastal issues of interest and concern, and other topics that promote a high quality of life.

"We can't bring everyone to the beach," said Corey, "But we can ensure our products deliver the authentic and great taste of the coast to kitchen tables across the country!"

Toast to the Coast: Try This Delicious Recipe for Lent:

Baja Popcorn Fish Tacos



Prep Time: 8 minutes Cook Time: 15 minutes
Makes: 8-10 tacos

Tacos

- 1 (22 oz) package [SeaPak Popcorn Fish](#), frozen
- 8-10 soft flour, heated according to package directions (can substitute crispy corn tortillas)
- 1 (16 oz) bag of fresh slaw (or 1/2 head of shredded cabbage)



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1 (11 oz) can mandarin oranges, drained
1 (15 oz) can black beans, rinsed and drained
1 avocado, diced
2 Tablespoon fresh cilantro chopped (optional)
Juice from 1 lime (about 2 tablespoons)
1 tablespoon honey
Taco sauce (recipe below)

SeaPak's Tasty Taco Sauce

8 oz sour cream
1 (1 oz) packet ranch dressing mix
1 (1.25 oz) packet taco seasoning

PREHEAT oven to 425F.

BAKE popcorn fish according to package instructions.

MIX sour cream, ranch dressing and taco seasoning. (You can use a little milk to thin the sauce if desired.) Chill in the refrigerator until ready to serve.

PLACE slaw (or shredded cabbage), mandarin oranges, black beans, avocado, cilantro in a large bowl.

PLACE lime juice and honey in a small bowl and stir together. Pour over slaw mixture and toss until well mixed and coated .

ASSEMBLE tacos. Spoon 1-2 tablespoons of Taco Sauce onto a tortilla. Add slaw mixture and top with a hot popcorn fish. Serve immediately.

For more great recipes and preparation ideas, visit www.SeaPak.com, or join us on [Facebook](#)

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