

DISCOVER A DELICIOUS & SUSTAINABLE SEAFOOD SOLUTION & MAKE MORE PROFIT!

fast & delicious

BY KING & PRINCE SEAFOOD®

VOLUME 3

INTRODUCING

Craft Beer Battered™
Popcorn Shrimp

FEATURING

The formula to success
is not a secret

DISCOVER

The Craft Beer
Battered™ Family



FEATURING

THE MRS. FRIDAY'S® STORY

THE FORMULA TO SUCCESS IS NOT A SECRET



The ingredients of any successful business venture are consistent. A product or service that someone wants, a means to supply it, the right person to lead, and a dedicated and industrious workforce. The magic is in the interworking of the elements, the courage and determination of the leadership. One of the keys to the success of King & Prince Seafood® has been to manufacture and sell quality seafood since 1924.

Ray Sellers was the owner from 1952 to 1961 and loved the seafood industry. There were many in the seafood industry who added extra water glaze and additional breading to the product but not King & Prince Seafood®. Shrimp pricing was based on weight. A supplier might cheat on adding more breading or water to increase the weight, or the sizes may

be mixed in the packages. Mr. Sellers had great integrity and insisted that our customers would be given only the highest quality products each time they purchased from us. The company benefited greatly from his reputation.

Our Brunswick, Georgia plant was converted from manufacturing Liberty ships during World War II to exclusively manufacturing frozen breaded shrimp in 1949. This allowed King & Prince Seafood® to have access to wild-caught shrimp and a hard-working labor force to manufacture quality seafood.

Enjoy our latest edition of fast & delicious, featuring our new Craft Beer Battered™ Popcorn Shrimp manufactured with pride at our historic Brunswick facility.



INTRODUCING
Craft Beer Battered™
Popcorn Shrimp

Shrimp Basket

Mrs. Friday's® Craft Beer Battered Popcorn Shrimp (#097698)

Wild-caught, tail-off popcorn shrimp are carefully coated with our handcrafted, back-of-house batter made with Sam Adams Boston Lager®. Great for all-you-can-eat or on-the-go opportunities.

FEATURING
Craft Beer
Battered™
Pollock

All Natural
MSC Certified
Wild Caught

Craft Beer
Battered™ Pollock
Fish 'n Fries

MSC Certified pollock is sourced from Alaskan waters, the most sustainable fishery in the world. Each fillet is coated in a handcrafted signature batter featuring Samuel Adams Boston Lager® craft beer.

All Natural
MSC Certified
Wild Caught

FEATURING
Craft Beer
Battered™
Cod

Craft Beer
Battered™ Cod
Sandwich



White, flaky and tender fillets, made with all-natural, MSC Certified, premium cod wild caught in pristine Alaskan waters. Each fillet is coated in a signature batter featuring Samuel Adams Boston Lager® craft beer. Taste the hops in every bite!

FEATURING
**Craft Beer
Battered™
Shrimp**



Shrimp Platter

**with Waffle Fries &
Broccoli Ranch Slaw**

Plump tail-off shrimp coated with a savory batter using premium Samuel Adams Boston Lager® deliver a unique flavor, with a homemade appearance that adds value to any menu.

THE STORY OF THE SEA

SEAFOOD SUSTAINABILITY

■ ■ ■

With over 90 years of experience, King & Prince Seafood® is dedicated to **sourcing sustainably harvested seafood**. We continue to develop relationships with fisheries and farming operations that are certified sustainable to ensure **long-term supply**. At King & Prince, we primarily focus on **MSC and BAP certifications** as part of our sustainability efforts. We are **committed** to collaborating with sustainable seafood organizations and providing our customers with **traceable seafood solutions**.



MARINE STEWARDSHIP COUNCIL (MSC)

Most widely recognized global sustainability certification for wildcapture fisheries which sets a standard for sustainable fishing.

Focus on ensuring science-based quota systems to dictate allowable catches as well as eliminating Illegal, Unregulated, and Unreported (IUU) fishing.

Standard consists of three core principles:

1. Sustainable fish stocks
2. Minimizing environmental impact
3. Effective management.



BEST AQUACULTURE PRACTICES (BAP)

Most widely recognized global sustainability certification for farmraised species developed by the Global Aquaculture Alliance.

Standards address environmental and social responsibility, food safety, animal welfare, and traceability in a voluntary certification program for aquaculture facilities.

BAP standards are practiced for the entire aquaculture production chain, including farms, processing plants, hatcheries and feed mills.





Facts About Our Craft Beer Battered™ Seafood

Handcrafted Appearance

Signature batter for a great back-of-house look.

Sustainability Guarantee

Cod & pollock are MSC certified and sourced from Alaska.

Reduce Labor Costs

Labor is the single biggest challenge operators face.*

Consistent Product

35% of operators are moving to further processed menu items for a more consistent product.*

Made with Sam Adams®

Sam Adams® is the largest craft brewery in America.

*(Source: Cleveland Research Company, 2019)

81% of operators
menu craft beer among
Top 500
restaurants featuring alcohol.

Source: Technomic, 2019

Craft beer drinkers
focus on
style & flavor profile.

Source: CSNews, 2019

55% of operators
want to simplify back of
house menu items.

Source: Cleveland Research Company, 2019

46% of consumers
are ordering craft beers AFH
more often than 3 years ago.

Source: Technomic, 2019

THE POWER OF SHRIMP



Shrimp is the most menued shellfish, with 65% menu penetration in 2017*

84%

of consumers are likely to order shrimp**

52%

of consumers are likely to order fried shellfish**

35%

of boomers eat breaded shellfish occasionally**

WHY FISH & CHIPS?



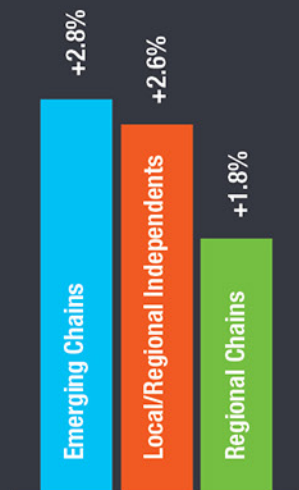
Fish & Chips have an excellent ability to draw customers to your restaurant. Save labor cost by using value added seafood, rather than a back-of-house batter station.

NEARLY 1/2 of all fish & chips are menued at **CASUAL DINING RESTAURANTS***

62% of consumers **EAT FISH AT LEAST once a month***

FISH & CHIPS are increasingly featured in **INDEPENDENT & EMERGING US chain menus****

Fish & Chips Growth Across Menus (2015-2019)



HOW TO START

Feature Fish & Chips as an LTO

This will give you a good idea of customer demand.

Use HIGH QUALITY FISH & talk it up

Call out the species, Alaska, wild-caught, flaky, and sustainable where applicable.

Craft Beer Battered™ Popcorn Shrimp Gilroy Garlic Fries



INGREDIENTS FOR 1 PORTION

30 Popcorn Shrimp (#097698)

6 Ounces Fries, Skin On

3 Tablespoons Olive Oil, Lite, Divided

2 Cloves Garlic, Minced

2 Tablespoons Parsley, Chopped, Divided

3 Tablespoons Parmesan Cheese, Finely Grated

Sea Salt, Black Pepper, To Taste

3 Ounces Lemon Aioli

METHOD OF PREPARATION

Fry the shrimp at 350°F until an internal temperature of 165°F is reached.

Toss shrimp in half of the oil, garlic, parsley, salt, pepper and Parmesan cheese.

Fry the French fries until golden and crispy, toss in the rest of the oil, garlic, parsley, salt and pepper.

Place the shrimp on top of the fries.

Serve with a side of lemon aioli.



Craft Beer Battered™ Popcorn Shrimp OTT Mac & Cheese Skillet



INGREDIENTS FOR 1 PORTION

30 Popcorn Shrimp (#097698)

12 Ounces Mac & Cheese

1 Chive, Chopped

4 Slices Bacon, Cooked Crispy and Chopped

1/4 Cup Panko, Mixed with Olive Oil, Chives,
Salt and Pepper

METHOD OF PREPARATION

Preheat oven to 375°F, butter skillet.

Put the mac & cheese into the skillet folding in the chopped bacon and sprinkle panko mixed with olive oil, chives, salt and pepper.

Bake for 20-30 minutes.

Fry the shrimp at 350°F until an internal temperature of 165°F is reached.

Place the shrimp on top of the mac & cheese and sprinkle with additional chives.





DELICIOUS
CRAFT BEER BATTERED™
SEAFOOD
 with a great sustainability story

Call today: 800.632.5464

Code	Mrs. Friday's® Craft Beer Battered™	Case Pack	Est. Oper. Cost/Piece
078602	Cod Fillets, 2 oz.	4/2.5#	\$0.92
078603	Cod Fillets, 3 oz.	4/2.5#	\$1.38
078604	Cod Fillets, 4 oz.	4/2.5#	\$1.84
078612	Pollock Fillets, 2-3 oz.	4/2.5#	\$0.85
097699	Tail-off Shrimp, 28/36	4/2.5#	\$0.24
new 097698	Popcorn Shrimp	4/2.5#	\$0.07

KING & PRINCE®
SEAFOOD

Sea. Taste. Enjoy!



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