

CRUNCH TIME

BREADED & BATTERED
THE MAKING OF A CRAVING



SPOT THE DIFFERENCE

Breaded and Battered fish offers the flavor and crispy mouth-feel that consumers crave, plus the versatility and variety of menu options that operators crave.

From classics like fish-n-chips, to fish tacos and fish sandwiches, our wide range of Breaded and Battered products has something for every segment; from large-scale establishments like healthcare and quick-serve, to local restaurants looking for take-out and delivery options.

“FISH AND CHIPS ARE ONE OF THE TOP 10 ITEMS ORDERED FOR TAKE-OUT AND DELIVERY IN 2020.”

—DOORDASH



FEATURES & BENEFITS

PERFORMANCE: FRIED OR BAKED • STYLE: FILLETS, BLOCK CUT AND SHAPED • APPLICATION: CENTER OF THE PLATE, SANDWICHES, FISH N' CHIPS

BREADED

BREADED PRODUCTS CAN BE TOP COATED OR COMPLETELY ENVELOPED IN COATING RAW-BREADED OR OVEN-READY

Classic Preparation

- SIMPLE TO PREPARE
- COOKS FROM FROZEN
- EXCELLENT SOURCE OF PROTEIN
- COOKS LIGHT, GOLDEN AND EXTRA CRISPY
- NATURALLY MOIST, WHITE AND FLAVORFUL
- HIGH-END WILD ALASKA POLLOCK
- GREAT SELECTION OF CUTS AND APPLICATIONS
- FROM SMALL-BITE STARTERS TO CENTER OF THE PLATE

Types of Breaded Systems

- AMERICAN BREAD CRUMB (ABC)
- PANKO
- CORNMEAL
- WHOLE OR 10 GRAIN
- CRACKER
- POTATO
- PARMESAN
- TORTILLA
- BLENDED



FEATURES & BENEFITS

PERFORMANCE: BEST WHEN FRIED • STYLE:
HANDCUT FILETS • APPLICATION: FISH N' CHIPS

BATTERED

BATTERED ARE COMPLETELY ENVELOPED IN
COATING RAW-BATTERED OR OVEN-READY

Classic Preparation

- HAND-CUT FILLETS
- PRECISE PORTION SIZES
- EATS LIGHT
- SUPERIOR MOUTH FEEL
- WILD ALASKA POLLOCK
- FREEZER TO FRYER TO PLATE
- FUNCTIONAL INGREDIENTS
- HIGH LEVEL OF MENU VERSATILITY

Types of Battered Systems

- REAL BEER is a great base for batter! Using the beer producer's name can give the dish more interest.
- PUB STYLE PubHouse fillets are hand-cut, natural fillets dipped in our exclusive beer flavored batter.

**"MOST COMMON
ENTREES—SUCH AS
FISH N' CHIPS—FOUND
ON 10.9% OF MENUS
(UP 2% SINCE 2016)"**

**—GRIFFITH FOODS;
DATASSENTIAL 2020**



WILD ALASKA POLLOCK

Tender and flaky, Wild Alaskan Pollock is the perfect complement to our breadings and batters.

Abundant & Impressive

Wild Alaskan Pollock is the most abundant fish species harvested in Alaska waters. Managed carefully by NOAA fisheries and certified sustainable, Alaska Pollock is an environmentally responsible seafood choice. Cousin to the codfish, its lean, snow-white meat, delicate texture and mild taste make it one of the most versatile and healthy choices available.

40%

Millennials expect restaurants to only serve sustainable seafood.

66%

US consumers say it's important that their food is produced sustainably.

94%

US consumers say they are more likely to order seafood when the word "Alaska" is used as a menu descriptor.

1959

The year sustainability was written into Alaska's state constitution—also the year Alaska became a state.

3-1

Consumers prefer wild seafood over farmed seafood by a ratio of 3-1.

2016

Alaska Seafood became the #1 protein brand on US menus—surpassing even certified Angus Beef.

• IQF Fillets



• IQF Loins



• Deep Skin Block



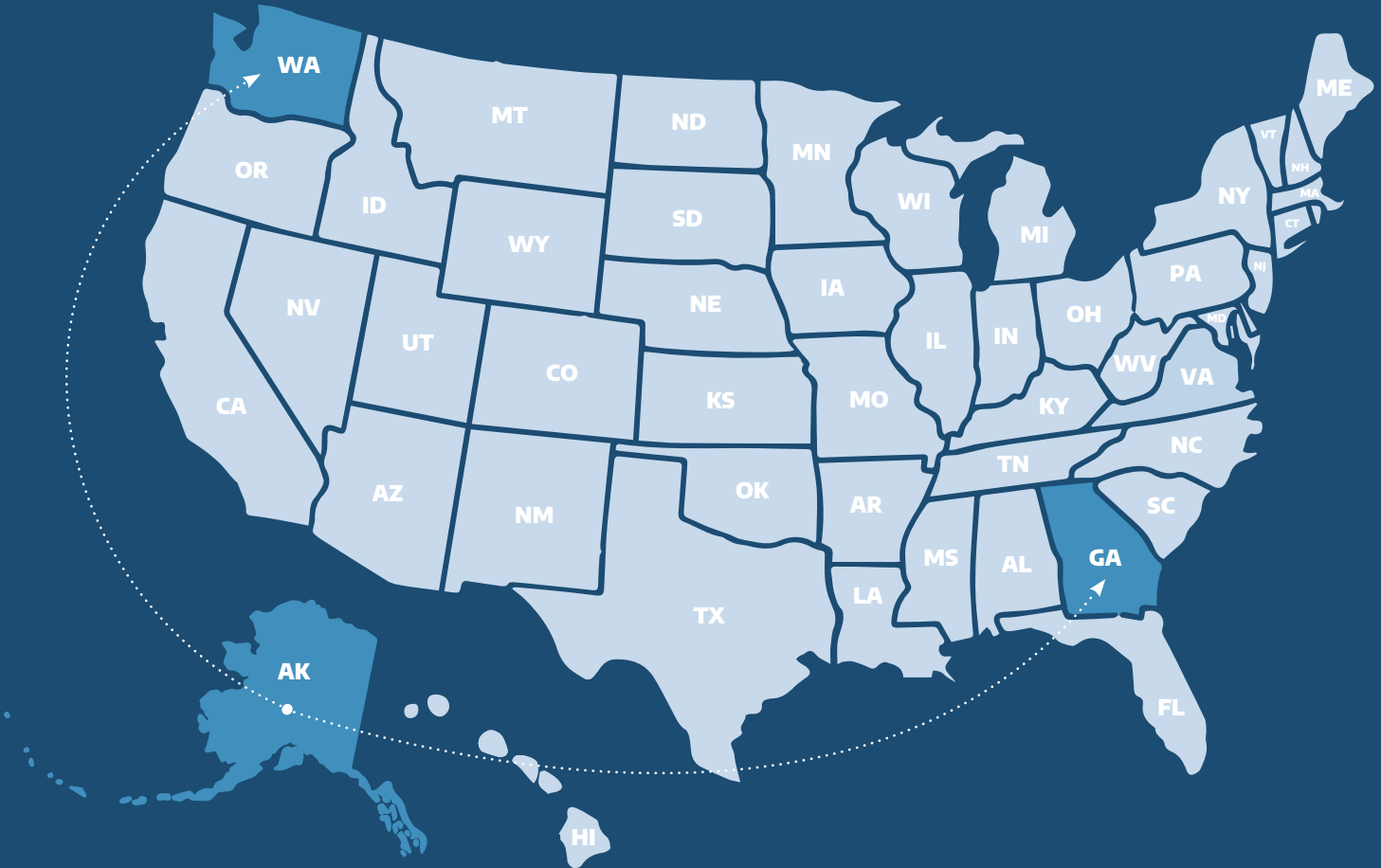
• Pinbone Out Block



• Minced Block



THE JOURNEY



From whole fish caught by hard-working, independent fishermen in the icy Bering Sea waters of Alaska, our Wild Alaska Pollock is converted into fillets and blocks, frozen only once, then packaged and sent to our lower 48 plants in Washington and Georgia. This 'value added' processing is where our battered and breaded systems are incorporated before making their way to you and your consumers' plates.



Whole Fish Processed	Fillets and Blocks Produced	Frozen	Cold Storage Transport	'Value added' and packaged	Consumers' Plate
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5303 SHILSHOLE AVE NW, SEATTLE, WA 98107
(800) 367-6065 (206) 783-3474
FAX: (206) 782-7246 E-MAIL: Sales@TridentSeafoods.com

www.TridentSeafoods.com