



# LENT SEASON IS SEAFOOD SEASON

Sustainable, Craveable Wild Alaska Seafood



PRE-CUT FILLETS



BULK MOJI™ SUSHI



PUBHOUSE®



CRISPY BATTERED  
SAUCEABLE NUGGETS



IPA BEER BATTERED  
WILD ALASKA POLLOCK



ENTRÉE REDI™  
WILD ALASKA POLLOCK



REDI GRILLED™

Read On for Exclusive Rebate Offer

# SAVE BIG WITH OUR LENT REBATE

Get \$10 OFF one case (up to \$300) on customer favorites, for a limited time only!

Offer valid from January 19<sup>th</sup> through June 19<sup>th</sup>, 2026



Click here for rebate details

## FEATURED PRODUCTS



### CRISPY BATTERED SAUCEABLE NUGGET

144145

Fast to fry, endlessly versatile, and ready to be sauced - these bite-sized nuggets are a menu workhorse built for bold menus and busy kitchens.

### PUBHOUSE®

491543, 491152, 418446, 418440, 435706

Made with real beer batter, hand-cut fillets, a light crunch, authentic robust flavor, and precise portion control.

### REDI GRILLED™

410337, 420209

Where convenience meets quality. Fully cooked, grill marked, and ready to serve, these delicious products cut down on prep time.

### IPA BEER BATTERED WILD ALASKA POLLOCK

143770

These restaurant-ready fillets boast all-natural, wild-caught fish in a light, crispy IPA batter bursting with hoppy depth.

### ENTRÉE REDI™ WILD ALASKA POLLOCK

427753, 427726, 424913, 117542

A revolutionary line of perfectly portioned products that deliver on form, function and flavor. An innovation that sears beautifully, preserves moisture, and keeps fish intact.

### BULK MOJI™ SUSHI

143337, 143338

Made with catering, large cafeterias, or grab-and-go options in mind, our ready-to-eat California Roll and Spicy Crab Roll are a convenient and delicious solution.

### PRE-CUTS

418057, 418061

Pre-cut Wild Alaska Pollock and Cod fillets provide a versatile, healthy, and convenient seafood solution where chefs can showcase their creativity.

## WHY WILD ALASKA AT LENT?

Approximately 25% of Americans observe Lent, equating to roughly 85 million people. Lent provides an increase of 8 million servings of seafood per week to the commercial foodservice industry every March.

### ALASKA ON THE MENU DRIVES SALES

73%

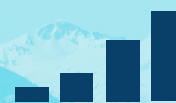
OF CONSUMERS are willing to pay a premium for seafood sourced in Alaska.

### CONSUMERS WANT SUSTAINABLE SEAFOOD



SUSTAINABLE SEAFOOD HAS SEEN A  
**+427%**  
10-YEAR GROWTH

### INCREASED SEAFOOD CONSUMPTION



Driven by GEN Z at 29% and MILLENNIALS at 31%

This is due to seafood's great health benefits and its perception as a more sustainable source of protein.