



fisherking
SEAFOODS

EAT LIKE ROYALTY

COLD WATER LOBSTER

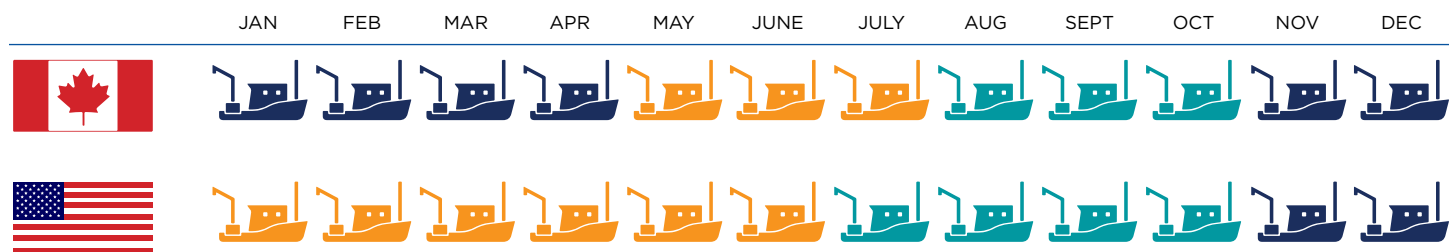
Homarus americanus

A North Atlantic Treasure

Trap-caught by day-boats in the rich inshore and offshore waters of the North Atlantic, our Cold Water Lobster is packed full of delicious mouth-watering meat. Our premium quality lobster is harvested year

round in over 30 distinct fishing areas. We offer a variety of frozen formats of cooked meat and in-shell items to provide versatility for all applications.

FISHING SEASONS



FISHING SEASON LEGEND

CANADIAN FISHING SEASON

Winter Production

October – December:

Hard shell lobster and production of larger tails.

January – April: Limited production due to weather and market sized lobster production only.

Spring Production

Hard shell lobsters and prime canner lobster production. Majority of tails produced are smaller sizes.

Fall Production

Soft shell lobsters and limited production. Some canner sized production available.

AMERICAN FISHING SEASON

Winter Production

November – December:

Hard and soft shell lobster mix.

Spring Production

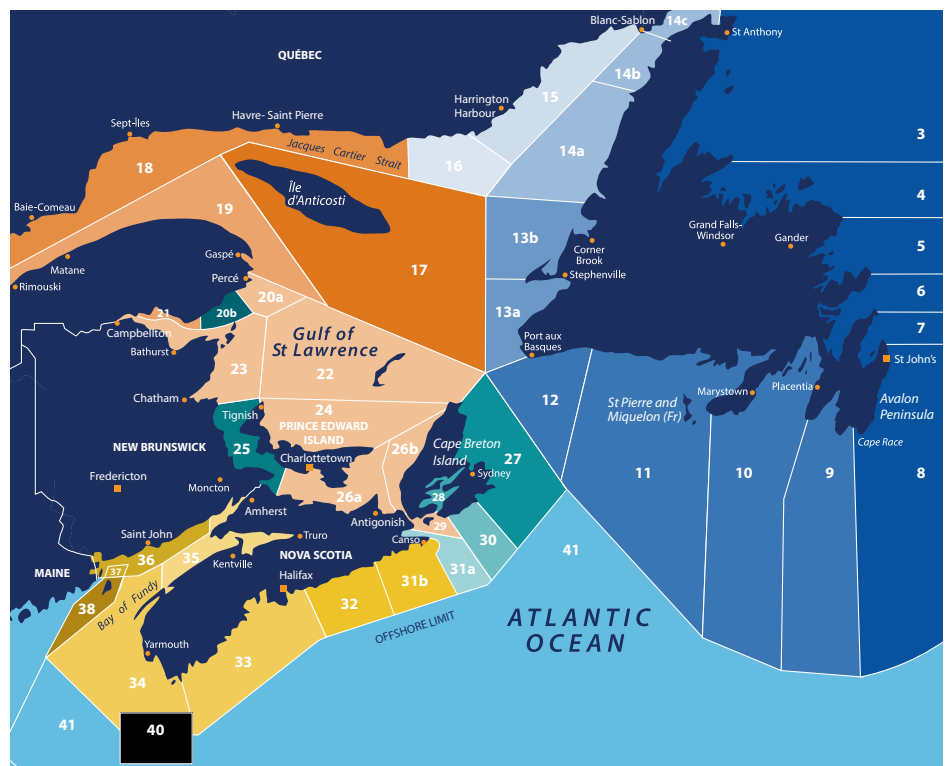
January – July:

Limited production.

Fall Production

July – November:

Primary production and processing season. Majority soft shell lobsters. 50% of landings are exported to Canada for further processing.



CATCH TECHNIQUES

Lobster are caught in pots or traps. Pots are rectangular shaped cages made from various materials such as wood, wicker, metal rods, wire netting and plastic. They are baited and lowered to the ocean floor, allowing the lobster to enter for the bait or use them for shelter.

Lobster 101

Lobster (*Homarus americanus*), known as the North American Lobster is one of the biggest and longest living marine crustaceans. They are found in the North Atlantic, from the coast of North Carolina all the way to the northern waters of Newfoundland. In the USA, they are most prominently found in the Gulf of Maine. While in Canada the largest harvesting areas are in Southwest Nova Scotia, and in the southern part of the Gulf of St. Lawrence.

Lobsters range in color from green, blue, red and brown, but once cooked are a bright red. There are three main parts to a lobster: claws, body and tail. The claws each serve a different purpose. One is for crushing and the other is for cutting. Lobsters grow by shedding their shells, “molting” 15-20 times in their life span. They can be fished or harvested once they reach “commercial size”, which is generally 71-84mm and typically 6 to 10 years of age.



HANDLING INSTRUCTIONS



Shelf Life

24 months after freezing date.



Storing

Keep Frozen. Product must be maintained below -18°C (0°F) during storage and shipment. Do not refreeze.



Thawing Instructions

1. Remove frozen lobster from the freezer.
2. Place the lobster on a plate.
3. Place the plate in the refrigerator.
4. If it's not packaged, you may want to cover the lobster with plastic wrap to contain smell.
5. Allow the lobster to sit in the fridge for 8-24 hours until it is completely thawed.

Nutrition Facts

Serving Size (100g)

Amount Per Serving

Calories 98

% Daily Value*

Total Fat 0.9g 1%

Saturated Fat 0.2g 1%

Trans Fat 0g

Polyunsaturated Fat 0.3g

Monounsaturated Fat 0.3g

Cholesterol 146mg 49%

Potassium 230mg 7%

Sodium 0mg 0%

Total Carbohydrate 0g 0%

Dietary Fiber 0g 0%

Sugars 0g

Protein 19g 38%

Vitamin A 0% • Vitamin C 0%

Calcium 9% • Iron 1%

Vitamin D 0% • Vitamin B6 5%

Vitamin B12 23% • Magnesium 10%

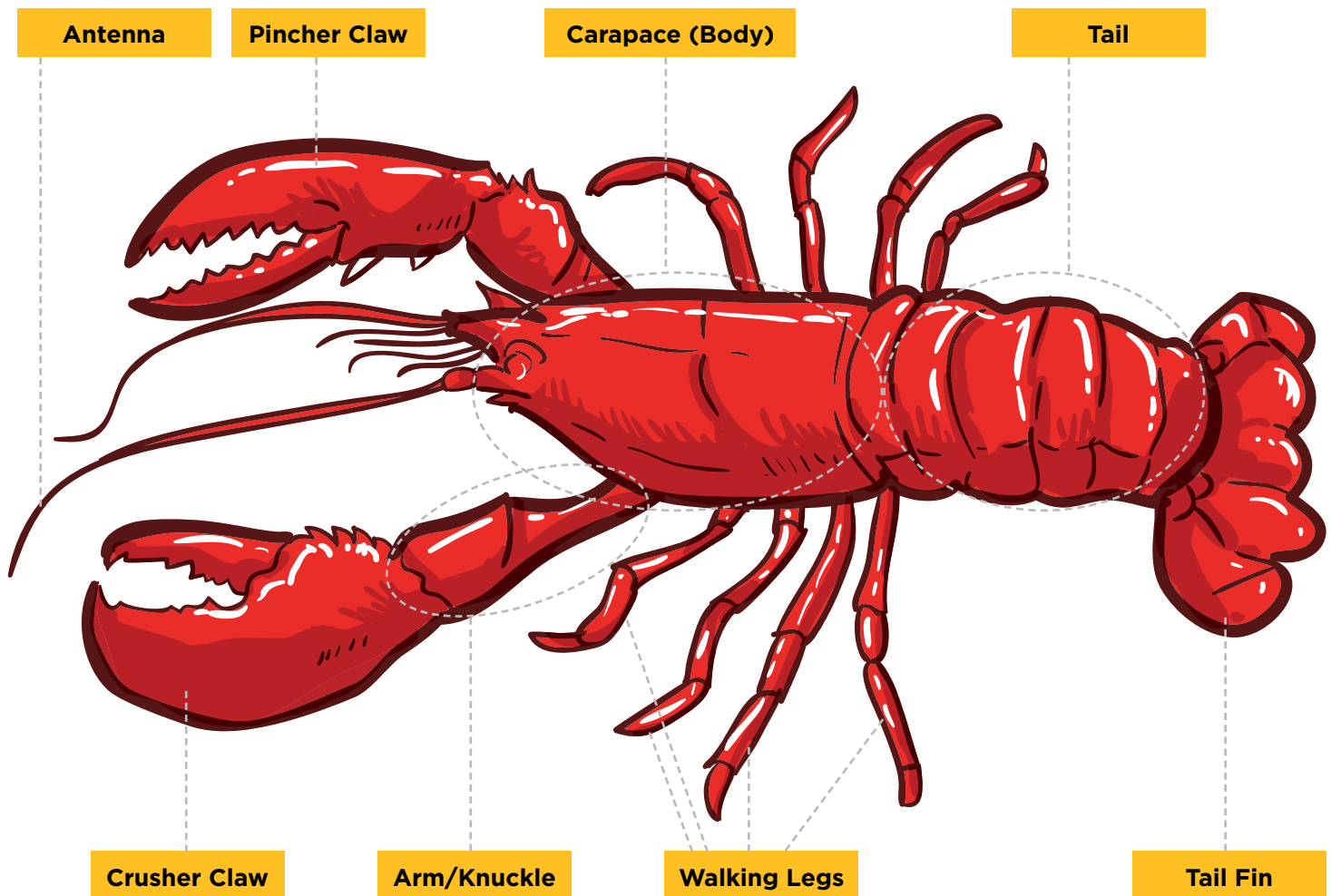
*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2400mg	2400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Ingredients:

Lobster, Water (as protective glaze), Salt

LOBSTER ANATOMY



LOBSTER SIZES

**Market Lobster**

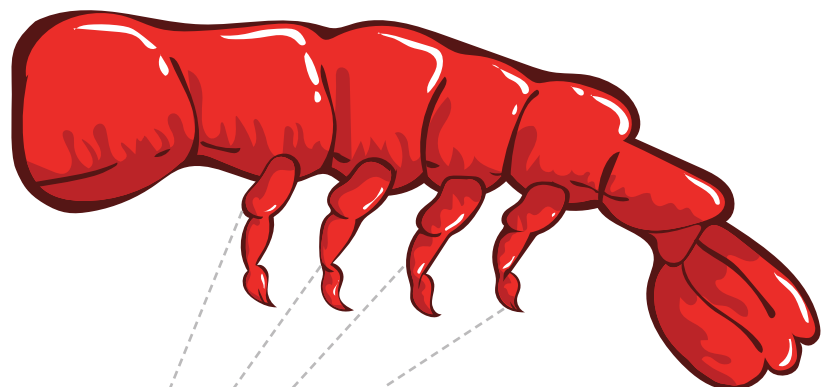
Over 1lb (16oz)

Produces 6oz+ tails

Canner Lobster

Under 1lb (8oz-15oz)

Produces 2oz-6oz tails

**Did you know?**

The first pair of swimmerets on a female are soft compared to the male which are hard.

COOKING INSTRUCTIONS



Boiling Lobster

Choose a pot large enough to hold the lobsters and fill the pot with water allowing 3.17 quarts of water per 1 1/2 - 2 pounds of lobster. Add 4 tablespoons of salt for each gallon of water and bring to a boil. Add the lobsters one at a time. Start the timing immediately. Do not cover the pot and stir the lobsters halfway through cooking. Once cooked, let the lobsters rest for a few minutes to absorb some of the moisture in the shell.

IF THE LOBSTER WEIGHS:

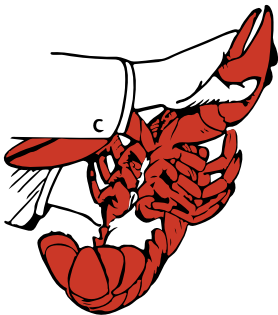
BOIL:

1 pound	8 minutes
1 1/4 pounds	9-10 minutes
1 1/2 pounds	11-12 minutes
1 3/4 pounds	12-13 minutes
2 pounds	15 minutes
2 1/2 pounds	20 minutes
3 pounds	25 minutes
5 pounds	35-40 minutes

HOW TO EAT LOBSTER

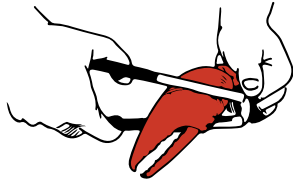
Step #1

Twist off the claws



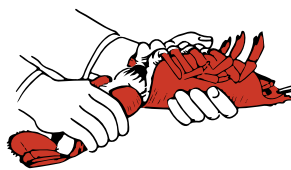
Step #2

Crack claw with nut cracker



Step #3

Separate the tailpiece from the body by arching the back until it cracks



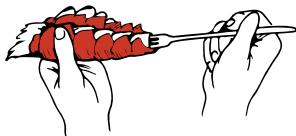
Step #4

Bend back and break off the tail fins from tail



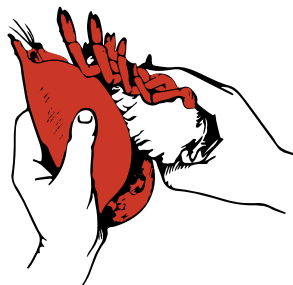
Step #5

Insert fork where the tail fins broke off and push



Step #6

Unhinge the back; discard the "tomalley" or liver which will turn green when boiled



Step #7

Open the body, crack it sideways there is meat in this section too



Step #8

The small walking legs are excellent for eating; suck out the meat



Product Information

Frozen Raw Lobster Tails (Whole or Split)	Frozen Cooked Lobster Meat	Whole Frozen Lobster (Raw or Cooked)
2-3 oz	CK (Claw & Knuckle)	8-10 oz
3-4 oz	CKL (Claw, Knuckle & Leg)	10-12 oz
4 oz	Broken (Claw & Knuckle)	12-14 oz
4-5 oz	TCK(Tail, Claw & Knuckle)	14-16 oz
5-6 oz	CKLB (Claw, Knuckle, Leg & Body)	16-20 oz
6-7 oz	Minced	20-24 oz
7-8 oz	All Tail	24 + oz
8-10 oz	All Claw	Culls (1 Arm Missing)
10-12 oz	All Knuckle	Bullets (No Claws or Arms)
12-14 oz	All Leg	Whole Split
14-16 oz	Leg & Body	
16-20 oz		
20-24 oz		
24-28 oz		
Lobster Tail Packs Available	Lobster Meat Packs Available	Whole Frozen Lobster Packs Available
1 x 10 lb IQF	6 x 2 lb VAC PACK	1 x 10 lb IQF

Lobster Packaging Information

6 x 2 lb

Master

Carton Dimensions: 15.25"L x 10.25"W x 4.75"D

TiHi: 12 x 12

Cases per pallet: 144

1 x 10 lb

Master

Carton Dimensions: 15"L x 12"W x 5"D

TiHi: 9 x 13

Cases per pallet: 117



*Packaging information can vary by plant.

Also available at Fisher King Seafoods

HPP RAW Lobster Meats

Product Description: High Pressure Product, Wild Caught, CO2 Frozen

Products: TCK, TCKL, CK, All Tail, All Leg, Bisque and Sauce Stock

Pack Size: 6x2lb

TiHi: 10 x 10 lb

Cases per pallet: 100

Case Dimensions: 23.35"L x 7.67"W x 4.21"D

Also available at Fisher King Seafoods

Lobster Bodies

Product Description: Frozen, Raw, IQF
Products: Legs on, Legs off
Pack Size: 1x25lb

Lobster Claws

Product Description: Frozen, Cooked, IQF, Scored or
Unscored, Claw sizes and pack format vary.

Our Competitive Advantage

METHODOLOGY

Reach

Fisher King Seafoods sources from every region, assuring the best seafood available at the best price and the most up to date market information.

Quality Control

Fisher King Seafoods has four seasonal inspectors physically inspecting the production in plants throughout the entire season.

Location

Fisher King Seafoods is directly adjacent to all of the Canadian fishing zones. "This is our backyard."

Relationships

Strategic partnerships with Polar Seafood DK, Nichirei Fresh Inc. and Canadian packers gives us access to seafood from around the world year-round.

Knowledge of International Markets

Through our equity partner, Nichirei Fresh Inc. of Tokyo. Fisher King Seafoods has access to current pricing, including demand and supply figures from Japan.

Diverse Seafood Line

Fisher King Seafoods carries multiple species of crab, shellfish, shrimp, and fin fish. One source for all your seafood needs.

FEATURES & BENEFITS

- Wild Caught
- Harvested in the cold pristine waters of the North Atlantic
- 100% Natural: No chemicals or additives
- Produced only from live lobster for the highest quality
- Sustainably fished, fisherman 100% licensed and number of catching traps strictly controlled
- High in protein and omega-3 fatty acids
- Good source of vitamins and minerals
- Year round availability

YOUR SOURCE FOR NATURAL, WILD CAUGHT SEAFOOD

Long-term access to responsible fisheries ensures year-round availability of our core line of wild caught seafood. All Fisher King branded products are packed under our strict Quality Assurance Program in HACCP approved facilities. We custom pack to private label specifications on select items. Certified at source, every order is carefully handled and efficiently delivered.

The Fisher King Story

Fisher King Seafoods Ltd. was founded in Halifax, Nova Scotia, Canada in 1996. Since its inception, FKS has seen solid and steady growth in the variety and volume of products we market. At FKS we focus on what we know best; wild-caught, once-frozen, locally-produced and sustainably-harvested Atlantic Canadian seafood items. Our strategic partnerships also give us added purchasing power, expertise and access to some of the highest quality seafood items from around the globe.

“We built Fisher King on integrity, quality and exceptional service. Our partnerships and long-term marketing agreements are made only with suppliers exacting the same high standards. Ongoing investment in sustainable fisheries secures our ability to consistently provide you with the best seafood in the world today and for years to come.”

Tor Conklin
CEO, Fisher King Seafoods Limited

Our Strategic Partnerships

NICHIREI

Nichirei, Japan's largest food service distributor and one of Japan's largest Seafood Companies partnered with Fisher King Seafoods in 2009 bringing added strength and diversity to the FKS product line. Nichirei's Marine Division, Nichirei Fresh, is a global leader in seafood procurement and distribution. By utilizing strict buying practices and on-location oversight, Fisher King Seafoods is provided with access to the highest quality of seafood available. Fisher King Seafoods is now able to provide customers with a wide variety of sashimi and sushi quality products sourced from around the globe.



POLAR SEAFOOD

Polar Seafood is a multinational company with offices in Greenland, Denmark, Great Britain, Norway, Italy and Russia. With over ten modern factory freezer vessels and interests in land-based facilities in several countries, Polar Seafood Denmark is a major force in global seafood production. Polar is the largest quota holder and producer of Snow Crab Clusters in Greenland and one of the world's leading producers of Cold Water Prawns. We are proud to market the “Polar Bear” to all our North American customers.



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SEAFOODS

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www.fisherkingseafoods.com