



2011 Seafood Prix d'Elite

We win the ESE Special Award for Best Seafood Product Line.



The Seafood Prix d'Elite competition at the European Seafood Exposition in Brussels recognizes the year's best products developed for the European seafood market. Prizes are awarded for Best New Retail Product and Best New Foodservice Product and Special Awards are given for Health and Nutrition, Convenience, Retail Packaging, Originality and Best New Product Line.



The finalist products are evaluated by a distinguished jury of seafood buyers, chefs and industry experts, representing countries throughout Europe. The judges scores are audited by international accounting firm, Ernst & Young. The products selected as finalists are prominently displayed in the Seafood Prix d'Elite stand at ESE where they are viewed by a large audience with huge buying power.