

March 19, 2014

## **High Liner Foods a 2014 Seafood Excellence Winner with Best New Foodservice Award for Flame-Seared Guinness BBQ-Glazed Atlantic Salmon!**

The 2014 Seafood Excellence Award winners were announced at the Seafood Expo North America in Boston on Sunday, and we are excited to share that our Flame-Seared Guinness BBQ-Glazed Atlantic Salmon is the winner of the Best New Foodservice award! The annual competition picks out the best new seafood products, which are judged for taste, eating experience, packaging, marketing potential, convenience, nutrition and originality, according to Liz Plizga, Diversified Communications expo director, who announced the winners. High Liner Foods is a first-time Seafood Excellence Award winner, chosen from a field of 73 new product entrants that were narrowed down to 10 semifinalists.



*Jim Papadakis, Brand Manager Icelandic Seafood; Owen Tilley, Corporate Chef & Director Culinary; Mike Sirois, VP Technical Services; and Sarah Polny, Product Development Culinologist proudly accepted the Best New Foodservice Award for Flame-Seared Guinness BBQ-Glazed Atlantic Salmon on Sunday at the Seafood Expo North America in Boston*

On March 16, 2014, [Seafood Source](http://www.seafoodsource.com/en/news/foodservice-retail/25749-brewing-up-a-winner) published an article entitled, *Brewing up a winner* . In the article, Mike Sirois, VP Technical Services, has been quoted as having said, "We rolled out our fire-roasted line two years ago. The Flame-Seared Guinness BBQ Glazed Atlantic Salmon is basically a line extension and we licensed with Guinness. It's a great marriage between two companies."

You can read about the award on the web at:

<http://www.seafoodsource.com/en/news/foodservice-retail/25749-brewing-up-a-winner>

A formal press release regarding the award is expected later today.