

## High Liner® Pan-Sear Traditional™ Wins 2014 the Best New Product Award in the Frozen Fish Category



We are proud to announce that High Liner® Pan-Sear Traditional™ has won The Best New Product Award in the Frozen Fish Category!

The Best New Product Award is an annual awards program focusing on everyday consumer packaged goods products (food, health and beauty, and household). Winners are selected based on voting Canadian shoppers who participate in an annual independent survey. Over 100,000 Canadian consumers participate in the study from across the country, making it one of the largest consumer surveys about everyday purchasing decisions in Canada.

Previous High Liner winning products that proudly carry the Best New Product Award: 2013 Flame Savours, 2012 Market Cuts, 2011 Pan-Sear Tilapia and Cod, 2010 Pan-Sear Haddock, Sole and Salmon.