

# Meet consumer desire for **SUSTAINABLE, HIGH-PROTEIN FOODS** with this one easy ingredient



Today's consumers are hungry for protein. The 2024 IFIC Food & Health Survey found that **67% of consumers** tried to consume more protein in 2023. As demand for protein increases, so too does an interest in sustainable and cost-effective protein alternatives. This demand isn't just at retail, consumers are looking for clean protein in food service, too.

As customers consider sustainability, cost and dietary preferences, shrimp is entering the spotlight as an underappreciated yet **highly viable protein alternative** for the food service sector.

The market is ready. The global shrimp market is projected to grow from **USD 62.1 billion** in 2023 to **USD 100.9 billion** by 2032, with a compound annual growth rate (CAGR) of 5.51%.<sup>1</sup>

1. Credence Research

## THE EASIEST WAY TO ADD SHRIMP TO THE MENU

Shrimp has traditionally been a special occasion ingredient, found primarily in seafood-focused establishments. It's growth in food service has been limited by common problems like messy prep, portion control, cross-contamination risks and user error. Not anymore.



From catering and large gatherings to made-to-order settings, Prime Shrimp products make prepping and cooking shrimp in food service establishments easier than ever, because:

- All Prime Shrimp products come frozen, peeled, deveined and vacuum-sealed in sous vide pouches
- Prime Shrimp sous vide pouches are pre-packed with gourmet seasonings and sauces
- Pre-portioned 16 oz, 8 oz and 4 oz pouches ensure quality control and consistency
- Shrimp cook from frozen in the sous-vide-style pouch, eliminating messy prep
- Easy-to-use pouches eliminate cross-contamination risks and minimize user error
- Uniform sizing maintains portion control and manages costs

## WHAT MAKES PRIME SHRIMP PRODUCTS SUSTAINABLE?

All Prime Shrimp are sourced from Ecuador, a global leader in sustainable aquaculture recognized by Seafood Watch.



The shrimp are raised in high-functioning aquaculture systems, which optimize land and protein yield.



Prime Shrimp's proprietary hands-free peeling and deveining process sets a new standard in quality, transparency, and ethical responsibility.



The Global Aquaculture Alliance Best Aquaculture Practices (BAP) certification ensures responsible aquaculture.

## VERSATILE AND FLAVORFUL

As consumers seek high-protein, low-fat alternatives to red meat, shrimp's profile as an "up-and-coming" protein source is gaining traction across fast-casual and fine dining establishments alike. It's a versatile protein for dishes of all kinds.



### TRY IT IN:



Pasta dishes



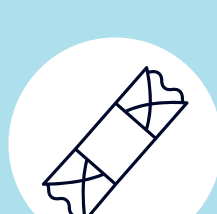
Protein bowls



Tacos



Stir fries



Lettuce wraps

Prime Shrimp offers shrimp in a variety of flavors and seasonings

### SAUCED

- French Quarter Alfredo
- New Orleans-Style BBQ
- Garlic Herb Butter
- Soy Ginger

### SEASONED

- Signature
- Simply Shrimp
- Louisiana Boil
- Lemon & Cracked Pepper

## PREP THAT'S AS EASY AS 1, 2, 3!

The best part? The vacuum-sealed and frozen sous-vide pouches mean these tasty offerings move from kitchen to table in just 10 minutes. Prime Shrimp products cook in just three simple steps.

1. Drop the pouch into a pot of boiling water or a hot sous vide.
2. Cook for the allotted time, flipping occasionally.
3. Remove pouch from heat and serve.

(Yes, it's that easy!)



AS EASY  
AS 1-2-3!

No more messy prep, cross-contamination risks or over-portioning.



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