

Lyons Product Roars to Victory

King Prawn & Mussel Marinière a la Crème from Lyons Seafoods Ltd. of Warminster, United Kingdom was awarded the Seafood Prix d'Elite special award for Convenience. Going beyond the classic Moules Marinière, this frozen product features large, succulent, farmed warmwater king prawns and Irish rope-grown mussels from Bantry Bay in a classic cream marinière sauce. Packed in individual, portion-controlled servings, it can be microwaved for an easy menu solution.

Party On, to Your Health, with Apero Spoons

The Seafood Prix d'Elite special prize for Health & Nutrition was won by Levenstond Seafood of Vlijtingen, Belgium, for its Apero Spoons.

Promoted as "a healthy party offering," Apero Spoons feature sliced salmon, a tartare of scallops, and mango individually presented in reusable, transparent spoons. Six spoons are arranged together on a transparent master tray that is ready to place on the table.

The panel of judges for the 2008 Seafood Prix d'Elite competition were Maria Morales Almeida, fresh goods purchasing for Grupo Eroski in Spain; Tam Nguyen, private label and import manager for Système U in France; Olivier De Coster, category manager for Delhaize Group in Belgium; and Peter Joyner, marketing director in charge of contracts for Elior in the United Kingdom.

Joyner also served as chairman of judges.



King Prawn & Mussels in Cream from Lyons Seafoods took the special Convenience award.

Open Ocean Aquaculture Firm Looks to Expand

Kona Blue Water Farms has raised \$2.6 million to expand its current fish farming operations in Kona, Hawaii, and is seeking further funding to begin international expansion.

The company, which recently moved its headquarters from Honolulu to San Francisco, is said to be the first integrated hatchery and open ocean aquaculture operation in the United States. It raises Kona Kampachi®, a Hawaiian yellowtail fish, on a sustainable basis. Monthly sales reportedly increased 200% last year.

Bottom Line Messengers



It was bottoms up in Brussels, in celebration of new launch! Jane Foulis (left) and colleague Emma Cole of Fish The Net Ltd., made the rounds during the European Seafood Exposition in eye-catching pencil skirts with backside messages advertising the website address of the United Kingdom-headquartered Internet company (www.fishthenet.net) which recently launched an online seafood industry directory.

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