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PORTLAND SHELLFISH ANNOUNCES NEW PRODUCT AND NEW ACCOUNTS WITH 80+ MAJOR NEW ENGLAND MARKET LOCATIONS

*Addition of fresh and frozen wild-caught Maine Lobster and Jonah Crab products
broadens retail availability of Portland Shellfish products*

Portland, Maine —Portland Shellfish (www.pshellfish.com) recently introduced its fresh and frozen Maine shellfish products to new consumer audiences in key New England markets. Portland Shellfish's wild-caught frozen Maine Lobster and Jonah Crab now are available in 22 BJ's Wholesale Clubs throughout New England, and the company's fresh Maine Lobster Salad is being distributed in over 60 Big Y markets throughout western Massachusetts. This latest addition of market locations adds to the existing list of retailers across the U.S.

Lobster and Crab Now Available at BJ's Wholesale Clubs

In early August, the 22 BJ's Wholesale Clubs throughout New England began selling two Portland Shellfish products: Claw Island brand Maine Lobster Claw and Knuckle Meat, and Portland Lighthouse brand Snap-n-Eat Jonah Crab Claws.

The Maine Lobster Claw and Knuckle Meat, sold in 15-oz. packages, is fully cooked and rapidly frozen using the company's patented SeaLock® process. Snap-n-Eat Jonah Crab Claws are fully cooked and nitrogen frozen to ensure outstanding taste and quality, and are available in 2-lb. packages.

The company's freezing processes preserve freshness, taste, and texture, and deliver a just-caught taste.

New Portland Lighthouse Lobster Salad Available at Big Y Markets

Portland Shellfish has introduced a new product to the market, its 6-oz. Lobster Salad Cup, now available in Big Y Markets throughout western Massachusetts. The Lobster Salad Cup is made from fresh, wild-caught Maine lobster.

The introduction of this product marks the next step in a successful relationship between Portland Shellfish and Big Y. Portland Shellfish provides fresh lobster salad to Big Y for use in the market's made-in-store lobster rolls.



Portland Shellfish continues to develop new clients and products to meet demand.

“We have seen really favorable customer response to our lobster rolls in Big Y markets, and developing our new Lobster Salad Cup for retail sale is the logical next step,” noted Portland Shellfish Founder and President Jeff Holden.

Supporting Lobster Harvesters

The introduction of an additional fresh lobster product furthers Portland Shellfish's goal of being responsive to Maine Lobster market conditions in an effort to meet market demand. Importantly, Portland Shellfish provides growing markets for Maine lobstermen to sell their catch. Portland Shellfish products are now distributed in over 20 countries around the globe, and are featured at fine dining restaurants and luxury hotels, as well as by major cruise lines, airlines, and fine food retailers.

“The Maine Lobster fishery is as healthy as it has ever been,” said Holden. “That's the result of decades of active management by the people who catch lobsters for a living. We believe in the sustainability practices which lobstermen are committed to, and we want to support fisheries and the industry as a whole by creating as much lobster demand as possible. We're all in this together.”

About Portland Shellfish (www.pshellfish.com)

Portland Shellfish is a leader in providing top-quality, fresh, frozen and pasteurized Maine Lobster, Jonah Crab, and Maine Shrimp products to retail and foodservice customers in the United States and over 20 countries worldwide. Portland Shellfish purchases and prepares Maine Lobster, Jonah Crab, and Maine Shrimp, all wild caught in the icy North Atlantic waters off the coast of Maine. Portland Shellfish's patented SeaLock® process and nitrogen freezing lock in taste and texture, delivering a product unmatched by any other fresh or frozen shellfish available on the market.

Photographs and additional product information are available for download at www.frontburnerpr.com/portlandshellfish .

To schedule an interview with Portland Shellfish Founder and President Jeff Holden, contact Thom Householder at 207-699-5501 or thom@frontburnerpr.com .

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