

WELCOMING THE VIKING BRAND INTO THE FISHERY PRODUCTS PORTFOLIO



Now that we've fully integrated the Viking brand into the overall Fishery Products International portfolio of seafood solutions, there are great opportunities for all of FPI's key stakeholders to achieve synergies and conduct business more efficiently. Customers should already be experiencing savings related to streamlined order management activity, more cost-effective transportation and one-stop shopping. While many in the seafood industry already know about the great products and strong quality and value that the Viking brand represents, one of the best opportunities for incremental growth in the near term lies within some of the compelling key product lines in the Viking line-up that may have been previously overlooked.

The Viking brand has long been synonymous with great tasting, consistent and competitively priced products. Many key lines within the Viking product list are cutting edge, offering something different from the rest of the seafood available in the marketplace. These innovative and unique value-added products offer seafood solutions that are ideal for core foodservice segments and offer a diversified menu fit.

The three most impressive product categories offered within the Viking line that you can't afford to miss are *Natural Tilapia*, *Stuffed Fillets* and *Potato Crunch*.

NATURAL TILAPIA

As a readily available aquaculture species, Tilapia has seen tremendous growth over the years in both foodservice and retail, and it currently sits at number six in the top ten species list. Its success is due to a winning combination of mild taste, versatility across multiple cooking styles, affordability and availability. Viking features a full line of value-added Tilapia, using raw material that is preeminent in the industry. The Viking items feature cage-raised natural cuts of super-deep-skinned untreated Tilapia, providing superior taste and consistency. The variety of coatings in the line-up offers a wide range of taste profiles for all the key foodservice segments. Some of the best sellers include: Pecan Crunch, Tortilla Crunch, Beer Battered, Potato Crunch and Pier 17 Lemon Pepper. These natural Tilapia value-added items are ready to be baked or fried, providing flexibility for operator usage and are ideally suited for Business & Industry, Casual Dining, Healthcare, College & University and Lodging/Catering. With four to five oz. servings, these fillets have outstanding plate coverage that is ideal for both lunch specials and dinner entrées. And like all Viking products, they provide a portion cost that is very attractive for a premium solution. Taste the difference and experience for yourself, our premium selection of uniquely breaded and battered Tilapia fillets.



STUFFED FILLETS

Today's more informed customer is looking for menu selections that provide a fresher, healthier dining experience than what traditional battered and breaded seafood provides. Operators often struggle to offer these types of solutions on a limited budget and with limited personnel resources in the kitchen. Viking's line of stuffed, value-added fillets meets this need in a unique way. These products are filled with premium ingredients, then rolled in breadcrumbs or topped with vegetables and sauce. For a totally different taste experience that is a snap to prepare for operators, these premium stuffed fillet offerings are ready to simply pop in the oven and serve.



The core line features several styles of stuffing and coatings. The first is a traditional stuffing style with on-trend options like cheese and asparagus, cheese and broccoli and spinach Florentine. The other two styles include a Primavera featuring premium vegetables and sauce atop a delicate fish fillet, as well as a Parmesan and Pizza Sauce stuffed fish fillet. No matter which selection you choose, these center-of-the-plate options from the Viking Stuffed Fillets line are sure to be menu winners for Business & Industry, Casual Dining, College & University and Lodging/Catering operations.

POTATO CRUNCH

This line is a huge crowd pleaser from Viking, combining the universally appealing taste of real potato sticks with seafood for a familiar yet unique, crunchy taste profile. The potato coated fillets are perfect for healthcare feeding as well as school nutrition applications, providing kids with a taste they know and love that is high in protein and low in fat. An ideal luncheon or dinner entrée, Potato Crunch is a popular menu solution in a variety of forms, such as fillets, nuggets, sticks and portions. There is even a gluten-free option in this line.



We invite you to discover all of the exciting opportunities that the Viking value-added seafood line has to offer!

Did you know the Viking line has many products that are certified as sustainable by the Marine Stewardship Council? Refer to FPI's Foodservice Price List for a detailed MSC line-up.



FISHERY PRODUCTS
INTERNATIONAL

www.fisheryproducts.com