

Uniquely **Macgregors** Seafood



# FRESH U.S.-FARMED BARRAMUNDI

## Superior and Elegant

Fresh US-farmed Australis Barramundi is our top-of-the-line fish. Prized for its gourmet flavor, superb texture and incomparable freshness, Australis Barramundi regularly graces the menus of the world's finest restaurants. A native to the, remote tropical waters of northern Australia and parts of Southeast Asia, we're raising barramundi in western Massachusetts in one of the world's largest and most environmentally-friendly indoor fish farms, making it the premier seafood choice for today's discriminating buyer.

## Better Tasting

Sweet, buttery, moist and delicate, Australis Barramundi has been compared to red snapper, Dover sole, sea bass and other premium white fish. Our sushi-grade

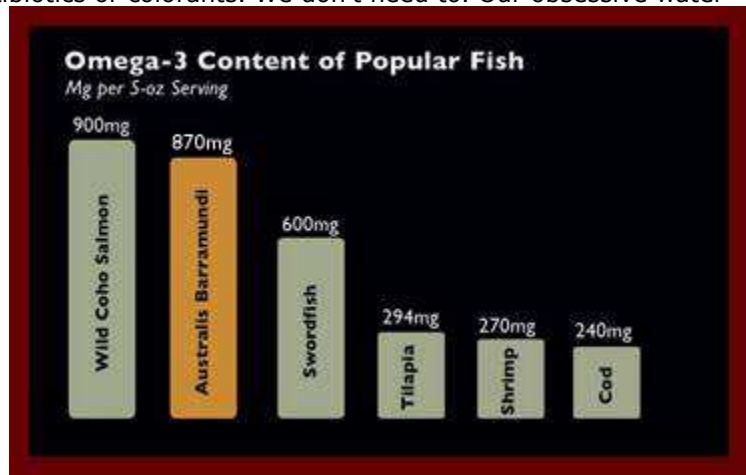
barramundi works beautifully with just about any recipe, and can be baked, broiled, fried, steamed, roasted whole or grilled on the 'barbie' (don't be afraid to sear it in a hot pan to lock in its natural juices).



Recommended by the Vancouver Aquarium as an ocean-friendly seafood choice.

# Better For You

At Australis, we never use hormones, antibiotics or colorants. We don't need to. Our obsessive water quality management results in healthier fish without the need for chemical additives. Deep artesian well water is continuously filtered and purified using our patented filtration systems. And by growing our fish indoors, we carefully control all aspects of the process, eliminating the risk of contamination so you don't have to worry about mercury, or other contaminants.



<b>Nutrition Information</b>			
<b>Serving Size:</b>	5 oz.	<b>CONTAMINANTS</b>	
<b>Calories:</b>	195	<b>Mercury:</b>	Non-detectable (less than .02 ppm)
<b>Fat (g):</b>	7.5	<b>PCB:</b>	Non-detectable (less than 20 ppb)
<b>Saturated Fat (g):</b>	2.4	<b>OTHER</b>	
<b>Cholesterol (mg)</b>	200	<b>Amines:</b>	Very low
<b>Protein (g)</b>	30	<b>Salicylates:</b>	Safe/negligible amount
<b>Omega-3's</b> (Comparable to Wild Coho Salmon):	870 mg	<b>Glutamates:</b>	N/A
<b>Omega-6's:</b>	836 mg	<b>Sodium:</b>	Trace



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Perfect for a healthy lifestyle – Australis Barramundi is loaded with heart-healthy omega-3 fatty acids, and is a terrific alternative to wild salmon. With just 195 calories per 5 oz. serving, our barramundi is ideal for anyone seeking a healthier way of life. We found a way to boost our fish’s omega-3 levels while maintaining an optimum balance between 3 and 6’s without excessive reliance on use of wild fish in our feeds.



**Fresh, fresh, fresh!** – Australis Barramundi are still swimming the day they’re ordered - you won’t find a fresher fish anywhere.

**So delicious, even kids love it!**- Barramundi’s sweet, mild taste will turn even non fish eaters into ‘barra lovers’. And it’s kosher to boot!

## Better for our Environment

Australis is committed to leading the way to a sustainable future. We pioneered indoor fish farming and set the standards that minimize our environmental impact while preserving our natural resources. We practice these principles by purifying and recycling millions of gallons of water, using sustainably-harvested fish meal, and reusing our fish manure on local farms. These are approaches that we pioneered to make fish farming more healthy and sustainable.

No wonder that, Australis was awarded Australian Sustainable Company of the Year for the Environment (2007) for its pioneering efforts in aquaculture. No wonder, too, that fresh, US-farmed barramundi is rated a “Best Choice” by leading environmental organizations, including the Monterey Bay Aquarium and Environmental Defense.

**Ocean Wise**  Recommended by the Vancouver Aquarium as an ocean-friendly seafood choice.

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