



LOBSTER *Raw* MEAT

SHELL OFF • FROZEN

Expand your menu.
Increase your profits.

Introducing, Clearwater's revolutionary new Raw Lobster Meat. From the originators of the dryland pound and year-round access to premium hard-shell lobster comes a new format with even more possibilities. Clearwater Raw Lobster Meat allows you to expand your menu – and – increase your profits!

More meat. More applications. No shucking – no labor costs. Never has it been so easy to prepare such a diverse menu, or to offer lobster for large functions.

- Flexibility and versatility
- Premium 'live' quality, taste and texture
- Enhanced portion/cost control
- No labor cost
- "Chef Ready" for quick and easy preparation
- Whole pieces of meat
- Minimum storage required
- 100% Natural. No additives. No preservatives.
- Year round availability
- Vacuum packed in convenient sizes

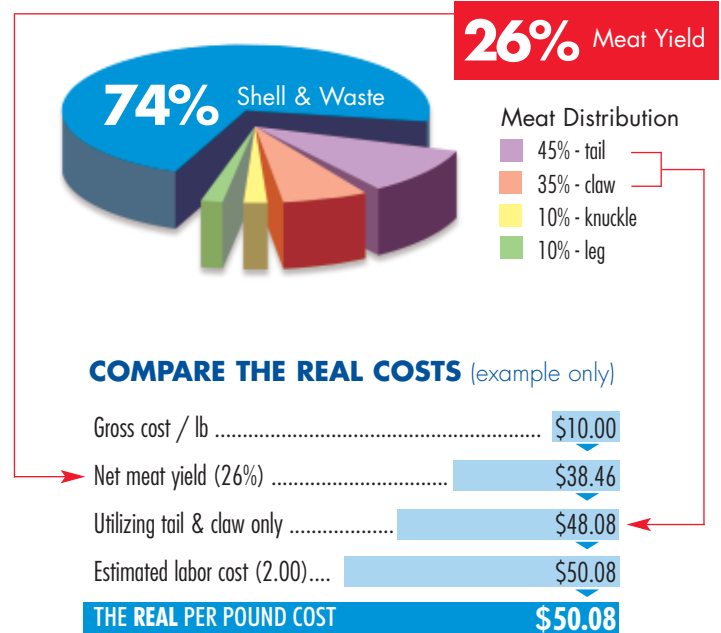


POUND FOR POUND VALUE

When using 'live' lobster three factors determine your actual net cost per pound:

1. Meat yield (or meat/shell ratio)
2. Parts of the meat you utilize (tail 45%, claw 35%, knuckle 10%, leg 10%)
3. Labor costs (to shuck, clean, etc.)

For example, if you are utilizing the tail and claws but throwing away the knuckle and leg meat because it is too much trouble to recover, you are losing 20% of the meat! Add to this the fact that, if you aren't using Clearwater hard-shell, fully meated lobster to start with, there are certain times of the year when you could easily be receiving as little as 26% total meat yield. Live meat yield can vary greatly depending upon the processor, time of year of harvest, and other environmental conditions.



Your meat yield is always 100%

and your starting cost is your finished cost with Clearwater Raw Lobster. No guessing. No surprises.



• CONVENIENT FORMATS

- packaged for maximum convenience
 - vacuum packed to maintain product integrity and freshness
 - 'Easy-peel' feature for opening safety & convenience
 - 'package film' provides option of 'cooking in pack' (and natural juices) for maximum flavor & moisture retention
- tails (packed individually; pre-graded)
 - North America:**
 - 2 - 3, 3 - 4, 4 - 6, and 6+ oz offerings
 - Europe:**
 - 56 - 85, 85 - 113, 113 - 170, 170+ gm offerings
- claw
 - North America:**
 - 1/2 lb packages
 - 30 - 40, 40 - 50, 50 - 60, 60 - 80, 80 - 100, 100+ gm 2-claw package offerings

Europe:

- 250 gm packages
- 30 - 40, 40 - 50, 50 - 60, 60 - 80, 80 - 100, 100+ gm 2-claw package offerings
- knuckle
 - North America:**
 - 1/2 lb packages
 - Europe:**
 - 250 gm packages
- claw/knuckle combination meat
 - North America:**
 - 1/2 lb packages
 - Europe:**
 - 250 gm packages
- leg
 - North America:**
 - 1/2 lb packages
 - Europe:**
 - 250 gm packages

For additional information:
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