



Modified Atmosphere Packaging Sales tips for your customers:

- The freshest Canadian salmon available now stays fresher longer!
- Five new and delicious pre-packaged, pre-priced and pre-marinated mealtime solutions
- Provides cooking instructions and safe handling tips for the perfect meal every time!

*Served fresh from packaging
to plate in less than 10 minutes!*



¹ Ipsos Reid, Salmon Segmentation Study, 2007, Boston, Chicago, Montreal, New York, Philadelphia, Toronto.
² Ipsos Reid, Salmon Segmentation Study, 2007.



Genuine Atlantic salmon. NOW case-ready! Fresh salmon that stays fresher longer.

NEW!

*Freshness matters
most to your
customers.*

Freshness is the number one purchase criteria for buying salmon. 87% of all seafood consumers and 97% of regular salmon buyers rated freshness as the most important criteria.

Consumers want simple solutions for making salmon, so they can include it in their diet more often.¹



Modified Atmosphere Packaging (MAP) keeps freshness sealed in.

- Extending the shelf life of your product in-store
- Providing a fresher taste experience for your customers
- Letting you present a colourful, ready-to-cook array of mealtime solutions

What is Modified Atmosphere Packaging?

Replacing the air in pre-packed salmon portions with a different mixture of gas.

- 60% CO2: inhibits the growth of aerobic spoilage organisms
- 40% N2: supports robustness of packaging preventing collapse

How does case-ready, MAP packaged salmon simplify shelf management?

- Product stays fresh for 6 to 8 days longer than regular packaging
- Small 6-tray cases make it easier for you to offer consumers an array of flavour choices
- Helps you manage inventory for optimal freshness resulting in:
 - Decreased yield shrink
 - Decreased non-sale shrink
 - Increased labour productivity
 - Improved in-stock status and coverage when the counter is inactive

How can Modified Atmosphere Packaging help your salmon sales?

- Five new lively flavours with attractive and super fresh packaging
- Time pressed fish consumers are looking for a healthy, fresh and easy to prepare mealtime solution
- Caters to a consumer group that prefers the convenience of pre-packaged, pre-priced and pre-marinated proteins, to waiting for over-the-counter service

35% of fish consumers prefer ready-to-cook, pre-packaged fish².

In-store signage lets Heritage Salmon sell itself

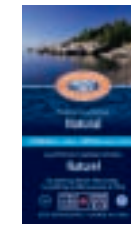


Poster
MAP01

Shelf
Wobblers
MAP02



Genuine Atlantic salmon made simple. NEW chef developed pre-marinated and pre-packaged recipes!



Natural:
Experience the all-natural flavour of fresh North Atlantic salmon.



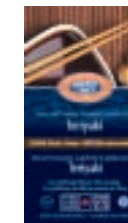
Lemon and Dill:
Enjoy the classic combination of lemon essence with a subtle sprinkle of fresh dill.



Maple BBQ:
A light, sweet and smoky taste makes this dish an irresistible BBQ favourite.




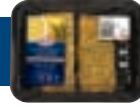



Herbs:
A blend of fresh herbs combines to create a light Mediterranean taste.



Teriyaki:
A sweet and savoury flavour profile makes this Asian infused recipe a mealtime masterpiece.

Plain and pre-marinated salmon portions are packaged in the Heritage MAP Fresh Tray Pack for maximum flavour and freshness.

Each tray pack contains 2 salmon portions (approximate net weight: 10oz./312g.) and are available in the following quantities:

HERITAGE SALMON PORTIONS	TRAY PACKS/CASE
 Natural	6
 Lemon and Dill	6
 Maple BBQ	6
 Herbs	6
 Teriyaki	6