



True North

Big Blue
Premium North Atlantic Mussels
Fresh Atlantic Ocean-raised blue mussels

truenorthsalmon.com



Bigger, is better for your customers.

Big Blue Premium North Atlantic Mussels:

- Have up to 37% more plump, tender meat
- 58% of consumers perceive Big Blue mussels as having great food value¹
- 48% of consumers believe a more appealing product is worth the price¹

A healthy source of nutrition at mealtime.

Blue Mussels are:

- High in protein and low in fat
- A source of heart-healthy Omega-3 fatty acids
- High in essential vitamins and minerals



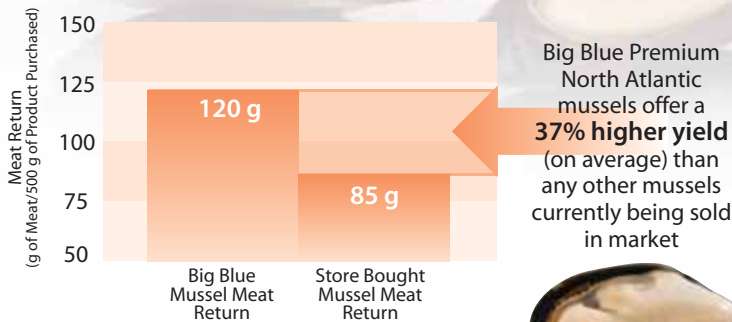
Big Blue Premium North Atlantic Mussels

Big Blue Premium North Atlantic mussels are harvested and shipped within 24 hours - typically arriving within 48 hours of the order. Temperature is controlled during harvest, processing and transportation to ensure superior quality and maximum freshness.

Coastal regions of the North Atlantic Ocean create ideal conditions for the growth of blue mussels. The cold, clear natural environment provides suspension-feeding mussels with a rich and abundant source of nourishment. That's why Big Blue Premium North Atlantic Mussels offer superior size, flavour and quality.



Big Blue Mussel Meat Returns vs. Store Bought Meat Returns



Sales tip

Big Blue Premium North Atlantic mussels:

- Have 37% more plump, tender meat and rich taste
- Are high in protein, low in fat and a healthy source of Omega-3, vitamins and minerals
- Chefs choose Big Blue mussels for their superior size, quality and appetite appeal

Leading the evolution of aquaculture practices worldwide

True North Big Blue Mussels are cultivated using one of today's most innovative aquaculture practices called integrated multi-trophic aquaculture or IMTA. They are cultivated in the ocean with other complementary species in the same marine eco-system. This is an environmentally sustainable method that creates a more balanced, productive and healthy ocean environment.

For our full product offering visit truenorthsalmon.com today!