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Tradex Foods Introduces Sinbad Platinum

Tradex Foods is pleased to introduce its flagship Sinbad Platinum brand of products. Wholesale and retail customers have long identified Tradex's standard Sinbad brand with premium quality frozen seafood. The same high standards will continue to apply to Sinbad products. With Sinbad Platinum, Tradex will accept only frozen seafood products that fall within the top 5% of quality standards.

Beginning with pollock fillets, Sinbad Platinum offers only the best. Using moisture content as an example:

- The industry average is 90% or more, often resulting in a mushy fillet that shrinks noticeably when cooked.
- All standard Sinbad pollock fillets must have a moisture content 89% or less (usually 87-89%).
- Sinbad Platinum pollock fillets will adhere to a moisture content range of 85-87%.



With lower moisture content, Sinbad Platinum pollock fillets deliver firm flake and texture. Other similarly high standards ensure that only the highest quality frozen seafood appears in Sinbad Platinum boxes.

Sinbad Platinum is an exciting addition to the premium quality Sinbad range of products. Tradex Foods is proud to advance its standards for quality, fresh frozen seafood.

ABOUT TRADEX FOODS: Tradex Foods Inc. is a global supplier of quality, fresh frozen seafood in its premium Sinbad brand and ultra-premium Sinbad Platinum brand. We serve processing, food service and retail clients in North America and throughout the world. Tradex sells only full-weight products, backed by a 100% satisfaction guarantee and an industry-leading, seven-step quality control process.

Visit www.tradexfoods.com for more information.

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