



Tradex Foods Makes American Seafood Great Again For Retail Shoppers in the USA

Global seafood supplier launches new product line that delivers a convenient, satisfying, and patriotic experience for retail shoppers based in the USA.

VICTORIA, BC, February 25, 2021 - Tradex Foods Inc, a leading global supplier to the seafood market, today announced the launch of their premiere line of retail seafood products. SINBAD Platinum ULTRA is a line of retail-ready sustainably harvested seafood caught in America, packaged in America, and sold exclusively in America.

Directly from the fishing vessels, each product goes through a comprehensive quality control program to ensure the highest quality standards are met for food safety and security. The fish is quickly offloaded, processed, frozen, and transported to supermarkets for sale. This premium product line will reduce secondary sources to create high margins for the retailer, while providing an ultra competitive price point for the end consumer.

“We wanted to create a product that streamlines the tide-to-table process to just one supplier that provides quick production and is ready to be sold immediately” says Robert Reiersen, CEO at Tradex Foods. “This line is a product of America and offers a new way for retailers to supply consumers with top quality seafood products in their own homes that are caught in America, processed in America, and sold in America.”

All products in this new line are packaged in generous 14oz net weight portions providing up to four servings in each tray and includes easy cooking instructions for consumers.

This breathable skin pack line is available in flavored and unflavored varieties ranging from prized Bristol Bay Alaska Sockeye, to Cod, Haddock, Pollock, Sole and Atlantic Salmon.

For more information on this new retail line please visit tradexfoods.com/ultra

Tradex Foods Inc. is well known as an innovator and leader in the industry. Tradex has launched three sustainable SINBAD product lines since 2003, SINBAD, SINBAD Gold, and SINBAD Platinum. We are proud to announce that Tradex Foods has officially achieved a

Sustainability Rating Score of 100% for all SINBAD Branded and Private Label seafood production throughout 2020.

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If you would like more information about this topic, please call Nathan Brown at 1-877-479-1355, or email nbrown@tradexfoods.com.