



FOR IMMEDIATE RELEASE

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Discover Something New, Discover MATLAW'S!

Matlaw's exciting new seafood products and flavor combinations will have you coming back for more every night of the week!

GLOUCESTER, MA – May 6, 2014 – Discover the new Matlaw's! One of the most popular and long-standing names in seafood and creator of America's #1 Seafood Appetizer, [Matlaw's](#), today unveils a fresh, new brand and introduces a full line of exciting new products.

With families today looking for healthier options, and having more sophisticated and diverse tastes in seafood than ever before, Matlaw's offers an exceptional flavor experience, convenience, and value in a great new line of products that are quick and easy to prepare. Every bite is a delicious adventure! You'll enjoy Matlaw's all year – and the summer grilling season is a perfect opportunity to impress everyone with the most delicious seafood they've ever experienced. [Matlaw's Stuffed Clams](#) are sure to become your favorite fast, easy, go-to meal on the grill!

Products now available under the new Matlaw's brand include:

- **New England Style Stuffed Clams, Bacon & Cheese Stuffed Clams, Chorizo Stuffed Clams and Chili Lime Stuffed Clams** - Served in a natural clamshell, Matlaw's stuffed clams are the #1 frozen seafood appetizer in the U.S. Nothing beats the combination of cheese and bacon . . . except cheese and bacon blended with golden breadcrumbs and chopped clams stuffed into a natural shell. And in recent years, authentic Latin American cuisine has made its way north across the border into the trendiest seafood dishes including our Chorizo and Chili Lime Stuffed Clams.



- **New England Style Stuffed Scallops** – We mix golden breadcrumbs, spices, minced celery and green peppers with succulent bay scallops, add a sprinkle of paprika and parsley and stuff it all back into natural shells. Just heat and serve.
- **Frozen Cod Fillets, Flounder Fillets, Tilapia Fillets, Salmon Fillets, Pollock Fillets** – Whatever you're craving, from firm meaty cod, light sweet and delicate tilapia, to mild and tender flounder, or rich and deeply flavorful salmon – Matlaw's has you covered!
- **Crunchy All Natural Panko Breaded Fish Sticks**- The difference between Japanese panko and regular breadcrumbs is that panko crumbs are made without crusts. That's why our all-natural Panko Breaded Fish Sticks, (cut from whole fillets!) have such a light, flakey crunch.
- **Crispy Original, Barbecue and Coconut Popcorn Shrimp** - Enjoy restaurant-style popcorn shrimp at home. Each juicy shrimp is delicately battered and then cooked to a perfect, crispy crunch. We also offer Barbecue for a tangy zing, and a light, crunchy crust of real coconut blended with golden breadcrumbs.
- **Southwest Tortilla Breaded Cod, Jalapeño Breaded Cod, Pubstyle Battered Cod and Panko Breaded Cod**- Tortilla breading gives our wild caught, all-natural Southwest Tortilla Cod a deliciously flakey twist. Cut from whole fillets and frozen at sea, every bite is crunchy on the outside, moist and tender on the inside. The extra crunchy crust of our Pubstyle Battered Cod locks in moistness during frying for super tender, flakier fish. Our crunchy, all-natural Jalapeño cod is lightly fried in cornmeal seasoned with tumeric, onion, garlic and just enough jalapeño to give it a little heat.

Nancy Peterson, Vice President of Marketing at Matlaw's says, "We go to the ends of the earth to find the best seafood and flavor combinations for our products. We're thrilled to offer consumers even more choices when they look for Matlaw's in the frozen foods section of their favorite supermarket, and invite everyone to discover our new flavor innovations and vibrant new



brand. It truly aligns with what Matlaw's stands for today – products that exceed your expectations and flavors that delight the palates of demanding consumers”.

Discover Matlaw's Online Too!

Matlaw's website, www.Matlaws.com, is brand new too and brings “Discovery” to life with tasty food pairing suggestions, menu recommendations, recipes and new features including:

- Mobile Accessibility so you can “Discover Matlaw's” anywhere
- Detailed Product Information
- Special Offers and Coupons you can try even more of Matlaw's new products

Look for Matlaw's new products on shelf at retailers across the U.S. and discover the taste of real seafood. Discover Matlaw's!

Editor's Note: *High-resolution images, product samples and additional information available upon request.*

About Matlaw's

Every bite of Matlaw's seafood feeds your passion for discovery. We take your favorite seafood to new heights and turn your dining and entertaining into an out of the ordinary, memorable experience. With over 40 suppliers across the globe that meet our Safe Quality Food (SQF) requirements, we boldly follow our passion for discovery and bring the very best quality to your table and the best price. That's a pretty big thing for a seafood company to bite off. But we accept the challenge daily. We wouldn't have it any other way. “Discover Matlaw's” online at www.matlaw's.com, and join the Matlaw's community on [Facebook](#) and [Twitter](#).

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