

FINE FLAVORS from the DEEP

SYSCO LAUNCHES PORTICO FROZEN SEAFOOD BRAND

According to the latest figures from the 2004 National Oceanic and Atmospheric Administration (NOAA) annual report “Fisheries of the United States,” Americans eat about 4.7 billion pounds of seafood per year. Plus, per capita consumption of seafood, currently at more than 16 pounds per year, is projected to continue increasing as more people discover the health benefits of low-fat, protein-rich seafood.

This is particularly good news for restaurants and foodservice operators, who benefit from consumers’ long-standing reluctance to cook seafood at home. So to keep the clams, crabs, flounder and cod coming, tens of thousands of them rely on SYSCO—not just a foodservice company, but also the largest seafood company in North America!

This month, the Hidden Cove™ Brand, providing the finest in fresh seafood, is joined by another dedicated seafood brand. Portico offers the finest frozen seafood, replacing SYSCO Reliance, Classic, Imperial and Supreme seafood, and including a significantly broadened array of new products, new categories and new seafood varieties. In another exciting development, the Portico line will include seasonal and regional availability of certain specialty seafood products—helping you offer even more rare and delicious seafood to your customers.

Within the Portico Brand, there are three lines, giving Portico the product range to meet the needs of virtually any restaurant.

Portico Simply: Single frozen, uncooked seafood with nothing added—no breading, no marinades, no flavoring, no spices, no cooking and no chemicals. Limited value-added processing, including portion control, removal of skin, shell and bones, and shucking, is available in certain Portico Simply products. They’re perfect for use as basic ingredients in any seafood recipe.

Portico Prime: The best available quality value-added seafood products, processed and packed to exceedingly high specifications. Portico Prime products are known for lower breading and marinating percentages, better ingredients, unique recipes and limited use of chemicals in processing.

Portico Bounty: Offering consistency, value and excellent price and cutting competitiveness against industry standard and economy products, Portico Bounty may be once or twice-frozen seafood with broader tolerances for portion control, breading and marinade percentages.

Across all three of these lines, SYSCO’s industry-leading Quality Assurance (QA) program ensures that the Portico seafood you serve was not only properly harvested, but also inspected, processed and transported with all of the care your customers deserve. It’s true not only of the seafood that we source from U.S. waters, but also of the seafood that we import from 39 other countries around the world. The same QA standards, the same inspections and the same insistence on excellence all apply. With Portico seafood on your menu, your customers can order with total confidence—and with *bon appétit!*