



Australis Launches New Barramundi Products Expands Distribution

Company responds to demand with Value-Add Products and Thick-Cut Portions

March 11, 2010. Turners Falls, MA – Australis Barramundi is sizzling hot these days. First, Barramundi was dubbed a ‘Lean, Green Superfood’, then it was a ‘2010 Hot Culinary Trend’. In February, Oprah medical guru and TV host, **Dr. Oz named Barramundi a ‘Superfood To Eat Now’**. Consumers are asking ‘Where can I find this fish?’ and new retailers and foodservice operators are coming onboard. Australis, the company who spearheaded the popularity of Barramundi and is the world’s leading supplier, is responding with an array of new products.

New Value-Added Barramundi Products

Australis’ new products will make it even easier for people to try ‘The Next Big Fish’. These include a **Lemon Herb Butter Barramundi**, seasoned with zesty lemon, garlic, basil and oregano and a **Crispy Asian Sesame Panko Barramundi**, encrusted with an authentic Japanese-style crumb, seasoned with a 5-spice blend and a touch of wasabi, and topped with black and white sesame seeds. Both are available in frozen bags and bulk for retail and foodservice.



New, Thicker Cut Portions



Australis is also introducing larger fillets and center-cut portions. The larger fillets (which complement the company’s current offerings), are available in 12/24 and 24/48 oz. sizes. They’re perfect for chefs who want complete control over portion size in the kitchen. Top-quality 6 and 8-oz portions are also available fresh and frozen and are ideal for retail and food service operators seeking an exciting and sustainable fish alternative.

Says Chef Barton Seaver, leading sustainable seafood advocate "Australis Barramundi rocks! The flavor and texture is top notch, and it's easy to get our customers excited about it. Australis' success in sustainable aquaculture is a true hero's story, and we consider it an honor to have such a delicious and environmentally responsible fish on our menu."

Expanding Production and Distribution

Australis has steadily expanded its Barramundi farming production in central Vietnam and Indonesia. Leading retailers in the US and Canada that carry Australis products now include Costco, Whole Foods, Safeway, Kroger, Jewel-Osco, Giant, Schnuck's, Dierberg's and other supermarket chains. Foodservice distribution through Sysco, Gordon’s Foodservice and other broadliners has also grown considerably over the past six months.



Says Australis CEO Josh Goldman “We are incredibly excited to be launching these new products and giving our customers more ways to discover, use and enjoy Australis Barramundi. With so much media attention, and health professionals now recommending Barramundi, there’s no question that the time has truly come for this fabulous fish.”

About Australis - Australis Aquaculture is an award-winning provider of healthy, sustainable seafood, marketed under the banner of The Better Fish[®], *Better Tasting, Better For You, Better For Our Environment*. The Company spearheaded the introduction of Barramundi as a growing culinary trend in North America, and is the largest and only vertically-integrated barramundi producer in the world. Australis offers a full line of fresh and frozen barramundi to the retail and foodservice markets. Australis’ sustainable practices have been recognized by all of the major NGOs and earned the company the coveted [‘Seafood Champion Award’](#). For more information visit: www.TheBetterFish.com

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