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**Quirch Foods Company Launches Panamei® Frozen Seafood Program
To Increase Consumer Brand Awareness and Retailers’ Seafood Sales**

Quirch Foods Company, one of the largest independent suppliers of fresh and frozen foods in the Southeastern U.S. and the Americas, introduces the **Panamei® Seafood Program**, a consumer marketing and promotional program to support the extensive variety of retail-ready frozen seafood products available under the Panamei® brand.

The Panamei® Seafood brand is comprised of frozen seafood products in all major categories – Shrimp, Fish, Shellfish, and general seafood; the Program includes several components to help retailers increase consumer awareness and purchases of these products. A **Consumer Website** (located at www.panamei.com) offers product information, recipes, nutritional information and preparation techniques for Panamei® seafood products. **Planograms, In-Store Support Tools** (including shelf-talkers, channel strips, mobiles, floor decals and custom signage) and **Employee Training Materials** are also available to retailers. All marketing materials complement the line’s **Newly Designed Packaging**, which was developed with a combination of appealing graphics and high product visibility to inspire consumer confidence and generate increased sales for the products.

“By incorporating these consumer marketing and promotional elements in support of the Panamei® brand, we are essentially partnering with retailers to educate consumers about the quality and convenience of frozen seafood in general, and Panamei® seafood in particular, which will ultimately increase sales for all of us,” said Mauricio Quirch, Sr. VP of Sales and Marketing for Quirch Foods.

Seafood included under the Panamei® label includes:

Shrimp:	Cooked, P & D and EZ-Peel Raw varieties in both one and two pound pouches
Fish:	Flounder (Arrowtooth), Grouper, Kingfish, Mahi, Minutas, Ocean Perch, Pollock, Salmon, Salted Fish / Bacalao, Smelts, Snapper, Swai, Tilapia, Threadfin Bream, Whiting, and more...
Shellfish:	Clams, Crab, Mussels, Octopus, Scallops, Squid, Whelks
Seafood:	Seafood Mix and Surimi

In business since 1967, Quirch Foods Co. is a major wholesale distributor with four distribution centers in the U.S. & Puerto Rico and more than 400 employees. Quirch Foods’ product line includes thousands of items in all of the major perishable food categories: meat, poultry, seafood, processed meats, dairy, and frozen foods. In 2008, Hispanic Business magazine ranked Quirch Foods as the 11th largest Hispanic-owned company in the United States. www.quirchfoods.com