



News Release

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BACK BY POPULAR DEMAND:

QVD TO FEATURE ACCLAIMED CULINARY TEAM OF CHEF RUT AND JUDY LEW AT INTERNATIONAL BOSTON SEAFOOD SHOW

Bellevue, Wash –March 9, 2010—When this year’s International Boston Seafood Show kicks off March 14, 2010, Booth # 1033 promises to be a popular destination for visitors looking for great cuisine on the trade show floor.

That’s because Bellevue, Washington-based QVD, the largest vertically integrated producer of farmed swai from Vietnam, will once again showcase the culinary magic of Seattle-based Chef Rut and Judy Lew—brought back to Boston by popular demand. Chef Rut and Ms. Lew plan to cook up QVD’s award-winning BasaVina Pearl® swai loins and fillets —and the restaurateurs and cookbook co-authors say they are more than ready to serve up the fish that is taking the culinary world by storm.

“This year, we plan to showcase QVD’s BasaVina Pearl® swai fillets and loins in exciting new ways, with two mouthwatering coatings and four delicious sauces and recipes,” says Chef Rut. In addition to a Southwest-style coating, Chef Rut will prepare a Satay coating for the fish—both of which will be offered with a choice of sauces: Thai peanut, Red Curry, Green Curry, and Garlic Basil. Says Chef Rut: “QVD has a wonderful, excellent-quality whitefish product that provides us a great platform—essentially, a blank canvas—upon which we can create delicious dishes.” He added, “We are fortunate to work with a versatile, flavorful fish like the swai that QVD produces.”

QVD Marketing Manager Linae Foster said visitors and media are especially encouraged to stop by, sample Chef Rut’s and Judy Lew’s cuisine—and meet the QVD team. “We welcome all visitors to Boston to stop by and sample our award-winning fish as well as to meet the team that has made us so successful,” Foster said.

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