

Superior Select Freeze to Thaw Process



Superior Production

Expand your fresh fish offerings with Superior Select's Freeze to Thaw Program! Superior Foods only uses high quality, sustainable seafood in our production. Once our seafood is processed and packaged at our SQF certified facility, it is immediately frozen. It can remain frozen for several months, extending the shelf life. Once the store is ready to display the product in a cooler, the case-to-cooler process is simple. The thawing process takes less than 12 hours to complete and the product can be thawed in the display cooler. Once the product is completely thawed, a convenient, preprinted calendar is on the back of the label for marking and tracking the "use or freeze by" dates.

New Packaging

- 10k oxygen permeable film allows customers to clearly see the product
- New cohesive bright colored labels make products stand out on shelves
- Pre-printed calendars for convenient marking and tracking of "use or freeze by" dates
- QR codes that link customers to additional product information, cooking instructions, and recipes

Expanding Seafood Opportunities

- Allows stores to expand their fresh fish offerings and introduce new species
- No cross-contamination
- Case ready packages
- Net weight packages eliminate labor cost
- Better inventory control and increased self life
- Odorless product



"Use or Freeze by" Calendar



Product specific QR Codes on packaging for additional information, cooking instructions, and recipes