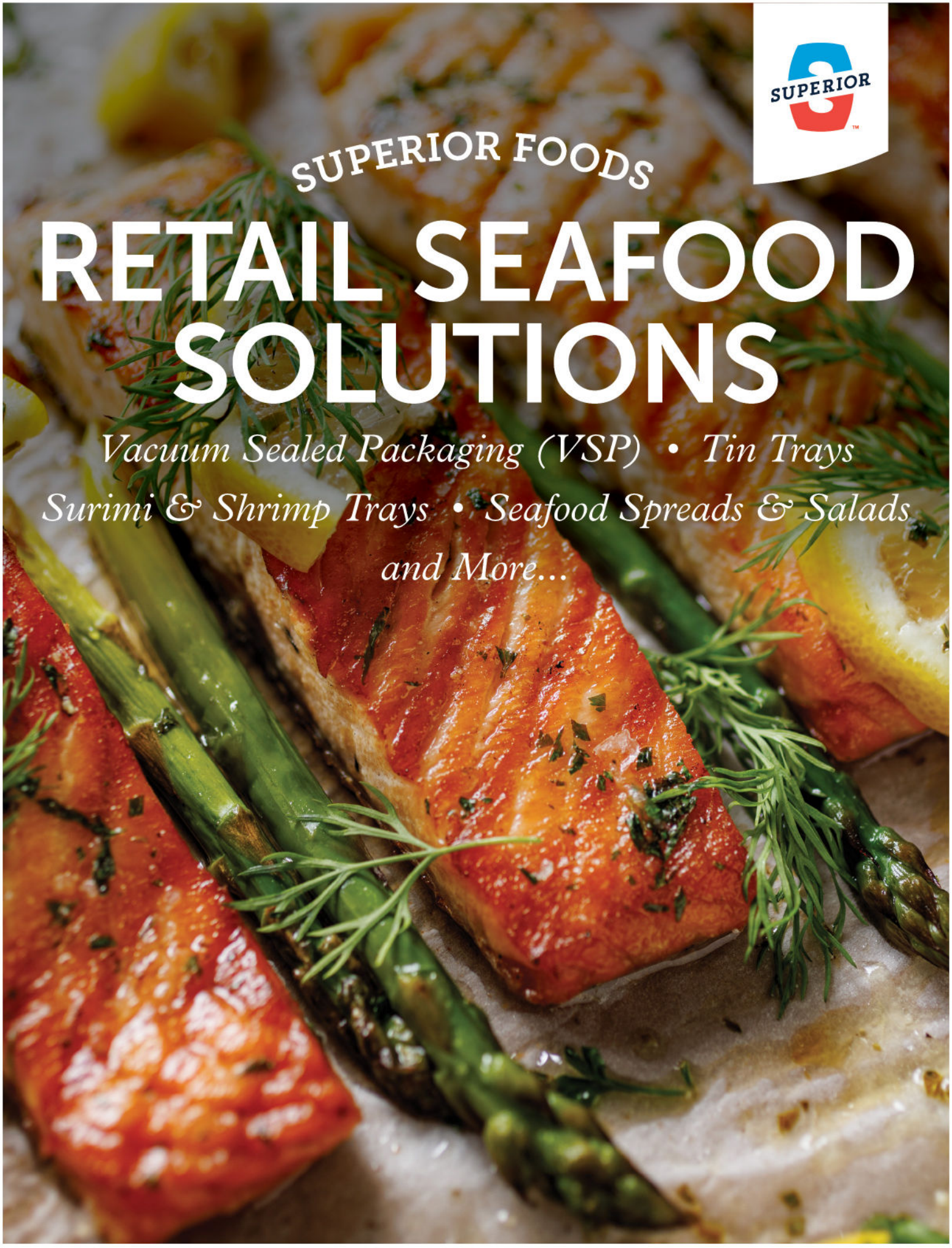

SUPERIOR FOODS
RETAIL SEAFOOD SOLUTIONS
Vacuum Sealed Packaging (VSP) • Tin Trays
Surimi & Shrimp Trays • Seafood Spreads & Salads
and More...

SUPERIOR FOODS COMPANY
VSP FREEZE-TO-THAW PROGRAM



Freshness

Our innovative 10K film technology, used in our Freeze-to-Thaw program, delivers an exceptional "activation of freshness" as seafood thaws right at store level. This advanced system helps reduce shrink, improve inventory control, and maintain peak flavor and texture. We offer a versatile selection of premium fish portions, value-added options and salmon burgers—perfect for building out a dedicated, high-performing seafood section that attracts customers and drives sales.

Highlights:

- ☑ Cost-effective portion sizing designed to maximize value and minimize waste
- ☑ Diverse selection of protein-rich seafood to meet a range of menu and retail needs
- ☑ 10K oxygen-permeable film provides full product visibility and maintains freshness
- ☑ Net weight packaging allows for easy pricing and efficient merchandising
- ☑ Seven-day shelf life from thaw for optimal flexibility and reduced shrink



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SUPERIOR FOODS COMPANY
TIN TRAY PROGRAM

Fresh & Freeze-to-Thaw Product Lines



Elevated

Our tin tray line now comes in a convenient freeze-to-thaw format that complements our fresh program—offering flexibility, quality, and premium shelf appeal. The sleek, functional design provides a mess-free, ready-to-cook/ready-to-heat seafood experience featuring a variety of fish portions and value-added options like savory stuffings and herb butters.

Highlights:

- ☑ High-quality shelf appearance and easily displayable tin trays
- ☑ Diverse product lines of Ready-to-Cook appetizers, entrées, and family meals and Ready-to-Heat dips and pastas
- ☑ Convenient cooking with air fryer and oven-safe tin trays
- ☑ Net weight packaging facilitates straightforward pricing and effective merchandising
- ☑ Seven-day shelf life post-thaw for maximum flexibility and minimized shrinkage



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SUPERIOR FOODS COMPANY
SURIMI & SHRIMP TRAYS

Ready-to-Enjoy

Whether your audience is the party planner or the seafood aficionado on the move, our clamshell trays will certainly captivate. We use high-quality surimi and shrimp to produce both a party-sized and an individual-sized version of trays. These trays are tailored for seamless merchandising and are ideal for prominent locations. They are available frozen to maximize shelf life and can be sold in that condition or thawed for display purposes.



Highlights:

- ☑ Crafted from premium surimi (derived from whitefish) and responsibly sourced shrimp
- ☑ Each tray comes with our homemade, delectable cocktail sauce
- ☑ Streamlined inventory control and reduced shrinkage through our freeze-to-thaw program
- ☑ Offered with pre-set pricing for enhanced consumer visibility
- ☑ Available in both 7-ounce and 15-ounce clamshell containers
- ☑ Five-day shelf life after thawing for optimal flexibility and reduced shrinkage



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SUPERIOR FOODS COMPANY
SEAFOOD DIPS, SPREADS, & SALADS

Retail-Packaged and Bulk Product Lines



Authentic

We offer a diverse assortment of seafood dips, spreads, & salads featuring unique fish and surimi crab products, available in both retail-ready packaging and bulk formats. Made with quality ingredients and crafted for standout flavor, these offerings bring gourmet appeal and versatility to the category. With multiple packaging and size options to accommodate different merchandising needs, our products provide opportunities to drive repeat purchases, expand product selections, and help your private brand stand out from the crowd.

Highlights:

- ☑ 7 and 10 oz. deli cup sizes and 0.66 gallon resealable bulk buckets
- ☑ Top-quality fish, surimi, and shrimp contribute to the development of rich flavors
- ☑ Flexible merchandising options are available across seafood, deli, and specialty sections
- ☑ High Pressure Processing (HPP) is utilized to eliminate bacterial contaminants and extend shelf life to more than 100 days



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SUPERIOR FOODS COMPANY
PRIVATE LABEL & CO-PACKING

Own Brand

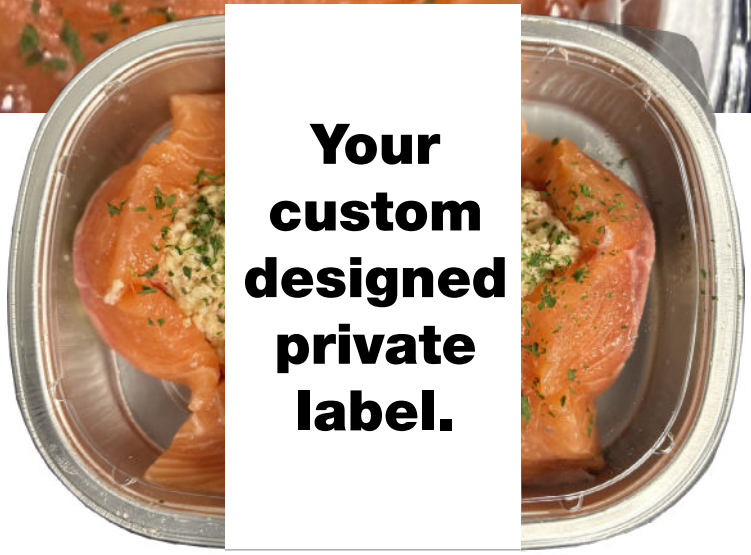
Our seafood offering provide a diverse number of items that are perfect for a single product line or can be combined together as an entire seafood label. Our full-service seafood production and ready-to-eat facility gives us a unique placement to provide scalable solutions that help develop and transform your brand.

Why Partner with Us:

- ☑ Over 50 years of seafood processing expertise with scalable, high-quality production
- ☑ Committed to responsible sourcing and sustainable practices
- ☑ MSC, ASC, and SQF-certified to ensure consistent quality and safety
- ☑ Turnkey co-packing solutions—from recipe development to packaging and logistics
- ☑ Trusted by top-tier restaurants and premium national grocery chains



LEARN MORE
about our Private Labelling & Co-packing Capabilities



Your custom designed private label.

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SUPERIOR FOODS COMPANY
PRODUCTION. PACKAGING. LABELING

Adaptable

At Superior Foods, we've streamlined and automated our seafood production to deliver consistent, high-quality retail items that perform. Our innovative R&D team develops unique seafood offerings supported by 10K VSP packaging for freeze-to-thaw freshness and eye-catching tin and clamshell trays for maximum shelf appeal. With customizable, sustainable labeling and vibrant digital designs, we help your seafood line stand out and drive sales.

Production/Packaging:

- ☑ Production investments that have streamlined and automated our processes
- ☑ Reliable production strategies that are both scalable and efficient
- ☑ Innovative research and development focused on discovering unique, one-of-a-kind products tailored to our customers' needs
- ☑ 10K VSP packaging that ensures maximum freshness for freeze-to-thaw items
- ☑ Utilization of tin and clamshell trays that are ideal for high visibility and high traffic locations in your stores

Labeling:

- ☑ Advanced band label capabilities that are both customizable and sustainable
- ☑ Labels that allow the visibility of the product to show through
- ☑ Streamlined approach to labeling which is cost reductive but still high quality
- ☑ Custom label designs and sizes tailored to your brand and product lineup
- ☑ Digitally printed labels with vibrant color and high visibility
- ☑ Expert level labeling partnerships that allow us to develop and innovate our label processes



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SUPERIOR FOODS COMPANY

Superior Select DELI

RIVER CITY MEATS

BLACK PEARL SEAFOODS

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