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FORTUNE FISH COMPANY FORGES SUSTAINABILITY PARTNERSHIP

Netting American red snapper, for a cause

(Bensenville, IL)— On April 1, 2012, Fortune Fish Company strengthened its commitment to sustainability by teaming with the Sustainable Fisheries Partnership (SFP), a non-profit organization whose mission is to engage and catalyze global seafood supply chains to rebuild depleted fish stocks and reduce the environmental impacts of fishing and fish farming. Fortune Fish Company will work closely with SFP and its team of researchers and scientists to assess the sustainability of the seafood products it carries and identify necessary improvements. SFP will also assist Fortune in further developing the “Fortune Fish Sustainability Initiative.” Through this program, the company celebrates a seafood item every two months, while donating a portion of the proceeds to fund Fishery Improvement Projects.

“Investing in Sustainability is investing in our future,” says Mark Palicki, vice president of marketing at Fortune Fish Company. “It isn’t enough to talk about sustainability – we need to actually fund programs that spearhead improvement. The Sustainable Fisheries Partnership is at the forefront of this movement, and we are excited to work with them and their Fishery Improvement Projects.”

Throughout April and May, Fortune Fish Company will feature vertical hook and line-caught American Red Snapper. For every pound sold, a portion of proceeds support the Gulf of Mexico Reef Fish Fishery Improvement Project, which is dedicated to improving policies and fishing practices in the Gulf of Mexico and, by virtue, red snapper fishing.

Years of outdated management led to overfishing of reef fish – including American red snapper – in the Gulf of Mexico. The introduction of sustainable management plans is rebuilding, and this effort will advance that cause.

Given Fortune Fish’s close proximity to O’Hare Airport, it has a competitive edge: the freshest product is flown in daily and brought in pristine condition to customers. Its 40,000-square-foot facility features two coolers, a 10,000-square-foot freezer and a massive, 3,000-gallon, live lobster tank.

About Fortune Fish Company

Sustainability is a core value at Marine Stewardship Council-certified Fortune Fish Company, which is committed to supporting fisheries and fishing practices to ensure the ecological health of oceans, lakes, rivers and streams. The Bensenville, IL.-based processor and distributor therefore partners with well-managed fisheries and groups that encourage responsible fishing practices, while providing high-quality product to white-tablecloth restaurants, private clubs, elegant hotels and independent, gourmet retail stores.

Beyond providing the public with accurate information about seafood sustainability, the company complies with the U.S. Food and Drug Administration's State Hazardous Analysis and Critical Control Point (HACCP) guidelines. It's also committed to lessening its ecological footprint through recycling, reduced packaging and energy-saving practices in its production warehouse and office.

Formed in 2001 by Sean O'Scannlain and Mark Gorogianis, who have over 35 years combined experience in the seafood processing and distribution industry, the company later brought on additional key players, topping 100 years of collective experience, with a worldwide supplier base ranging from single fishermen with one vessel to multi-national aquaculture firms. Since its inception, Fortune Fish Company has brought innovation to seafood distribution, consistently raising the bar for integrity, quality, sustainability and service.

Fortune Fish Company sells about 70% fresh or live seafood and 30% frozen seafood from its expansive 40,000 square foot facility, a site originally built for Kraft's Sage Foods, a division. In addition to supplying wholesale to restaurants and grocers, including Gibson's Steakhouse and Whole Foods, Fortune Fish Company sells direct to customers in Illinois, Wisconsin, Iowa, Michigan, Missouri and Indiana via its refrigerated fleet. Additionally, the company ships nationally using FedEx and UPS. To view product listings, visit www.fortunefishco.net, or call 630.860.7100.

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