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SOFT SHELL CRAB ARRIVES AT FORTUNE FISH COMPANY

Pure, crabby flavor for your immediate enjoyment

(Bensenville, IL)—Having forged relationships with a 250-plus-strong supplier base, seafood wholesaler Fortune Fish Company is the force behind sea fare found at 1,500 gourmet grocers and white tablecloth restaurants, including Whole Foods and Gibson's Steakhouse. It also sells direct to customers locally and regionally via its fleet of 40 refrigerated trucks and nationally by its "Flying Fish" program.

But it hardly stops there; soft shell blue crabs have arrived.

Traditionally available June through August only, new techniques and warmer ocean temperatures encourage these tasty numbers to molt more readily, greatly extending soft shell crab season. Beloved for their distinct, full flavor and thin, papery, edible shell, they must be 3.5 inches from tip to tip in order to be harvested and sold.

Once taken in traps, skilled fisherman recognize when they're about to molt. Therefore, they're kept in cages in the sea – or in tanks on the shore – until the time is right. The molting process takes but a few hours, and the crabs must be removed from the water within one- to-two hours of shedding their hard shells; otherwise, the new ones quickly harden. Held under refrigeration at 40 degrees until they're ready to be enjoyed, soft shell blue crabs are guaranteed fresh, but not alive. Soft shell crabs are best sautéed or fried, come in several sizes and are sold by the dozen.

Given Fortune Fish's close proximity to O'Hare Airport, it has a competitive edge: the freshest product is flown in daily and provided in pristine condition to customers.

"Our proximity to O'Hare airport is like being at all the major fishing ports in the world," says Mark Palicki, vice president of marketing at Fortune Fish Company. "It means we're able to get the freshest fish to Chicago quickly."

And because of its high standing in the fishing community, calls to Fortune commonly are the first ones made by fishermen and aquaculture firms.

Fortune Fish Company's 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

Founded in 2001 by Sean O'Scannlain and Mark Gorogianis, who share over 35 years combined experience in the seafood processing and distribution industry, Fortune Fish Company later brought on additional key players, to top more than 100 years experience. Uniquely, it also staffs a marine biologist, who is dedicated to forging relationships and furthering its missions as a responsible member of the seafood community.

Fortune Fish Company's worldwide supplier base ranges 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 and service, while maintaining a deep respect for the world's waterways. Its specialty? Hand-cutting whole fish to order for the finest chefs and grocers, including Gibson's Steakhouse and Whole Foods.

The Bensenville, Ill.-based processor and distributor supports fisheries that further the ecological health of oceans, lakes, rivers and streams. Therefore, it partners with groups that encourage responsible fishing and aquaculture practices, among them the Sustainable Fisheries Partnership, Global Aquaculture Alliance, National Fisheries Institute and Marine Stewardship Council, the latter of which certifies the business in their chain of custody program. It's also a member of Chef's Collaborative, Ocean Stewards and American Culinary Federation, and contributes to initiatives such as Share Our Strength and Vital Bridges.

Beyond educating the public on responsible seafood practices through their Fortune Fish School, Fortune Fish Company complies with the U.S. Food and Drug Administration's State Hazardous Analysis and Critical Control Point (HACCP) guidelines. Committed to lessening its ecological footprint, Fortune Fish Company supports recycling, reduced packaging and energy-saving practices in its production warehouse and office.

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 division. Each day, it boasts a selection of over 30 oyster varieties from both North American coasts, 80 species of fresh, domestic and imported fin-fish and a full line of gourmet products through Fortune Gourmet Foods. Inclusive of many seasonal and unique varieties, over 10 million pounds of seafood pass through its modern, fully equipped facility annually.

Fortune Fish Company sells direct to customers in Illinois, Wisconsin, Iowa, Michigan, Missouri and Indiana via its refrigerated fleet. And it ships nationally using FedEx and UPS. To view product listings, visit www.fortunefishco.net, or call 630.860.7100.

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