

FOR: **FORTUNE FISH COMPANY**

1068 Thorndale Ave.
Bensenville, IL 60106
630.860.7100
www.fortunefishco.net

CONTACT: **RR PUBLIC RELATIONS, INC.**

Susie Riskind
847.624.3886
Susie@rrpublicrelations.com

**SWEET, SUCCULENT FLORIDA PINK SHRIMP ARRIVES AT
FORTUNE FISH COMPANY**

America's favorite seafood item

(Bensenville, IL)— There's no argument that American's favorite seafood item is shrimp. For more than a decade it's ranked number one on the National Fisheries Institute's most popular seafood list. That's why we are especially excited to highlight wild Florida pink shrimp as our sustainability initiative during August and September.

Florida pink shrimp, also known as Key West pink shrimp and Gulf pink shrimp, come from the crystal clear waters of Florida's southwest Gulf coast from Tarpon Springs to the Dry Tortugas, the last island in the Florida Keys chain. These great tasting shrimp are harvested from pinkish to white colored sandy ocean bottom, giving them their beautiful pink color and clean sweet tasting lobster like texture, and are excellent for broiling, grilling, frying or sautéing.

Florida pink shrimp also get a "good alternative" nod from the Monterey Bay Aquarium. But there's room for improvement, and many stakeholders are working to bring about long-lasting change for this Gulf of Mexico trawl fishery.

That's why Fortune Fish and our partners at the Sustainable Fisheries Partnership (SFP), a non-profit organization focused on rebuilding fisheries and reducing their impacts on the environment, and our supplier, Cox's Wholesale Seafood, Inc. are working to help this fishery meet key sustainability goals. Specifically, those goals include reduction of bycatch of other species, including turtles; and better monitoring of vessels and fishermen to ensure they're in compliance with regulations, including harvesting in only designated areas, and adoption of improved fishing gear to help reach targeted, defined goals.

That's not all. As part of the SFP 2012 work plan developed to specifically address this important U.S.-based fishery, suppliers and buyers are actively putting pressure on fishery managers and government agencies to increase observer coverage or explore other options for real-time monitoring.

“We’ve realized that it doesn’t take a lot of pressure to bring about positive change,” says Stacy Shultz, Fortune Fish’s staff biologist and seafood sustainability coordinator.

At Fortune Fish, we are excited and encouraged by this push from suppliers and believe increased awareness and support can make this important fishery even better. Add wild Florida pink shrimp to your August and September orders and help bring about sustainable change.

About Fortune Fish Company

Founded in 2001 by Sean O’Sannlain 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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RR PUBLIC RELATIONS, 773.252.8550