

SHRIMP

AT A GLANCE

FORTUNE
• FISH & GOURMET •

THE SEAFOOD & GOURMET SPECIALISTS



@fortunefishgourmet
www.fortunefishco.net

OUR SHRIMP

Fortune serves a diverse range of customers with a portfolio that features everything from wild and farmed, fresh and frozen, exotic, seasonal, and year-round favorites.

Our global shrimp program is led by an industry expert from a multi-generational shrimping family in the Gulf region. That expertise guides our purchasing decisions and strengthens our partnerships with domestic shrimpers, processors, and BAP-certified farms around the world.

We consider sustainability, quality, price, and variety when choosing trusted sources to supply us with quality shrimp year-round, from the U.S. and international farms.



We have shrimp of all types, colors, and species, from black tiger shrimp, to white, brown, pink, and beyond. They are available in many formats:

- EZ-Peel, peeled and deveined (P&D), or un deveine
- Tail-on or tail-off
- Head-on or head-off
- Individually quick frozen (IQF) or block frozen
- Available in retail and food service packs
- 100% chem free or with moisture retention agents
- Plus, an assortment of sizes

OUR BRANDS



Coastal Seafood

The coast is where we connect to the sea; the place from which we launch into the ocean, and where we return to enjoy its bounty. Our Coastal Seafood branded import portfolio allows us complete control over sourcing, processing, and packaging. The name represents fully traceable shrimp, responsibly sourced from Best Aquaculture Practices certified farms and processing plants with stringent third-party product inspection and testing prior to shipping. We carefully choose our partners in India, Ecuador, and Southeast Asia to supply us with minimally processed and individually quick-frozen shrimp in a wide variety of sizes for every need, kitchen, and price point.



Jubilee

Along Mobile Bay's Gulf Coast, a jubilee is a wildly celebrated, naturally occurring event where a vast amount of the Gulf's bounty suddenly rushes inshore. The community gathers with washtubs, gigs, and nets to gather the glut of easily caught seafood. Our Jubilee brand is named after this regional phenomenon and was founded in Bayou La Batre—the "Seafood Capital of Alabama" in 1967. Jubilee shares the flavors of the Gulf by providing shrimp that are 100% caught by local fishermen, then processed and packaged in the U.S. They are scrupulous about every detail and committed to producing a consistent and quality product, while protecting the ecosystem. That's why every shrimp that carries the name Jubilee inspires a celebration at the table.



Red Diamond

A red diamond is the rarest of all gems, symbolizing passion and good fortune. Our Argentinian red shrimp (*Pleoticus muelleri*) are wild caught in the cold, pristine waters off the Patagonian coast. Red Diamond is a rising star, favored by chefs for its rich, sweet flavor, tender texture, ocean-fresh quality, and vibrant red color.





INDUSTRY INSIGHTS

- Shrimp is the most consumed seafood in the U.S., with Americans eating an average of 5.9 pounds per person annually (more than a billion pounds nationally).
- Just over 60% of all shrimp sales in the U.S. take place in retail stores.
- Shrimp is served in 47% of all restaurants in the U.S. Half of that shrimp is served alone, 20% is paired with other seafood, and 20% is paired with chicken.
- Shrimp's appearance on menus has seen an 11% increase since 2017, nearly four times the increase in salads.
- Shrimp is one of the most versatile and widely featured seafood items across every dining segment. Its low contribution cost, excellent plate coverage, and broad consumer appeal make it a smart, profitable choice for restaurant operators.



SCAN FOR ALL
CATEGORIES

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