



CUP SHUCKERS

WORLD CLASS OYSTERS

Raised in aqua trays in the premier growing grounds of East Dennis, MA. Fed by powerful 12-foot tides and the nutrient-rich Quivett Creek, they develop deep teardrop shells, and a uniquely sweet Cape Cod Bay flavor with a mineral finish.

Washed twice daily by massive tides, these oysters come off the flats clean inside and out, delivering a consistently winning performance, match after match.
Cup Shuckers don't just play the game — they set the standard.

GOOOOOOOOOALLLLL!

FORTUNE
FISH & GOURMET
THE SEAFOOD & GOURMET SPECIALISTS

OYSTER COMPETITION

Bring the heat of competition to your raw bar! Cup Shuckers World Class Oysters are a limited-time, Fortune-exclusive oyster available May 4 through July 18. The Cup Shuckers Competition is designed to boost oyster sales, energize your staff, and give your restaurant a shot at brag-worthy prizes. All while giving your customers something to cheer about.

📅 Important Dates

Round 1: May 4 – June 20
Round 2: June 21 – July 18

🔥 Why Participate?

Sell more oysters, motivate your staff, and put your restaurant on the map as a Cup Shuckers champion!

🏅 Competition Format

Round 1: The top 4 restaurants from each region advance to the Championship Bracket:

- Midwest (MN, MO, WI, IL)
- South & East (GA, LA, NC, NJ, TX)

Round 2: Pits the winners from the Midwest against the winners from the South & East

- Championship Bracket: 8 finalists compete for Grand Prize
- Consolation Bracket: All others compete for Consolation Prize

🏆 Prizes

Grand Prize

- Four (4) tickets to a 2026 major league sporting event in your market
- Four (4) personalized Cup Shuckers jerseys
- Engraved Cup Shuckers trophy

Consolation Prize $250 Fortune Credit

🦪 How It Works

- Open to Fortune foodservice customers
- Ranking is based on full bags purchased of Cup Shuckers Oysters
- Earn one bonus bag for each social post (up to four per round) featuring Cup Shuckers and tagging Fortune

💡 Tip

Feature Cup Shuckers as a special, showcase them on your raw bar, or spotlight them in a server contest to drive volume.