



HIGH LINER
FOODSERVICE™

BETTER LIFE

HEALTH ISN'T JUST A TREND, IT'S A LIFESTYLE.
GOOD THING SEAFOOD IS A POWER-PACKED
PROTEIN CELEBRATED FOR ITS HEALTH BENEFITS.
WITH GUESTS DEMAND FOR ALTERNATIVE
PROTEINS AND FLEXITARIAN OPTIONS ON THE
RISE, THERE'S NO BETTER TIME TO SHOUT ABOUT
SEAFOOD. PLUS, TRANSPARENCY AND CLEANER
LABELS ARE ALSO IN DEMAND, AND OUR
SUSTAINABILITY STORY CAN'T BE BEAT.

A HIGH LINER FOODSERVICE SOLUTION

SEAFOOD IS *Better*™

SOMETHING TO SNACK ABOUT

Health is here to stay — and it comes in many forms (and substitutions)!

In today's foodservice industry, health is table stakes.

30% of operators say they've noticed increased guest demand for healthier items in the past year.¹

No matter who you are, there is an expectation for healthy menu options or substitutions to be available to meet all kinds of eating styles. Vegetarian, vegan, gluten-free, paleo – the list goes on, and operators need to be ready to offer them all.

OBTAINABLE SUSTAINABLE

Sustainable products are on the forefront of guests' minds and operators need to make sure menus reflect this.

Guests are worried about a lot of things these days; climate change, resource scarcity, pollution... These changing attitudes regarding the environment translate into demand for sustainable food sources.

And guests are willing to pay for it. 66% said they would pay higher prices for sustainability.³

PROTEIN, PLANTS & PESCATORIANS

Plates are featuring alternative proteins and seafood shouldn't be left out.

As guests seek out alternative proteins and plant-based dishes, menus are featuring more lentils, beans, grains and faux meats in veg-forward preparations. Seafood is the acceptable exception for pescatarian or flexitarian eaters, **and 42% of guests said they'd like to eat more seafood as a replacement for meat.²**

So it makes sense that operators are also looking at fish and shellfish as protein options.

chef's tip!

Seafood Swap!

Operators can offer a flexitarian-friendly salmon fillet or shrimp as an alternative protein option to existing menu items and be a health hero.



REELING IN REAL VALUE FOR OPERATORS

OUR OUR BETTER LIFE PRODUCTS DELIVER EXCEPTIONAL VALUE IN A NUMBER OF WAYS.

THE FEEL-GOOD FACTOR

Operators can feel proud serving our products. 90% apply sustainable fishing practices, whether wild-caught or from aquaculture.

AWESOME ALTERNATIVE PROTEIN

High in Omega 3's and packed with protein, our Better Life seafood offerings provide operators with perfect centre-of-plate options their guests want.

RAMPING UP RELEVANCE

Our seafood lets operators expand their menus with on-trend offerings guests are constantly looking for.



44% OF OPERATORS ARE OPEN TO SUPPLIERS PROVIDING HEALTHY MENU IDEAS & RECIPES.!

SOLVING OPERATOR PAIN POINTS



Meet guests' demand for healthy meals

Health is mainstream, and our seafood solutions help operators deliver healthy meals for all people, including those who want alternative high-protein options.



The healthier claims and cleaner labels operators want

More and more, operators are looking for ingredient lists they can pronounce and health claims they're proud to share with guests. Our seafood solves for both.



Frozen keeps it fresh for longer

We freeze our seafood within hours of catch, locking in all nutrients until operators are ready to serve. And since it's frozen, it can be stored for longer, reducing waste.



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PRODUCT LIST

PRODUCT #	NAME	SIZE	PACK	COOK METHOD
5227	Lemon Pepper Breaded Natural Cut Cod Fillets	2-4 oz	10 lb	FA, OR
1456	Multigrain Breaded Tilapia Fillets	3-5 oz	10 lb	FA, OR, RT
5798	Breaded Sole Fillets	4 oz	10 lb	DF, FA, OR
1008627	Tiki Island™ Shrimp Rolled In Crushed Spring Roll Pastry	21-25 ct	4x3 lb	DF, FA, OR
1059340	Pan-Sear® Roasted Garlic & Herb Tilapia Fillets	5.5 oz	10 lb	DF, FA, OR, PS
1828	Healthy Tonight™ Breaded Cod Fillets	4 oz	10 lb	DF, FA, OR
1059330	Pan-Sear® Lemon Pepper Sole Fillets	5 oz	10 lb	DF, FA, OR, PS
8955	Fire Roasters™ Smokey Applewood Salmon Fillets	4-5 oz	2x5 lb	FA, OR
8974	Sea Cuisine™ Asian Glazed Wild Pacific Salmon Portions	3.5 oz	10 lb	FA, OR, RT
8960	Pacific Salmon Loins, SVP	4 oz	10 lb	
6586	Haddock Loins, IQF	4 oz	10 lb	
3269	Atlantic Cod Loins, SVP	4 oz	10 lb	
8826	Pacific Halibut Fletches, IQF	3-5 lb	25 lb	
3489	Atlantic Salmon Fillets, Skin-on, Boneless, D Trim, IVP	2-3 lb	10 lb	
5267	Sole Fillets, IQF	4 oz	10 lb	
8961	Pacific Salmon Loins, SVP	5 oz	10 lb	
8880	Pacific Halibut Fletches, Vacpack	1-3 lb	10 lb	
1005	Haddock Fillets, IQF	5 oz	10 lb	
5748	Raw, Peeled & Deveined, Tail-on, IQF	21-25 ct	5x2 lb	
5737	Raw, Peeled & Deveined, Tail-on, IQF	16-20 ct	5x2 lb	
5750	Raw, Peeled & Deveined, Tail-on, IQF	31-40 ct	5x2 lb	
8886	Pacific Halibut Portions, IQF	3.5 oz	10 lb	
8414	Pan-Sear® Chili Lime Tilapia Fillets	5 oz	10 lb	DF, FA, MW, OR, PS
8956	Fire Roasters™ Rustic Italian Cod Loins	4.7 oz	2x5 lb	FA, OR
8970	Sea Cuisine™ Wild Pacific Salmon Fillets in Creamy Dill Sauce*	5 oz	10 lb	FA, OR, RT

DF = Deep Fry MW = Microwave PS = Pan Sear
FA = Forced Air OR = Oven Ready RT = Retherm
Convection Oven

*Gluten free

SUSTAINABILITY IS NOT AN OPTION. IT'S THE ANSWER.

AS A LEADING NORTH AMERICAN, VALUE-ADDED, FROZEN SEAFOOD COMPANY, HIGH LINER FOODSERVICE FEELS A PROFOUND RESPONSIBILITY TO OUR OCEANS AND OUR PLANET.

It is critical for our future that we manage our fisheries responsibly. When it comes to seafood, sustainable fishing practices means the product operators are buying has been caught in a manner that ensures the long-term viability of our environment and oceans. Since making our sustainability commitment in late 2010, High Liner Foodservice has developed a comprehensive database to identify the sustainability status of all of our seafood.

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SOLUTION