

Distributed by



A LEGENDARY FISH

Red drum, also known as redfish or spot tail bass, is a saltwater game fish native to Atlantic and Gulf of Mexico waters. Red drum is legendary for its fight and its flavor, so much so that overharvesting brought red drum fisheries to near collapse in the 1970s. Careful management stabilized wild resources, while consumer demand continued to grow. Aquaculture technology soon developed, opening alternate sources of this legendary fish for ready food markets. Today, responsibly farmed, elite quality Copper Shoals Red Drum® is available year-round for the culinary enjoyment of fish lovers everywhere.



RED DRUM
Sciaenops ocellatus

Copper Shoals Red Drum® is mild, with a snow white flesh and a robust texture that stands up well to many cooking methods. Legendary recipes include Blackened Redfish, created by New Orleans Chef Paul Prudhomme, and Redfish on the Half-Shell, a Southern grilling tradition. Delicious, versatile Copper Shoals Red Drum® is the perfect medium for innovative chefs to create future legendary plates.

LEGENDARY TASTE



Copper Shoals®
is sold fresh—
never frozen.

www.coppershoals.com

Proudly Farmed. Wildly Delicious.®

THE LEGEND GROWS

Copper Shoals® farms are located inland, along the Texas Gulf Coast. Fish develop in our hatchery and then are transferred to carefully monitored, natural ponds filled with water from a saline aquifer and the Texas bay system. There, Copper Shoals Red Drum® mature over time, nourished by a specially formulated diet rich in proteins, vitamins, and minerals.

NO HORMONES • NO ANTIBIOTICS • NO CONTAMINANTS



Copper Shoals Red Drum® are harvested, packed, and shipped under a tightly controlled cold chain that preserves quality and maximizes shelf-life. Our cold chain begins at the pond bank, where fish are carefully scooped up and plunged into an ice slurry. They are immediately transported to our HACCP-compliant, refrigerated facility to be computer graded and placed in premium boxes filled with flake ice. Meanwhile, dedicated trucks stand ready at our docks to give Copper Shoals Red Drum® a cold and cushioned ride to customers.



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*Harvested only to order
for just-in-time freshness.*

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RED DRUM

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