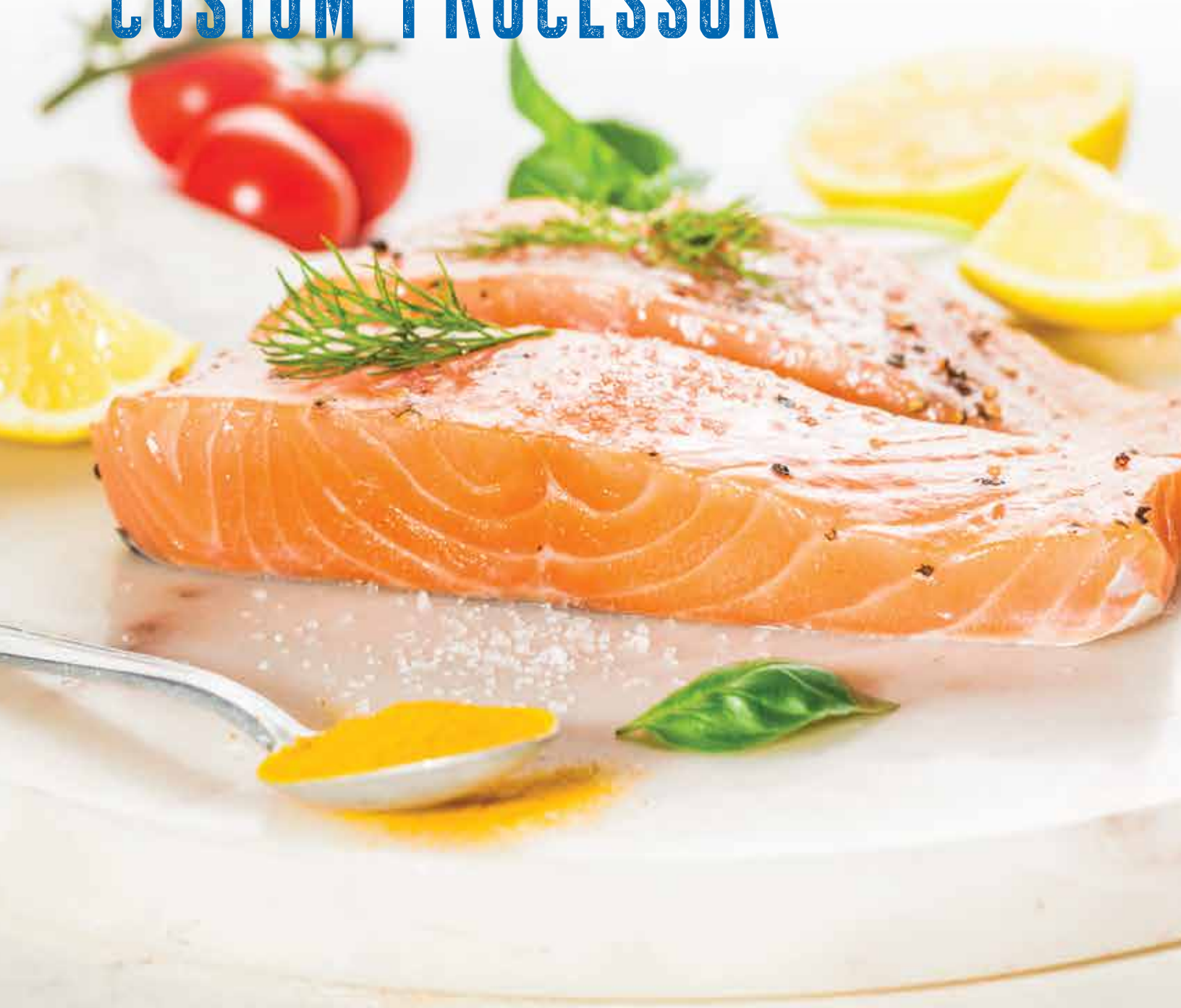


**IMPORTER +**

**DISTRIBUTOR +**

**CUSTOM PROCESSOR**



**FRESH. SUSTAINABLE. CERTIFIED. CONSISTENT. TRACEABLE. NET WEIGHT. SAFE. QUALITY.**

# ABBREVIATIONS

AQUACULTURE STEWARDSHIP COUNCIL	ASC
BONE-IN	B/IN
BLOOD LINE OUT	B.L.O.
BONE-OUT	B/OUT
BLACK TIGER	BT
BUTTERFLY	BTFY
CENTRE-CUT	C/C
COOKED	CKD
COOKED TAIL OFF	CPTOFF
COOKED TAIL ON	CPTON
COUNT	CT
EAST COAST	EC
EASY PEEL DEEP CUT	EZDC
EASY PEEL	EZP OR EP
FROZEN AT SEA	FAS
FINAL COUNT	FC
FILLETS	FIL
GILLED, GUTTED & SCALED	GGS
GREEN TIGER	GT
GROSS WEIGHT	GW
HEADLESS & GUTTED	H&G
HEAD-ON	H-ON
INDIVIDUALLY POLY BAGGED	IPB
INDIVIDUALLY POLY WRAPPED	IPW
INDIVIDUALLY QUICK FROZEN	IQF
INDIVIDUALLY VACUUM PACKED	IVP
MARINE STEWARDSHIP COUNCIL	MSC
NET WEIGHT	NW
PIN BONE IN	PBI
PIN BONE OUT	PBO
PEELED & DEVEINED	P&D
PEELED, DEVEINED, TAIL OFF	PDTOFF
PEELED, DEVEINED, TAIL ON	PDTON
PREVIOUSLY FROZEN	PF
PORTIONS	PRTN
QUICK PEEL	QP
SCALED & GUTTED	S&G
SKINLESS	SKLS
SKIN OFF	SK-OFF
SKIN-ON	SK-ON
SHELL-ON	SO
SHELL-ON EASY PEEL	SOEP
SHATTER PACK (LAYER PACK)	S/P
TAIL-OFF	T-OFF
TAIL-ON	T-ON
TAKE WEIGHT	TW
VACUUM PACKED	VP
WEST COAST	WC





# MISSION

## - STATEMENT -

We take all of the necessary steps to ensure that all of our customers receive their orders to their specifications while maintaining the highest food safety and quality standards. We also take pride in purchasing our products and materials direct from the most reputable suppliers and sourcing sustainable seafood whenever possible.

Quality, Variety, Service, Reliability and Consistency combined with 'a Fresh Catch' approach is the foundation of which Seacore Seafood has been built on and continues to expand on.



# ABOUT US

- SEACORE SEAFOOD -



Seacore Seafood Inc. was established in 1987. We are a leading fresh and frozen fish and seafood importer, distributor, marketer and processor. The company has grown drastically and is now located in a 75,000 sq. ft. state of the art facility to service its present clientele and to facilitate the growth of its other companies: OceanPrime, OceanPrime Market, Fisherman's Depot, Seafood Depot, Housecut and Platinum Caviar.

Seacore Seafood's refrigerated fleet of trucks delivers throughout the Southern Ontario region. Our goal is 100% complete customer satisfaction and Seacore makes every effort to ensure that deliveries are made on time and each customer gets what they ordered.

Our wide variety of products consists of crab legs from Alaska, Barramundi from Australia and salmon from Ireland. Seacore has the established connections and relationships to get a full variety of fish and seafood from all over the world.

CANADIAN OWNED.  
FAMILY OPERATED. **1987**

A FRESH CATCH SINCE 1987



Platinum member

T: 905. SEAFOOD 905.732.3663 | TF: 1.800.563.6222 | F: 905.856.9445 | E: [ORDERS@SEACORE.CA](mailto:ORDERS@SEACORE.CA)  
W: [SEACORE.CA](http://SEACORE.CA) | 81 AVIVA PARK DRIVE, VAUGHAN, ON L4L 9C1 CANADA

# SUSTAINABLE

- ENVIRONMENTAL PROGRAM -



At Seacore, we realize the importance of sourcing sustainable seafood and have dedicated large amounts of our resources to the establishment of our OceanPrime Sustainable Seafood Program. **A Fresh Catch Today for Tomorrow's Oceans.**

We have implemented programs to improve our environment and to better manage our waste consumption. We are continuously working at becoming more eco-friendly.

WIDE VARIETY OF MSC CERTIFIED & ASC CERTIFIED

OFFICIAL PARTNER OF SEACHOICE

APPROVED PARTNER OF OCEAN WISE

CO-FOUNDER OF SEA PACT

## BLUETREES.CA

PAPER & CARDBOARD RECYCLING PROGRAM

ORGANIC WASTE REMOVAL

OCEANPRIME SUSTAINABLE SEAFOOD PROGRAM

1,000 EVERGREEN TREES PLANTED ANNUALLY

BROWN CORRUGATED BOX PROGRAM

RE-USABLE TOTES PROGRAM FOR CUSTOMERS

INSTALLED LIGHT SENSORS IN OFFICES AND WASHROOMS

MODIFIED WAREHOUSE LIGHTING TO REDUCE ENERGY

AERODYNAMIC TRACTOR TRAILER SKIRTS FOR OUR TRUCKS

ZERO EMISSION TRUCKS - NOW 100% OF OUR FLEET

DISPLAY LIGHTS CHANGED TO LED LIGHTS TO REDUCE ENERGY

# QUALITY

- ASSURANCE -

## QMP • GFSI • HACCP



At Seacore Seafood, quality is above all else. We pride ourselves in sourcing the best possible quality products and offer a full line of fresh & frozen fish, seafood and live lobster. We will not sacrifice the freshness of our products for anything. Our entire cold chain is refrigerated and our facility is HACCP Certified and Federally Registered. For that reason we have many critical control points in place:

- PRODUCTS RECEIVED 7 DAYS A WEEK
- DIRECT IMPORTER TO CONTROL ALL ASPECTS OF OUR PRODUCTS
- PURCHASE PRODUCTS ONLY FROM REPUTABLE FISHING COMPANIES & VESSELS
- GLOBAL FOOD SAFETY INITIATIVES RECOGNIZED
- FEDERALLY REGISTERED QMP PLANT
- HACCP & INTERNATIONALLY GFSI CERTIFIED
- EVERY TRUCK IS REFRIGERATED AND MONITORED
- POSSIBLY THE CLEANEST SEAFOOD PLANT IN THE COUNTRY
- SPECIALIZED PROCESS AREAS FOR PACKAGING, PROCESSING AND CUTTING
- ENTIRE WAREHOUSE IS REFRIGERATED

A FRESH CATCH SINCE 1987



Platinum member

T: 905. SEAFOOD 905.732.3663 | TF: 1.800.563.6222 | F: 905.856.9445 | E: ORDERS@SEACORE.CA  
W: SEACORE.CA | 81 AVIVA PARK DRIVE, VAUGHAN, ON L4L 9C1 CANADA

# CONSISTENT

- QUALITY -

Seacore prides itself in being able to deliver our seafood products with the highest consistency and quality in the industry.

## SPECIALIZING SINCE 1987

AWARD WINNING  
INDUSTRY LEADER

NET  
WEIGHT

OVER 3,000,000 LBS  
OF FROZEN SEAFOOD

REAL EXPERTS  
IN SEAFOOD

HOUSECUT FILLETS ARE CUT FROM  
THE LARGEST & FRESHEST PRODUCTS

OVER 500,000 LBS  
OF FRESH SEAFOOD



## STATE-OF-THE-ART FACILITY

# RELIABLE

- ASSURANCE -

## PLACE YOUR ORDERS



At Seacore, we make an unreliable seafood industry become reliable for you. A full line of fresh & frozen fish, seafood and live lobsters - plus over 3,000 seafood products. Receiving orders 7 days a week, 24 hours a day via phone, fax, email or online. Every order is verified before it is shipped, to make sure it is fully filled and to avoid any errors.

Seacore has one of the highest fill rates in the seafood industry. We work with each customer to develop the right seafood program for them.

SHELLFISH HANDLING

### KEYS TO SAFE HANDLING & STORAGE

Keep temperature between 1-4°C. Temperature. Keep the shellfish in a refrigerator and place a wet cloth on the shellfish with ice on top of it. When ice melts, drain the water and replace more ice. Removing the melted ice will prevent the shellfish from having a rancid odor and spoiling. If the shellfish arrives in a plastic bag, DO NOT keep it tied up or closed, allow the air to circulate, since the shellfish are still alive. DO NOT keep shellfish in fresh water as they will die and spoil in a very short period of time. Shellfish should be kept 4-5 days at most.

### SIGNS OF SPOILAGE

If the shellfish are open, broken or damaged upon delivery. Shellfish that are open may indicate spoilage. However if the shellfish are open, lightly hold the shell closed together. If the shellfish remains closed when released, they are still alive. Shellfish may open with temperature or humidity changes, but remain alive and are safe to use. All shellfish and fish have a unique, fresh odor to them. However, if the odor is unbearable and smells like ammonia or oil, then the shellfish have spoiled.

### COOKING SHELLFISH

Scrub and clean the shellfish before cooking. Try to remove any sand or dirt. Shellfish should be cooked until the shells open up. Once open, cook them for an extra 3-5 minutes. A general guideline for the cooking time is from 7-15 minutes. Discard any unopened shellfish. The majority of them should open up. Add flavours and spices according to your preferences.

A FRESH CATCH SINCE 1987



Platinum member

T: 905. SEAFOOD 905.732.3663 | TF: 1.800.563.6222 | F: 905.856.9445 | E: [ORDERS@SEACORE.CA](mailto:ORDERS@SEACORE.CA)

W: [SEACORE.CA](http://SEACORE.CA) | 81 AVIVA PARK DRIVE, VAUGHAN, ON L4L 9C1 CANADA





# ONLINE

## - CUSTOMER PORTAL -

PLACE ORDERS ANYWHERE, ANYTIME!  
**SEACOREONLINE.COM**

- ENTER ORDERS ONLINE
- SEE ANY THAT HAVE ALREADY BEEN ENTERED
- LOOK UP INVOICES FROM THE PAST

### PLACE AN ORDER IN A VARIETY OF WAYS:

- From sales history
- From our product list
- From a pre-determined order guide
- From your past orders in our shopping list

You can export your order guides to excel for custom information and reference. You are able to look up every single invoice or open orders and see what your payables currently are. The Seacore Online Customer Portal was designed to provide you with an alternative service when dealing with us.

Seacore Seafood is payable through internet, telephone, ATM or through pre-authorized payments. Ask your bank for more information on bill payment services to sign up. If you haven't already, search and add Seacore Seafood.

**RBC • CIBC • TD CANADA TRUST  
SCOTIABANK • BANK OF MONTREAL**



**GET STARTED TODAY**  
**DOWNLOAD THE SEACORE SEAFOOD APP**

1. Visit the App Store - search 'SEACORE SEAFOOD' to download.
2. Use the App to send an email to register. You will receive an email from Seacore Seafood containing your User Name and Password within 1 Business Day. Note you MUST be a current Seacore customer to receive a username.
3. Sign into the Mobile App.
4. Immediately download files that will allow you to continue to use the application, should you lose internet access. Select Download Data, then select Download All. (Note: The first synchronization may take some time to initialize all files on the Mobile App.) Download Data Daily to update product information, as well as current account information.

The Seacore Seafood App will work even without an internet connection! It will submit the order once your phone or tablet connects to a data plan or wifi.

# MEASURES

- 100% NET WEIGHT -

All of the fillets Seacore Seafood sells are measured in net weight. The weight that appears on your invoice is exactly what you receive. We do NOT use a gross weight system.

By using the net weight we are able to give the most accurate food cost to our customers. This is extremely important because this cost will allow customers to mark-up their product accordingly. For instance, if a whole salmon weighs 10 lbs you will get approximately 7 lbs of the fillet from the net weight (head, bones, pin bones and scales removed). Therefore, if the cost was \$4/lb for a whole salmon; the price for the fillet would be \$5.72/LB now ( $4/0.7=5.72$ ). Since we use the actual fillet for measurement, knowing this cost gives a true picture of what you are paying for the salmon itself.

Another important point when comparing prices in salmon fillets is from what size of fish the fillets are cut from. All of Seacore's Housecut salmon fillets are cut from 10-12 LB whole salmon or larger. Larger whole salmon has a higher expense, but produces a thicker fillet.

## GROSS WEIGHT VS NET WEIGHT



## SALMON FILLET TRIM CHART

### TRIM A

- Backbone off



### TRIM B

- Backbone off
- Bellybone off
- Collarbone off
- Backfin off
- Tailpiece off



### TRIM C

- Backbone off
- Bellybone off
- Collarbone off
- Backfin off
- Tailpiece off
- Backfin tissue off
- Pinbone out



### TRIM D

- Bellybone off
- Collarbone off
- Backfin off
- Tailpiece off
- Backfin tissue off
- Pinbone out
- Fully trimmed



### TRIM E

- Backbone off
  - Bellybone off
  - Collarbone off
  - Backfin off
  - Tailpiece off
  - Backfin tissue off
  - Pinbone out
  - Fully trimmed
  - Belly membrane off
  - \*skin off
- (Normal/deep skinned)



\*All of our skin-on Salmon fillets are scales-off. Industry standard is scales-on.





OceanPrime is a leading Canadian brand that imports and processes high quality, frozen fish and seafood products from around the world. Our goal is to provide and maintain the highest food safety and quality standards while ensuring our customers receive the best possible products. This is achieved by integrating a comprehensive supply network, continuous product development and expertise in marketing

We take pride in purchasing our products and materials directly from the most reputable fishing companies. Consistency, variety and quality service at the best price are the foundation for what we have been built upon. Our OceanPrime Market is dedicated to the development and marketing of value added seafood products. Ready-to-Cook and Ready-to-Eat products are an ever growing appeal and demand in the seafood industry. To maintain the superior quality for our products, OceanPrime controls all aspects of its operating logistics.





# OCEANPRIME PRODUCT SAMPLES



*See the difference!*



**TASTE THE DIFFERENCE.  
TASTE THE QUALITY.**

**FROZEN CUTS FROM FRESH  
SEAFOOD PRODUCTS.**

*Processed in Canada. Packaged in Canada.*



### CHILEAN SEA BASS

- Wild
- Sustainably caught
- Has a smooth, mild taste
- Flaky texture
- Classic choice for grilling
- Classic choice for broiling



**SUSTAINABLE & WILD**  
NET WT 227G #258095

\*Product of France



### RAINBOW TROUT

- Farmed in Ontario
- Sustainably caught
- Has a very mild taste
- Flaky texture
- Great for broiling
- Great for pan frying



**SUSTAINABLE & FARMED RAISED**  
NET WT 340G #818927



### ALBACORE TUNA

- Wild and sustainably caught
- Has a savory mild taste
- Firm texture
- Excellent choice for grilling
- Excellent choice for broiling
- Excellent choice for sushi



**SUSTAINABLE & WILD**  
NET WT 340G #821820



### BLACK COD

- Wild and sustainably caught
- Unique and moist flavour
- Flaky texture
- Favoured for grilling
- Favoured for broiling



**SUSTAINABLE & WILD**  
NET WT 340G #145410





## ARCTIC CHAR

- Farmed in Iceland
- Sustainable caught
- Has a very smooth taste
- Flaky texture
- Great for broiling
- Pan frying



SUSTAINABLE & FARMED RAISED  
NET WT 315G #108840

\*Product of Iceland



## HALIBUT

- Wild
- Sustainable
- Caught in British Columbia
- Mild taste
- Delicate texture
- Excellent for grilling
- Excellent for 'fish & chips'



SUSTAINABLE & WILD  
NET WT 340G #418268



## HADDOCK

- Wild
- Sustainably caught
- Traditional 'fish and chips'
- Flaky texture
- Ideal for pan frying
- Ideal for broiling
- Ideal for 'fish & chips'



SUSTAINABLE & WILD  
NET WT 454G #418268



## SOCKEYE SALMON

- Wild
- Sustainably caught
- Strong flavour
- Blush red colour
- Excellent for grilling
- Excellent for broiling



SUSTAINABLE & WILD  
NET WT 340G #666092



FRESH. SUSTAINABLE. CERTIFIED. CONSISTENT. TRACEABLE. NET WEIGHT. SAFE. QUALITY



# A TRUE DELICACY. SUSTAINABLE, ORGANIC AND PREMIUM CAVIAR.



## EAST COAST BREVIRO STURGEON ACIPENSER BREVIROSTRUM **SUSTAINABLE & FARMED**



- From the East Coast of Canada
- Platinum Caviar's *Breviro Sturgeon*
- Gold brown eggs
- Sustainable
- Brings a delightful bite to your palate
- It works great as a savory dessert
- Pairs well with salmon or oysters



## WEST COAST FRASER STURGEON ACIPENSER TRANSMONTANUS **SUSTAINABLE & FARMED**



- From the West Coast of Canada
- Platinum Caviar's *Fraser River White Sturgeon*
- Black pearl olive eggs
- Sustainable
- Choice for the most distinct palates
- Delicate and buttery taste
- Certified organic



**SALMON IKURA // WILD**  
**ONCORHYNCHUS KISUTCH/NERKA/KETA**

- Caught in Canada and the USA
- **Platinum Caviar's Salmon Ikura** crimson
- Crimson red eggs
- Brings a sustainable choice
- Most distinct palates



**HERRING // WILD**  
**HERRINGCLUPEA HARENGUS HARENGUS**

- From Spain
- **Platinum Caviar's Herring**
- Black eggs
- Brings a plentiful taste to your unique palate



**RAINBOW TROUT // FARMED**  
**TROUTONCORHYNCHUS MYKISS**

- From Europe
- **Platinum Caviar's Trout**
- Tangerine coloured and eggs
- Brings a sweet, refined flavour
- A rich texture to any dish.



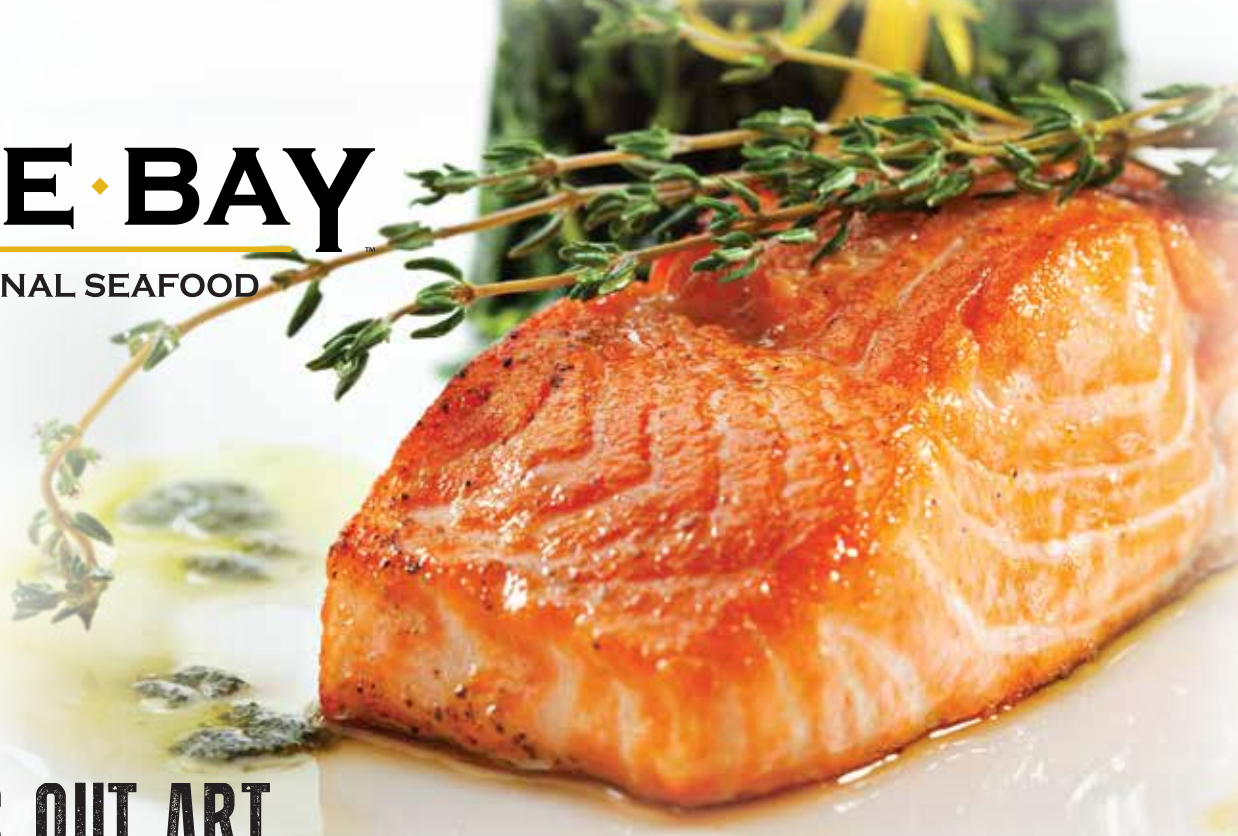
**GOLDEN WHITEFISH // WILD**  
**COREGONUS CLUPEAFORMIS**

- From Canada and the USA
- **Platinum Caviar's Golden Whitefish**
- Yellow eggs
- Brings a mild flavour
- Nice texture for any recipe



# WYSE • BAY

ARTISANAL SEAFOOD



**QUALITY IS OUT ART.  
THE WISE CHOICE IN QUALITY SEAFOOD.**



## ARTISANAL SALMON

Wyse Bay Artisanal Salmon is a Canadian brand of salmon that takes pride in producing the highest quality salmon. Through our high standards and precise craft in farm raising-salmon, we can offer a product that tastes absolutely great. By farm raising our Wyse Bay Artisanal Salmon in the pristine waters of the Bay of Fundy, we can take advantage of quite possibly the best environment in the world to farm salmon. Through our crafted process and ideal environment, Wyse Bay Artisanal Salmon yields a salmon unlike no other.



## ARTISANAL SCALLOPS

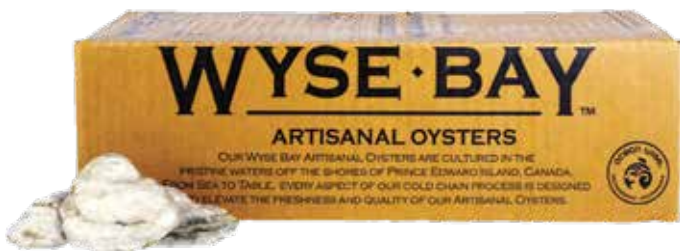
Wyse Bay Artisanal Scallops is a brand of scallops that takes pride in producing the highest quality scallops available. Through our high standards and precise craft in catching and processing the Artisanal Scallops, we can offer a scallop that is so premium, many will eat it raw, as it is. The taste of the Wyse Bay Artisanal Scallops is the absolute best in the world.





## ORWELL COVE MUSSELS

Wyse Bay Orwell Cove Mussels is a Canadian brand of mussels. Taking pride in producing the highest quality mussels. Through our high standards and precise craft in rope culturing mussels, we can offer a mussel product that tastes great and is available all year long. What distinguishes our Wyse Bay Mussels from the rest is that they are hand crafted and selected for their size, shape and meat yield.



## ARTISANAL OYSTERS

The Wyse Bay Artisanal Oysters are truly 100% Canadian. We took our famous Cold Chain procedure from all of our Wyse Bay products and worked with an exclusive oyster farm in Prince Edward Island near Malpeque Bay and the result is a truly premium, choice oyster. The Wyse Bay Artisanal Oysters are farm raised in PEI and only PEI. We will never source oysters outside the area and place them in our Wyse Bay box. It's very important for us to ensure that the origins of our Wyse Bay Oysters remain always the same.



## SMOKED SALMON

At Wyse Bay, we pride ourselves in only sourcing the most optimal seafood products and as a result, we are proud to introduce an Atlantic Smoked Salmon. The Wyse Bay Smoked Salmon is truly 100% Canadian. We took our famous Wyse Bay Artisanal Salmon that is farmed in the pristine waters of the Bay of Fundy, sent it to a local, federally registered smokehouse in New Brunswick and they smoked it in a traditional, premium method. The result, quite possibly the best tasting smoked salmon in the market. That's a bold claim but it's one we stand by.



**T:** 905.SEAFOOD

**TF:** 1.800.563.6222

**E:** ORDERS@SEACORE.CA

**T:** 905.732.3663

**F:** 905.856.9445

**W:** WWW.SEACORE.CA

81 AVIVA PARK DRIVE, VAUGHAN, ONTARIO, CANADA L4L 9C1

**A FRESH CATCH SINCE 1987®**



Platinum  
member



**WYSE BAY**  
ARTISANAL SEAFOOD

