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New Video Showcases Wild, Natural, And Sustainable Alaska Seafood COOK IT FROZEN!® Technique

Juneau, Alaska. March 24, 2009 – The Alaska Seafood Marketing Institute (ASMI), has released a new video for consumers demonstrating the **COOK IT FROZEN!®** technique. This step-by-step video provides viewers with everything they need to know to quickly prepare an economical, healthy, and delicious Alaska seafood meal – without thawing! Click Watch How To COOK IT FROZEN!® to view this video, then explore the Featured Recipes and Photo Gallery to download COOK IT FROZEN!® recipes and photographs now.

WHY FROZEN?

When people ask “Is the seafood fresh?” what they really mean is “Is it good quality?” Seafood quality cannot be improved once a fish leaves the water; it can only be maintained. The Alaska seafood industry has found high-technology freezing to be a superior method of preserving seafood quality.

- **Quality:** Rapidly chilling, then flash freezing the fish within hours of being caught – often while still at sea – prevents cellular damage. Glazing (a covering of water that forms a protective sheet of ice) protects the fish from dehydration.
- **Flavor:** The flavor tastes 100% fresh because the seafood is processed and frozen within hours of the catch. (In fact, it’s often frozen at sea.)
- **Saves Time and Money:** Frozen seafood can be purchased with the skin and bones removed, saving time. And the COOK IT FROZEN!® technique allows consumers to save even more time, as it doesn’t require thawing. In addition, seafood from the freezer section is often less expensive than seafood from the seafood counter.
- **Taste:** According to the National Marine Fisheries Service, consumers can’t taste the difference between high-quality frozen and high-quality fresh fish.

ABOUT ALASKA SEAFOOD

- All Alaska seafood is, by law, wild.
- No species of Alaska seafood has ever been listed as threatened or endangered under the Endangered Species Act.
- Alaska celebrates 50 years of statehood in 2009 and 50 years of sustainable seafood harvests.
- www.alaskaseafood.org