

*Atlantic  
Treasure™*

# **NORTH ATLANTIC LOBSTER**

*(Homarus americanus)*



*Atlantic  
Treasure™*



*Pacific  
Treasure™*

# NORTH ATLANTIC LOBSTER



## PRODUCT OVERVIEW

*Atlantic Treasure* North Atlantic cold water lobsters offer chefs unparalleled versatility in the kitchen. North Atlantic lobsters are highly regarded for their firm white meat and delicate sweet flavor. Lobsters are trap caught in sustainably managed fisheries off the coast of Maine and the Canadian Maritimes. The majority of the catch is landed by independent boat owners in smaller fishing villages which makes a vital contribution to the local economies that depend on this fishery.

## PROCESSING

Live catches are unloaded at local docks and sent by truck to processing facilities that break down the lobsters into both raw and cooked value added products. Next the finished products are frozen, glazed, inspected, and packed. All products are checked by a metal detector.

## FEATURES AND BENEFITS

*Atlantic Treasure* North Atlantic lobsters are processed into multiple forms to add convenience and versatility in the kitchen for all applications. Tails are produced from only hard shell lobsters and graded into individual size ranges and packed individually quick frozen to allow for reduced labor, quick preparation, and accurate portion cost control. Cooked lobster meats are handpicked and packed in multiple combinations of tail, claw, knuckle, and leg components and vacuum packed for quick thawing, lower labor costs, and improved yields. All *Atlantic Treasure* North Atlantic lobsters are packed with consistent uniformity, accurate sizing, and 100% net weights.

## GRADING

Brand	Description	Pack	GTIN Master
Atlantic Treasure	3-4oz Lobster Tails North Atlantic	1x10	10741751750031
Atlantic Treasure	4oz Lobster Tails North Atlantic	1x10	10741751750444
Atlantic Treasure	4-5oz Lobster Tails North Atlantic	1x10	10741751750048
Atlantic Treasure	5-6oz Lobster Tails North Atlantic	1x10	10741751750055
Atlantic Treasure	6-7oz Lobster Tails North Atlantic	1x10	10741751750062
Atlantic Treasure	7-8oz Lobster Tails North Atlantic	1x10	10741751750079
Atlantic Treasure	8-10oz Lobster Tails North Atlantic	1x10	10741751750086
Atlantic Treasure	10-12oz Lobster Tails North Atlantic	1x10	10741751750109
Atlantic Treasure	12-14oz Lobster Tails North Atlantic	1x10	10741751750123
Atlantic Treasure	14-16oz Lobster Tails North Atlantic	1x10	10741751750147
Atlantic Treasure	16-20oz Lobster Tails North Atlantic	1x10	10741751750161
Atlantic Treasure	20-24oz Lobster Tails North Atlantic	1x10	10741751750208
Atlantic Treasure	24-28oz Lobster Tails North Atlantic	1x10	10741751750246
Atlantic Treasure	Lobster Meat Cooked Claw & Knuckle	6x2	90741751762627
Atlantic Treasure	Lobster Meat Cooked Claw, Knuckle, Leg	6x2	90741751782625

## MENU IDEAS

- Grilled & Broiled Tails
- Surf & Turf
- Lobster Salad & Rolls

## PRODUCT FORMS

- Tails
- Cooked Meat

## STORAGE AND HANDLING

- Keep frozen
- Thaw under refrigeration
- Cook fully before consumption