



# IQF White Shrimp Breaded, Cooked & Raw



*Our lines run deeper.*



# Introduction



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## Ocean Horizons®

### IQF White Shrimp – Breaded, Cooked, and Raw

In our continued effort to increase the overall offering within your **Ocean Horizons®** lineup, UniPro Foodservice is excited to present the refreshed look for 27 new and existing Shrimp products from ProForma Supplier, Aqua Star Seafood. Now available in multiple styles, product sizes, and tiers, this category relaunch of White Shrimp delivers convenience, versatility, and quality that satisfy any menu.

Please refer to the item setup pages within this document for the comprehensive **Ocean Horizons®** offering and product setup info from Aqua Star Seafood.





# Features & Benefits

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## Our Lines Run Deeper

Recognized as one of the most dangerous and challenging jobs in the world, harvesting the finest-quality seafood and sustainably supplying it to today's premium foodservice operators is why our workdays start long before sunrise each day. The product specifications for **Ocean Horizons®** are unsurpassed within the industry. The product offering is constantly expanding, and we are dedicated to helping you supply every operator with the most popular and unique species available.

Whether it is the cold-water currents of the North Atlantic, the Gulf of Alaska, the Humboldt Current of Chile and Peru, or the warm water currents of the Caribbean, our experts select only the best seafood for the **Ocean Horizons®** brand. With an array of products ranging from wild-caught and farm-raised to raw commodity and value-added, you are assured of the highest-quality seafood that has been harvested following the most stringent sustainable practices and quality assurance guidelines. With **Ocean Horizons®**, your operators' restaurants run better because our lines run deeper.





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## The Ocean Horizons® seafood brand features:

- 100% net drained-weight products
- True tiers of quality and value
- Accuracy in sizing and portion counts
- Species verification processes
- Strict in-house Quality Control management
- Worldwide sourcing of wild-harvested and aquacultured species

Exclusively  
**Yours**  
Private Brands

## The Ocean Horizons® brand benefits include:

- Delivering the full-weight value on all items
- A full assortment of quality levels available to meet operators' needs
- Strict portioning and sizing specifications to accurately manage menu costs
- Truth in species labeling
- Utilization of independent, third-party auditing to ensure:
  - > Responsible sourcing
  - > Industry best practices
  - > Species conservation
  - > Adherence to labor codes





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## Tiering Levels

IQF White Shrimp under the **Ocean Horizons®** brand is now offered in three quality tiers so you can be assured there is a quality/price solution that best fits your operators' menus and budgets.



**Premier** – Reserved exclusively for Phosphate-Free Shrimp (14 SKUs), this fast-growing category is now available in Raw P&D (Tail On/Off) and E-Z Peel. They are free of any added phosphates which allows for a naturally sweet, clean flavor and tender, succulent texture.



**Merit** – With an array of shrimp options (12 SKUs) that range from Coconut and Panko Breaded to Cooked to Raw P&D (Tail On/Off), this lineup has been developed to compete with the traditional foodservice offerings.



**Essentials** – Preportioned, heavy-breaded shrimp that packs a crunch and is designed to deliver dependable quality that fits any budget.





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## Packaging

The packaging redesign for this relaunch is more than just a simple refresh and this new design offers a myriad of sales opportunities – foodservice, cash-n-carry, and retail alike.

- Vibrant, eye-catching graphics and design
- Distinct item vignettes for each product type
- Phosphate-Free is denoted on the front and rear of bags (*Premier tier only*)
- Rear of bags have a clear panel to allow visibility of the Shrimp

Rear of bags and cartons contain UPC barcode, product size/count, and the respective logos for Sustainably Sourced and Best Aquaculture Practices (BAP)



[bapcertification.org](http://bapcertification.org)



# Item Set-up Detail



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## Item Set Up Detail - Aqua Star (#5068)

UPC	GTIN	MPN	Tier	Description	Pack Size	Gross WT	Net WT	TI-HI	Case Length	Case Width	Case Height	Cube	Temp	Gross Shelf Life	Kosher (Y/N)
1868700702	10018687007028	1701245	Premier	Shrimp White Raw EZ Peel Tail-On Phosphate-Free 16-20 IQF	5/2 LB	12.50	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	910	N
1868700703	10018687007035	1701251	Premier	Shrimp White Raw EZ Peel Tail-On Phosphate-Free 21-25 IQF	5/2 LB	12.50	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	910	N
1868700704	10018687007042	1701291	Premier	Shrimp White Raw EZ Peel Tail-On Phosphate-Free 26-30 IQF	5/2 LB	12.50	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	910	N
1868700698	10018687006984	1725241	Premier	Shrimp White Raw Peeled Deveined Tail-On Phosphate-Free 16-20 IQF	5/2 LB	12.50	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	910	N
1868700699	10018687006991	1725245	Premier	Shrimp White Raw Peeled Deveined Tail-On Phosphate-Free 21-25 IQF	5/2 LB	12.50	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	910	N
1868700700	10018687007004	1725561	Premier	Shrimp White Raw Peeled Deveined Tail-On Phosphate-Free 26-30 IQF	5/2 LB	12.50	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	910	N
1868700692	10018687006922	1725248	Premier	Shrimp White Raw Peeled Deveined Tail-Off Phosphate-Free 16-20 IQF	5/2 LB	12.50	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	910	N
1868700693	10018687006939	1725401	Premier	Shrimp White Raw Peeled Deveined Tail-Off Phosphate-Free 21-25 IQF	5/2 LB	12.50	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	910	N
1868700694	10018687006946	1725402	Premier	Shrimp White Raw Peeled Deveined Tail-Off Phosphate-Free 26-30 IQF	5/2 LB	12.50	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	910	N
1868700695	10018687006953	1725459	Premier	Shrimp White Raw Peeled Deveined Tail-Off Phosphate-Free 31-40 IQF	5/2 LB	12.50	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	910	N
1868700696	10018687006960	1725550	Premier	Shrimp White Raw Peeled Deveined Tail-Off Phosphate-Free 41-50 IQF	5/2 LB	12.50	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	910	N
1868700697	10018687006977	1725569	Premier	Shrimp White Raw Peeled Deveined Tail-Off Phosphate-Free 51-60 IQF	5/2 LB	12.50	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	910	N
1868700914	10018687009145	1725638	Premier	Shrimp White Raw Peeled Deveined Tail-Off Phosphate-Free 61-70 IQF	5/2 LB	12.50	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	910	N
1868700915	10018687009152	1725746	Premier	Shrimp White Raw Peeled Deveined Tail-Off Phosphate-Free 71-90 IQF	5/2 LB	12.50	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	910	N



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UPC	GTIN	MPN	Tier	Description	Pack Size	Gross WT	Net WT	TI-HI	Case Length	Case Width	Case Height	Cube	Temp	Gross Shelf Life	Kosher (Y/N)
4410585070	10044105850709	1725136	Merit	Shrimp White Raw Peeled Deveined Tail-On 13-15 IQF	5/2 LB	12.50	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	910	N
4410585003	10044105850037	1725172	Merit	Shrimp White Raw Peeled Deveined Tail-On 16-20 IQF	5/2 LB	13.00	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	910	N
4410585004	10044105850044	1725181	Merit	Shrimp White Raw Peeled Deveined Tail-On 21-25 IQF	5/2 LB	13.00	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	910	N
4410585005	10044105850051	1725283	Merit	Shrimp White Raw Peeled Deveined Tail-On 26-30 IQF	5/2 LB	13.00	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	910	N
4410585006	10044105850068	1725341	Merit	Shrimp White Raw Peeled Deveined Tail-On 31-40 IQF	5/2 LB	12.00	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	910	N
4410585025	10044105850259	1725282	Merit	Shrimp White Raw Peeled Deveined Tail-Off 26-30 IQF*	5/2 LB	12.00	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	910	N
4410585026	10044105850266	1725340	Merit	Shrimp White Raw Peeled Deveined Tail-Off 31-40 IQF*	5/2 LB	13.00	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	910	N
4410585044	1044105850440	1790511	Merit	Shrimp White Cooked Peeled Tail-On 21-25 IQF	5/2 LB	11.50	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	540	N
4410585045	10044105850457	1790263	Merit	Shrimp White Cooked Peeled Tail-On 26-30 IQF	5/2 LB	12.50	10.00	10/11	13.30	10.36	7.01	0.56	Frozen	540	N
4410585200	10044105852000	3357634	Merit	Shrimp Breaded Butterfly Clean-Tail 13-15 IQF	4/3 LB	14.00	12.00	9/5	13.60	12.20	6.70	0.64	Frozen	540	N
4410585201	10044105852017	3357635	Merit	Shrimp Breaded Butterfly Clean-Tail 16-20 IQF	4/3 LB	14.00	12.00	9/5	13.60	12.20	6.70	0.64	Frozen	540	N
4410585202	10044105852024	3357636	Merit	Shrimp Breaded Butterfly Clean-Tail 21-25 IQF	4/3 LB	14.00	12.00	9/5	13.60	12.20	6.70	0.64	Frozen	540	N
4410585212	10044105852123	3357453	Merit	Shrimp Breaded Coconut Butterfly Clean-Tail 16-20 IQF	4/3 LB	14.00	12.00	9/5	13.60	12.20	6.70	0.64	Frozen	540	N
4410585213	10044105852130	3357406	Merit	Shrimp Breaded Coconut Butterfly Clean-Tail 21-25 IQF	4/3 LB	14.00	12.00	9/5	13.60	12.20	6.70	0.64	Frozen	540	N
4410585224	10044105852246	3357748	Essentials	Shrimp Breaded Pouch Imitation 40-50 IQF	12/7 oz	6.00	5.25	17/11	13.60	12.20	6.70	0.64	Frozen	900	N

\*These two existing items will be converting to the corresponding Premier (Phosphate Free) in Q1 2021.  
Additional communication to come as existing inventory nears depletion.