

OCEAN TIDES



MUSSELS



Ginsberg's



CALAMARI



CLAMS

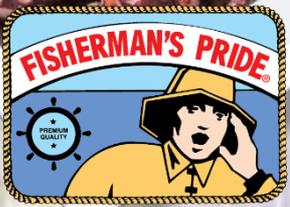


Ruggiero Seafood, Inc.

OCTOPUS



BARRAMUNDI



Who We Are?



Established in 1928...

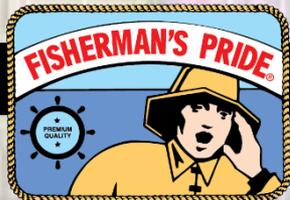
Ruggiero Seafood, Inc. is a culmination of five generations of experience in the seafood business which started in a small fishing village in Italy. The business as we know it today began in 1928 when Andrew Ruggiero started a small seafood business. In a few years it became a large and successful retail fish market.

In 1960, he was joined by his brother Francesco who came to America to help him with his growing business. The fish market thrived and expanded into a wholesale market, selling fish to the finest New York restaurants and quality outlets.

Francesco's son Rocco, now the president of Ruggiero Seafood, joined the family business in 1971. After being in the business several years, he realized there was a growing demand for calamari. Abundant off the Northeast of the United States, *Loligo Pealei* was not being fished and processed locally, even though it was a superior species to the imported variety. Rocco Ruggiero revolutionized the American calamari industry by designing state of the art equipment that could clean American caught calamari quickly and inexpensively, making it competitive with the hand prepared imports.

In 1981 Rocco opened the first Ruggiero seafood processing plant. This plant was the first of its kind to process fresh, frozen, and breaded products from locally caught calamari.

Rocco was joined by his son Francesco Ruggiero in 2003 who is now the Vice President of the company. Francesco has helped grow the business into one of the largest calamari company's in the world. Tasked with sourcing only the finest seafood available he has helped grow the companies product line to its current offerings of clams, mussels, octopus, fin fish, and more.



Ruggiero Seafood, Inc. 474 Wilson Ave, Newark NJ 07105 1-866-CALAMARI (229-2627)

How We Are Different

Calamari

- ✓ Our Fisherman's Pride® is packed 100% Net Weight
- ✓ **Fisherman's Pride®** is categorized by colors.
 - ✓ Each origin has a specific trademarked color to help differentiate it
 - ✓ No Preservatives Added
 - ✓ Not Chemically Treated
 - ✓ Highest Quality
- ✓ We *never* mix species
- ✓ We sell a *premium brand*
- ✓ Our Domestic Calamari is Certified Sustainable
- ✓ Vacuum packed to protect the quality
- ✓ Eco friendly product with no tray and less packaging

Fin Fish & Shellfish

- ✓ Offered in 10lb Cases for ease of use and storage
- ✓ Processed under strict HACCP guidelines
- ✓ Assured of product that meets the highest standard of quality on the market.
- ✓ Fisheries are currently under the watchful eyes of a FIP assuring the product is fished in a sustainable manner.



100 % Net Weight



Ruggiero Seafood, Inc. 474 Wilson Ave, Newark NJ 07105 1-866-CALAMARI (229-2627)

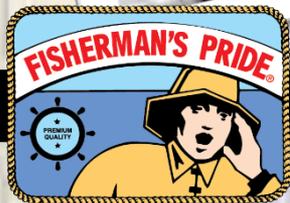


Mission Statement

Our mission is to diversify, create, & add value for our customers.

We strive to be the leading supplier of premium calamari and seafood products through unsurpassable customer service and superior quality.

- Rocco Ruggiero



Ruggiero Seafood, Inc. 474 Wilson Ave, Newark NJ 07105 1-866-CALAMARI (229-2627)

Our Brands

Fisherman's Pride® Shell Fish

Clams / Product of China

Clams / Product of Vietnam

Mussels / Product of Chile

Fisherman's Pride® Fin Fish

Alaskan Flounder / Product of USA

Atlantic Salmon / Product of Norway

Barramundi / Product of Vietnam

Grouper / Product of Vietnam

Tuna / Product of Vietnam

Fisherman's Pride® Premium Breaded

Loligo Opalescens / Product of USA

Tadarodes Pacificus / Product New Zealand

Premium Breaded Flounder

Spanish Octopus

Pulpo / Product of Spain

Fisherman's Pride Platinum Label®

Loligo Pealei Product of USA

Fisherman's Pride Red Label®

Loligo Duvauceli Product of Pakistan

Fisherman's Pride Blue Label®

Loligo Chinensis Product of China

Fisherman's Pride Black Label®

Loligo Chinensis Product of China

Fisherman's Pride Gold Label®

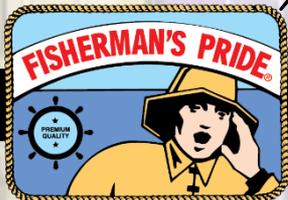
Loligo Formosana Product of Thailand

Purple Label®

Premium Loligo / Product of India

OCEAN TIDES®

Tadarodes Pacificus / Product of New Zealand



Ruggiero Seafood, Inc. 474 Wilson Ave, Newark NJ 07105 1-866-CALAMARI (229-2627)

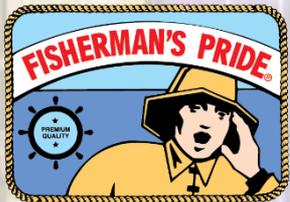
Loligo Pealei

FISHERMAN'S PRIDE PLATINUM LABEL®

Fisherman's Pride Platinum Label® Calamari is caught in the North Atlantic Ocean off the East coast of the US. This species, *Loligo Pealei*; is considered the world's premier species, pure white flesh, naturally tender, with a natural sweet flavor. Fisherman's Pride Platinum Label® exceeds the highest standards of quality and is used by some of the most famous Chefs worldwide.

Supervised under HACCP guidelines and the strictest of quality control for consistency, excellence and value with every pound purchased.

Fisherman's Pride Platinum Label® Calamari is packed with the finest quality *Loligo Pealei*. Always Single source, our Fisherman's Pride® only contains *Loligo Pealei* as we never mix species. Because our product is single species packed you can rely of consistent results each and every time you use it. This product is packed fully cleaned with wings meat removed and is 100% All Natural.



Ginsberg's



- ✓ **Product of USA / Wild Caught**
- ✓ **Certified Sustainable**
- ✓ **100% Net Weight (AOAC Standard)**
- ✓ **70% Tubes & 30% Tentacles by Weight**
- ✓ **Fully Cleaned, Wings Off, Head Meat Removed**
- ✓ **Vacuum Packed**
- ✓ **Retail Friendly**
- ✓ **Eco-Pack Friendly**

Loligo Duvauceli

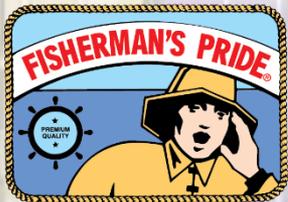
FISHERMAN'S PRIDE RED LABEL®

Fisherman's Pride Red Label® Calamari, is caught in the Arabian Sea off the coast of Pakistan. This species, *Loligo Duvauceli*; is best known for its thick walls, white flesh, and is naturally tender with a sweet natural flavor.

Fisherman's Pride Red Label® is packed with fresh day boat caught raw material and hand cleaned to exceeds the highest standards of quality. Supervised under HACCP guidelines and the strictest of quality control for consistency, excellence and value with every pound purchased.

Always Single source, our Fisherman's Pride Red Label® only contains *Loligo Duvauceli* as we never mix species. Because our product is single species packed you can rely of consistent results each and every time you use it.

Product is fully cleaned with wing / head meat removed.



- ✓ **Product of Pakistan / Wild Caught**
- ✓ **100% Net Weight (AOAC Standard)**
- ✓ **70% Tubes & 30% Tentacles by weight**
- ✓ **Fully Cleaned, Wings Off, Head Meat Removed**
- ✓ **Vacuum Packed**
- ✓ **Retail Friendly**
- ✓ **Eco-Pack Friendly**

Loligo Chinensis

FISHERMAN'S PRIDE BLUE LABEL®

Our Fisherman's Pride Blue Label® Brand Calamari is caught in the deep pure water of the South China Sea.

As one of the premier species of Calamari harvested from Asia, this product provides the most critical Chefs with a product that has pure white flesh, sweet natural flavor, very little shrinkage, tender texture, and very good cooking characteristics.

Fisherman's Pride Blue Label® Brand is manually processed at our HACCP approved plants and supervised under the strictest of quality control guidelines to ensure you get consistent quality and value with every pound you purchase.

This product is packed cleaned with wing meat on and head meat removed.



Ginsberg's

- ✓ **Product of China / Wild Caught**
- ✓ **100% Net Weight (AOAC Standard)**
- ✓ **70% Tubes & 30% Tentacles by Weight**
- ✓ **Fully Cleaned, Wings On, Head Meat Removed**
- ✓ **Vacuum Packed**
- ✓ **Retail Friendly**
- ✓ **Eco-Pack Friendly**

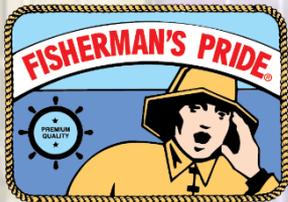
Loligo Chinensis

FISHERMAN'S PRIDE BLACK LABEL®

Caught in the deep pure water of the South China Sea, this premium specie offers pure white flesh, sweet natural flavor, and very little shrinkage. They are the perfect match for all cooking applications due to their natural tenderness, forgiving cooking characteristics, and excellent price point.

Fisherman's Pride Black Label® is processed at our HACCP approved plants and supervised under the strictest of quality control guidelines to ensure you get consistent quality and value with every pound you purchase.

Fisherman's Pride Black Label® Calamari is packed with the finest quality *Loligo Chinesis*. Always Single source, our Fisherman's Pride Black Label® only contains *Loligo Chinesis* as we never mix species. Because our product is single species packed you can rely of consistent results each and every time you use it. This product is packed traditionally cleaned with wing and head meat on.



- ✓ **Product of China / Wild Caught**
- ✓ **100% Net Weight (AOAC Standard)**
- ✓ **65% Tubes & 35% Tentacles by Weight**
- ✓ **Fully Cleaned, Wings On, Head Meat On**
- ✓ **Vacuum Packed**
- ✓ **Retail Friendly**
- ✓ **Eco-Pack Friendly.**

Ginsberg's

Todarodes Pacificus

OCEAN TIDES®

Ocean Tides® brand Calamari is caught in the South Pacific Ocean off the coast of Asia. This species, *Todarodes Pacificus*; is a premium product that offers many benefits with an attractive price point. Ocean Tides® Label *Todarodes Pacificus* offers a very tender product, with a mild flavor, and great plate coverage. While this product is ideal for frying, it also can be showcased in all of your favorite Calamari recipes.

Ocean Tides® Label exceeds the highest standards of quality and is used by some of the most famous restaurants worldwide. Supervised under HACCP guidelines and the strictest of quality control for consistency, excellence and value with every pound purchased.

Chef's from around the globe use Ocean Tides® Label with confidence and so can you.

Ginsberg's



- ✓ **Product of New Zealand/ Wild Caught**
- ✓ **100% Net Weight (AOAC Standard)**
- ✓ **Fully Cleaned, Wings Off, Head Meat Removed**
- ✓ **Vacuum Packed**
- ✓ **Retail Friendly**
- ✓ **Eco-Pack Friendly**



Shellfish

FISHERMAN'S PRIDE®

MUSSELS

Fisherman's Pride® frozen fully cooked mussels are 100% all natural and farm raised at sea responsibly.

Available year round and offering stable pricing for controlled food cost.

Unlike fresh which can be 4-5 days old before reaching the consumer, our mussels are processed, cooked, packed, and frozen within hours of being harvested. These mussels are sand free, delicious, and ready to heat & serve.

Fisherman's Pride® Chilean Mussels exceed the highest standards of quality and is SSC Certified farmed responsibly. Supervised under HACCP guidelines and the strictest of quality control for consistency, excellence and value with every pound purchased.



- ✓ **Fully Cooked Farm Raised Mussels:**
 - ✓ **Whole Shell**
 - ✓ **Half Shell**
 - ✓ **Meat**



Fin Fish

FISHERMAN'S PRIDE® BARRAMUNDI

Fisherman's Pride® Barramundi fillets are wild caught off the coast of Vietnam in the South Pacific Ocean.

Our salt water, wild caught Barramundi offer a cleaner better tasting product when compared to the farm raised Barramundi.

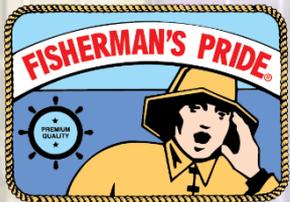
This species, *Lates Calcarifer*; has the highest Omega 3's of any white fish and half the calories of Salmon. Prized for its deliciousness, versatility, and pure white flaky flesh.

Fisherman's Pride® Barramundi exceeds the highest standards of quality in the industry. Supervised under HACCP guidelines and the strictest of quality control for consistency, excellence and value with every pound purchased.

Our Fisherman's Pride® Barramundi comes in both Skin On and Skin Off for your culinary needs.



Ginsberg's



Fin Fish

FISHERMAN'S PRIDE®

Tuna

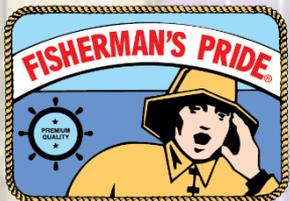
Fisherman's Pride® Yellow Fin (Ahi) Tuna are wild caught and harvested in the East Vietnam Sea off the coast of Southern Vietnam.

Available in frozen portions, loins, Poke, and Saku blocks. They are vacuum packed to preserve color and freshness while providing a portioned product with a fixed cost. This fishery is currently under the watchful eyes of a FIP assuring the product is fished in a sustainable manner.

Processed under strict HACCP guidelines, you are assured of product that meets the highest standard of quality on the market.

Whether using it for Sushi, Poke, or grilled steaks you can rely on Fisherman's Pride® for consistent results each and every time you use it. This product is 100% All Natural and currently being harvested using methods to preserve the fishery and the surrounding environment.

Ginsberg's



Premium Breaded

FISHERMAN'S PRIDE® BREADED FLOUNDER

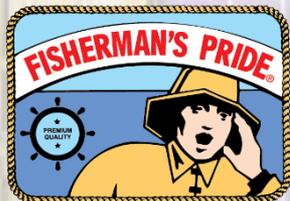
It's crispy. It's crunchy. It's flavorful.
It just maybe THE most important sandwich of the year...
And do you know where it comes from?

Your kitchen.

When you use *Fisherman's Pride*® Breaded Flounder 4-6oz
All Natural Flounder fillets, your sandwich will be the King of
the Seven Seas.

We only use the highest quality Alaskan Flounder wild caught
out of the deepest and coldest clear waters of Alaska.
These hand-cut fillets are coated in a combination of flour
and cornmeal for that classic crunch you will remember.
Get them today and have some pride in your
lunch...*Fisherman's Pride.*®

Ginsberg's



LIC-03-1001

- ✓ **Product of USA / Wild Caught**
- ✓ **SSC Certified Sustainable**

Premium Breaded

FISHERMAN'S PRIDE® BREADED IMPORTED TODARODES

Fisherman's Pride® imported breaded Calamari is produced using *Todarodes Pacificus*. Lightly breaded and seasoned to perfection with a crunchy breaded texture. This species offers a larger ring size for great plate coverage at a competitive price point. Wild caught in the Pacific Ocean and responsibly harvested under the watchful eye of an active FIP.

True Chef convenience, these 8 oz. pre-portioned breaded Calamari go from the freezer to the plate in just 2-3 minutes. All Natural, wild-caught calamari rings and Rings with tentacles have the perfect balance of flavor and crunchy breading. Processed under strict HACCP guidelines, you are assured of product that meets the highest standard of quality on the market.

Available is both *Rings Only* and *Rings & Tents*.

