



FOR MANY SHOPPERS, SEAFOOD REMAINS A MYSTERY. You can help shoppers overcome their deep-sea fears by showing them just how simple (and tasty) buying and preparing seafood can be. One delicious bite can reel in customers and get them hooked on seafood! (Feel free to use all our puns!)



Step 2 TALK ABOUT SEAFOOD

Let shoppers know that preparing seafood is easy, tastes great, and is good for their health.

- Seafood sits among the highest quality proteins and offers many additional health benefits throughout the lifespan. It improves how women feel during pregnancy, aids in brain and eye development for children, benefits cardiovascular health, and helps with healthy aging from memory loss to arthritis pain.
- Take the Pledge to eat #Seafood2xWk at seafoodnutrition.org and you can get more tips, coupons and recipes to help you eat seafood twice a week.

The Demonstration

THREE STEPS TO THE BEST SEAFOOD DEMO

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Step 1 SHOW THEM HOW TO PREPARE

Here are some quick, simple, no cook recipes great for demos:

- **Simply Satisfying Kale & Tuna Salad**
seafoodnutrition.org/kale-and-tuna-salad
- **Crab Salad**
seafoodnutrition.org/crab-salad
- **Smoked Salmon Pinwheel**
seafoodnutrition.org/smoked-salmon-pinwheel

(Recipe cards available at seafoodnutrition.org/rd.)



Step 3 GIVE THEM SHOPPING AND MEAL PLANNING TIPS

Tips for making seafood part of your weekly menu:

- **Hit the seafood counter with an open mind**
Fresh seafood is seasonal, so you may not be able to find exactly what your recipe calls for. Talk to the fishmonger — aka the person behind the seafood counter — about what's in stock that would be tasty substitutions.
- **Buying seafood can be affordable for everyone**
Ask the seafood counter what seafood is in season for cost savings. And, remember, frozen and canned seafood is just as healthy as fresh, and is a tasty, cost-effective alternative.

New, flash-frozen technologies preserve the fresh flavor of seafood, at the time it is caught.
- **Cooking seafood is quicker and easier than you think**
Keep frozen and canned seafood on hand for a quick meal. On average, frozen seafood thaws in about 15 minutes.

Start to finish, many fish and shellfish dishes can be prepared in 15 minutes or less.
- **Eat a variety of seafood**
Add variety to your favorite family meals with different species or cooking methods. Be adventurous and try something new.

