How to Go Beyond Just Eliminating Fishy Off-Flavors from Fish and Seafood Products!

Many consumers simply refuse to prepare or consume fish or seafood that has strong fishy odor. Consumers often associate "fishy" off-flavors with not-so-fresh seafood, thus finding them unappealing.

Our proven **Fresh 'O Fish** is a flavoring system designed to minimize fishy off-flavor **and** at the same time bring out the natural savory fresh flavor of fish and shellfish products. **Fresh 'O Fish** also reduces "muddy" and seasonal off-flavors in several varieties of fish such as tilapia, catfish, etc.

Fresh 'O Fish advantages extend well beyond minimizing "fishy" off-flavors during cooking. Additional benefits are summarized as follows:
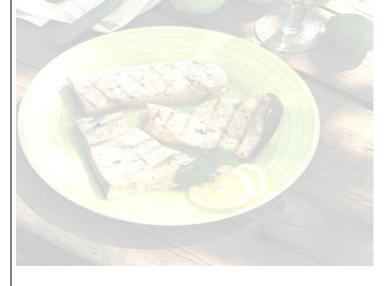
1. Extends shelf life by retarding oxidative rancidity, such as in salmon, tuna, etc.
2. Improves cooked yield and juicy cooked texture.
3. Reduces freezer burn and protects flavor during storage.
4. Produces better grilled marks and a more appetizing appearance upon cooking.

Fresh 'O Fish is in a convenient dry powder form designed to be easily hydrated in cold water and applied on frozen fish fillets or other seafood products in place of ice glaze. An alternate application method is dipping or soaking fish or seafood products in this hydrated flavoring system before freezing. Thus, this proven system can be used in static soak, tumbling and injection applications.

Fresh 'O Fish has a clean label and its low usage level makes it a perfect cost saving alternative to allow fish or seafood producers/processors to go **well beyond** minimizing fishy off-flavor from their products!

*For additional information on our **Fresh 'O Fish** line or other products, please contact Technical Services at (800)787-3067 or lab@afsnj.com.*

***Advanced Food Systems**: developers and manufacturers of custom ingredient systems for the perfect balance of flavor and texture!*

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