



**SANTA
MONICA
SEAFOOD™**

A PASSION FOR SEAFOOD

CHANNEL CATFISH

FRESH | 50Z UP | ICTALURUS PUNCTATUS

CAT105

FARM RAISED IN U.S.A.



This all American fish has remained a mainstay on the Top 10 Most Consumed Seafood List for decades.

If this farm raised, grain-fed fish is one thing, it's consistent! You can count on Catfish having a sweet, mild flavor, moist, dense meat that's white to off-white, sometimes pinkish with noticeable translucency and iridescence. When cooked, Catfish is opaque and white. With a fairly mild flavor and unique texture, Catfish is as versatile as chicken.

Take advantage of Catfish's universal appeal, and play up its domestic origin! If you're looking for additional promotional help, try the U.S. Farm Raised Catfish page at www.uscatfish.com.

FOR YOUR WAITSTAFF

If you have a guest that wants a mild fish, responsibly raised in America then suggest the Catfish! It's so mild, even people that claim they don't like fish will love it. Goes great with ice cold domestic beer.

FOR YOUR RETAIL DISPLAY

Mild flavored with a wonderful texture - Catfish is another one of those perfect options for your customers who claim they don't like fish... prove them wrong with this affordable and healthy American favorite! Don't forget to direct your customers to the tartar sauce - a perfect Catfish pairing.

- Rated green for "Best Choice" in sustainability by the Monterey Bay Aquarium Seafood Watch Program
- Available year-round
- Packed in a 10lb case

