

Clearwater Lobster Merchants launch new native lobster holding system.

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Its all systems go for Clearwater Lobster Merchants' new native lobster holding system at their facilities in London, England. Answering the calls from their range of top-end clientele, Clearwater has invested in a dedicated holding system at their London distribution facility, specifically for native UK lobsters. The fisheries department in England requires that all live native lobsters must be kept separate from Canadian live lobsters. As a result, Clearwater have a brand-new 1000lb holding system to ensure a consistent supply of quality native lobsters for their London and UK customers. Summer is the peak period for native lobsters in the UK and many restaurants switch to this species for a temporary change and to satisfy the demands of their customers. During July and August, the pricing on native lobsters is also competitive with Clearwater live lobsters and chefs look for their only opportunity to buy this product at a reasonable price. For most of the year, prices on native lobster remain steep, often at twice the price of Clearwater lobsters or higher. "This is a great opportunity for us to acquire some additional sales in this market," says Mark Johnson, manager of Clearwater Lobster Merchants. "Most of all, our customers are happy for the opportunity to buy some great native lobsters. And we're happy that they choose Clearwater to supply them."

