

CLEARWATER LOBSTER EXCEPTIONAL QUALITY AND CONVENIENCE ALL YEAR ROUND



DID YOU KNOW?

It takes 5-7 years of growth for a lobster to reach 1 pound of weight

Harvested at their peak, using traditional pots and creels from the cool, pristine waters of Canada's North Atlantic, Clearwater's wildcaught lobsters deliver an exceptional fresh taste and meaty texture. Versatile and supplied in convenient chef-ready formats they are delicious poached, steamed or baked.

Clearwater's live, raw and split lobsters are available all year round and make a wonderful permanent addition to any menu.

FROM OCEAN-TO-PLATE





HARVESTING

Clearwater harvests lobsters from the cold, clear waters of the North Atlantic using its state-of-the-art harvesting vessel. We also source lobsters from the inshore fishery from dealers with whom we have long-term established relationships, ensuring that we source the highest quality lobsters available.



PROCESSING

Once harvested, each lobster is checked for size and whether it is egg-bearing. It is then banded for protection and placed in a temperature controlled holding tank until arrival on land in Shelburne, Nova Scotia. Once there, the lobsters are rested in a sea water reservoir, allowing them to return to their normal resting state. They are then shipped to one of three Clearwater processing facilities.



LOGISTICS

Our expert logistics team will manage the secure and timely shipment of your premium, wild seafood. We provide delivery via our extensive global network with complete quality assurance.



CULINARY

Available in both shell-on and shell-off formats, Clearwater's raw lobster meat provides chefs with the versatility to prepare lobsters using a wide range of temperature and cook methods. We also supply live lobsters.

SUSTAINABILITY

Sustainability is a core business value embedded in Clearwater's culture and expressed throughout our mission, strategies and values. Lobsters are caught with baited traps. Traps are set on the ocean bottom with openings to allow lobsters in and escape vents to allow undersized lobsters out. The bottom impact associated with trap fishing is minor. Only the area directly under the trap is influenced, with scientific studies showing that species moved by the trap return to the area after the trap is removed.

LOBSTER ANATOMY



WHAT MAKES CLEARWATER LOBSTERS DIFFERENT?



HARDSHELL

SOFTSHELL

HARDSHELL VERSUS SOFTSHELL

By harvesting our lobsters at ideal times we ensure superb quality lobster, crammed with full meat and flavour; the difference is immediately evident. **Clearwater's** premium hardshell lobster yields up to 50% more meat then softshell.

SEASONAL HARVESTING

At Clearwater we only fish in two seasons, late November to early January and May to early July, prior to moult, when the lobsters are fully-meated and protein levels are at their highest, This ensures that we only deliver the very best to you.



CANADA / USA MONTHLY LOBSTER CATCH RATE SHOWN AGAINST AVERAGE BLOOD PROTEIN (2011)

RIGOROUS SCREENING AND QUALITY CHECKING

At Clearwater we take special care with our lobsters. **Each lobster is assessed by hand,** weighed and scanned for quality of health. Lobsters are then size and quality sorted, ensuring all are hardshell and fully-meated. After which they are placed in dryland pound trays for long-term holding.



DRYLAND POUND STORAGE

Clearwater invented and operates the **world's largest lobster-friendly storage facility**. Designed by biologists to mimic the natural environment of the lobster, allowing them to return to their normal resting state and **minimising stress**. The lobsters are stored in a pure aquatic environment, free of chemicals and antibiotics, slowing their metabolism to a hibernation state and sealing in the **just-harvested freshness**. This maintains their health, weight and full-meat texture.

We can store close to 2 million pounds of fresh, live lobsters in our specially-designed 'lobster-friendly' compartments, ensuring we deliver **the best fully-meated hardshell lobsters all year round**.

HIGH PRESSURE PROCESSED (HPP) LOBSTER MEAT

HIGH PRESSURE PROCESSING (HPP)

In Clearwater's two-stage HPP process, the lobsters are quickly chilled to induce temporary hibernation then transferred to the HPP machine which euthanises the lobsters within seconds. The meat easily detaches from the shell giving the same familiar appearance as a live lobster and is fresh-frozen within a half hour of HPP ensuring premium "live" lobster taste and texture.

CLEARWATER LOBSTER BIOLOGISTS

Clearwater employs a team of biologists who apply biological science and technology to perfect our handling and storage systems in order to maintain lobster quality and health.

TRACEABILITY

Clearwater lobsters are tested, graded and packed for perfection at our land-based processing and holding facilities. Our food safety and quality assurance programmes, including HACCP and BRC, are carefully monitored and continually updated by our food safety teams. Clearwater HPP lobsters have full BRC chain-of-custody.









SHELL-ON TAILS

Available in 4-502 and 5-602 sizes and a 4.54kg case 80 cases per pallet

SHELL-OFF TAILS

Available in a variety of sizes from 2 to 80z and a 2.27 kg case 132 cases per pallet

CLAW AND KNUCKLE MEAT Available in a 12*227g vacuum pouch and a 2.72 kg case 132 cases per pallet



LEG MEAT Available in a 12*227g pouch and 2.72 kg case 132 cases per pallet



LOBSTER BODY

Medium or Large 1*7.26 kg 68 cases per pallet

All items are subject to availability

THE RAW DEAL

Typically, only the tail, claw, knuckle and leg meat is obtained from a live lobster - which means only 30% of the total lobster purchased is actually utilized!

It would take approximately nine 454g lobsters to obtain 1 kg of lobster meat.





EASY, READY-TO-COOK, NO HASSLE, NO MESS!

Our 100% natural wild caught lobsters are supplied in a vacuum packed format to maintain our renowned premium 'live' lobster quality, taste and texture. They are also versatile and supremely easy to cook across a broad spectrum of temperature and cooking methods (boil, steam, bake or grill).



HOW DO I DEFROST FROZEN LOBSTER MEAT?

Frozen lobster meat can be defrosted in your refrigerator for 15-18 hours (recommended method) or by placing it in a sealed plastic bag under cold running water for quick defrost.





LOBSTER TAILS - GRILL

Defrost the lobster tails in the refrigerator. Cut the underside of the shell lengthwise with kitchen scissors. Baste prepared tails and place under the grill shell-side down. Cook for 3 minutes. Baste again and turn. Cook for further 2 to 4 minutes, until cooked.





CLAW AND KNUCKLE MEAT - POACH

Defrost in the refrigerator. Fill a saucepan three-quarters full with water and bring to the boil. Remove the defrosted lobster meat from the package and drain excess liquid. Place in recently boiled water and leave to poach. Allow 8-10 minutes (@ 75° C.



LOBSTER NUTRITION

Everyone knows how delicious lobsters are, but are you aware of how good they are for you?



Lobsters are continuously noted as one of the healthiest proteins available. In fact, they contains less calories and saturated fat than lean beef, white chicken meat and pork.

Lobsters also contain Omega-3 fatty acids, which can help reduce the risk of heart disease. They also contain vitamins and minerals, which help the formation of red blood cells, aid the immune function and contribute to stronger bones.

100% natural, supremely delicious and healthy too, Clearwater Lobsters are difficult to beat. Clearwater High Pressure Process lobster allows you to prepare mouth-watering recipes—both hot and cold year round. For more recipes go to www.clearwater.ca or visit our Clearwater Seafoods YouTube channel.



SALES INFORMATION:

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REMARKABLE SEAFOOD, RESPONSIBLE CHOICE