

RESPONSIBLE  
FISHING  
SINCE 1976



LIVE CANADIAN  
**LOBSTER**

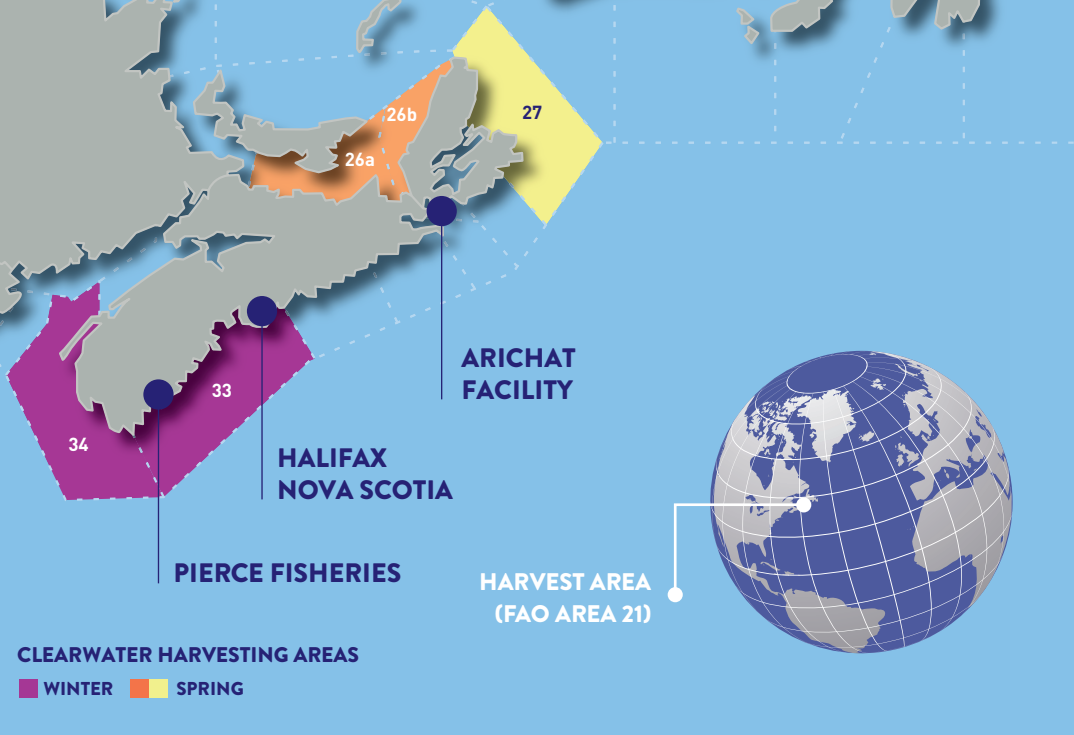


Clearwater's Premium Hardshell Fresh™ Lobster originates from the pristine waters of the Canadian North Atlantic. Harvested when energy levels are highest, meat content is at a maximum and shells are hardest, our lobster yields up to 50% more meat than soft shell lobster. Advanced technology and storage systems, combined with our rigorous selection process, ensure our customers receive only the finest, fully-meated lobster year-round.





NORTH ATLANTIC



# WHAT MAKES CLEARWATER LOBSTERS DIFFERENT?

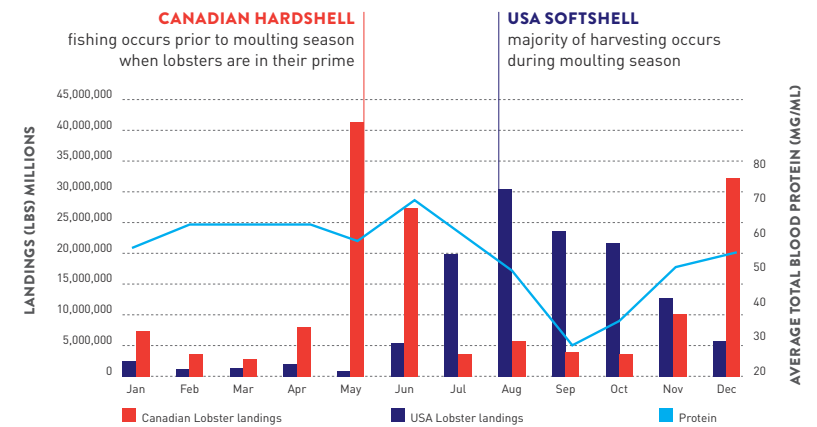


## HARDSHELL VERSUS SOFTSHELL

Clearwater's Premium Hardshell Fresh™ Lobster is harvested from the cold, clear waters of the Canadian North Atlantic prior to moulting season, when lobsters are fully-meated and protein levels are at their highest. In fact, Clearwater's Premium Hardshell Fresh™ Lobster **yields up to 50% more meat than softshell**. By fishing and procuring lobster at ideal times, we're able to ensure superb quality and deliver the very best fully-meated, flavourful product to our customers.

## SUSTAINABILITY

Clearwater is dedicated to investing in science, innovative technology and management approaches to support sustainability and grow its wild seafood resources, including lobster. All Canadian lobster harvesting is managed based on discrete lobster fishing areas (LFAs). The offshore fishery in LFA 41, where Clearwater's lobster fishing vessel operates year-round, harvests a set quota within the framework of a robust science-based management system. Clearwater also procures lobster from the inshore fishery LFAs, which are managed through a combination of assigned fishing seasons, specific trap limits, and limiting the size of fishing vessels.



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

RANDELL DOMINAUX





## WE'VE GOT QUALITY DOWN TO A **SCIENCE**

Clearwater is a world leader in lobster stress management. By minimising stress throughout the distribution chain, we can maintain the perfection of a fresh-caught lobster and ensure it remains healthy, strong and at peak flavour from ocean-to-plate.

### STAFF BIOLOGISTS:

- oversee resource management and supply continuity
- develop new technologies that ensure the superior quality of our lobster
- conduct regular water quality tests and blood chemistry analysis to ensure optimum lobster health
- provide year-round customer support and training



## EXPERTS IN QUALITY CONTROL AND SAFETY

Our team of biologists monitor and ensure only the finest quality lobsters are purchased, stored and shipped to our customers. Clearwater maintains our own processing facility and a range of frozen raw lobster products, giving a home to any lobster that is not strong enough to survive transportation in a box. This allows Clearwater to be extremely selective with our live lobsters.

## QUALITY ASSESSMENT STAGES

- 1 Lobster harvested from Clearwater's offshore vessel, the Randell Dominaux, as well as product procured from the inshore fleet of independent fishermen, is transported to Clearwater's processing facility in Arichat.
- 2 Upon arrival in Arichat, lobsters are quality and size graded by Clearwater's team of experts, with only the best quality product moving into the dryland pound storage system.
- 3 When lobsters are removed from the dryland pound storage system, only the highest quality product is selected for live lobster sales.



**ON AVERAGE, CLEARWATER REMOVES ONE IN THREE LOBSTERS DURING OUR LIVE GRADING SELECTION PROCESS, ENSURING CUSTOMERS RECEIVE ONLY THE VERY BEST PRODUCT.**

Clearwater is a leader in quality control management and we pride ourselves on implementing rigorous standards in today's lobster industry.



# THE PERFECT GRADE



## LOBSTERS RECEIVE THE PERFECT GRADE

With the most advanced computerised electronic size and quality grading system in the industry, we can carefully and precisely select and size lobsters to meet your specifications and needs.



# DRYLAND POUND STORAGE

## DRYLAND POUND STORAGE SYSTEM “SEALS IN FRESHNESS”

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 900 MT of fresh, live lobsters in our specially-designed 'lobster-friendly' compartments, ensuring we deliver **the best fully-meated hardshell lobsters all year round**.





# SURVIVABILITY

## GREATER SURVIVABILITY, BETTER PROFITABILITY

Clearwater consistently delivers a 3% approximate mortality rate average\*, utilising state-of-the-art, Clearwater-patented quality selection and grading technology. A staff of full-time biologists conduct health assessments on incoming lobster shipments and segregated, environmentally controlled storage. Lower than average mortality rates in today's lobster industry is key to reducing product loss and improving profit.

*\*Refers to number of mortality claims made by customers on average in the past 3 years, 2018-20.*



# LOGISTICS



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





# ORDERING



## FROM OCEAN TO PLATE: HOW IT WORKS



PRICE LIST  
ISSUED



CUSTOMER  
CONFIRMS ORDER



ORDER IS SHIPPED  
ARRIVAL WITHIN 48 HOURS



CUSTOMER PICK-UP  
OR DELIVERY

Once Clearwater lobsters are caught, tested, graded, and quality inspected and stored, their journey to our customers begins shortly after price lists are issued and customers confirm their orders. **Located 30 minutes from the Stanfield International Airport in Halifax, Nova Scotia**, our lobsters are packed with a seawater booster for optimal freshness and are shipped as quickly as possible, arriving in Europe within 48 hours of their departure from Halifax. They are then made available for delivery or pick-up by our customers upon arrival.

# PACKAGING



## THINKING INSIDE THE BOX FOR SUPERIOR FRESHNESS

We can ship Clearwater Premium Hardshell Fresh™ Lobsters anywhere in the world and maintain their fresh, delicious condition for up to 48 hours in our 'Tankless Storage' container. Lobsters are carefully cold-packed in cushioned compartments so they reach you at the peak of perfection.

### AVAILABLE SIZES

Small Chix	445 - 535g
Medium Chix	535 - 585g
Quarters	585 - 685g
Halves	685 - 785g
1.75s	785 - 885g
Selects	885 - 1110g
2.5 - 3s	1110 - 1360g
3s	1360 - 1760g

Larger sizes have limited  
inventory, available on request

### CASE OPTIONS:



16KG (APPROX.) CASES



SMALLER  
8KG (APPROX.)



SEAWATER  
BOOSTER





**REMARKABLE SEAFOOD,  
RESPONSIBLE CHOICE**

**SALES INFORMATION:**

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