

**Press Release
FOR IMMEDIATE RELEASE**

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**Alaska Symphony of Seafood Announces
Winners of New Products Contest**

Ivar's Seafood Wins Grand Prize with their Wild Alaskan Smoked Salmon Chowder

ANCHORAGE (Feb. 20, 2010) — The Alaska Symphony of Seafood announced today the winners of its 17th annual New Products Contest judging event held in Seattle. The competition enlists chefs and industry experts to pick the best new seafood products each year. The winners were announced Friday at the Gala Soiree in Anchorage, where contestants, industry representatives, media and attendees gathered to celebrate and toast the winners.

This year's first place winners included: Alaskan Amber Beer Battered Cod by Trident Seafoods in the Foodservice category, Top Crusted Corn Tortilla Salmon by Aqua Star in the Retail Category and Wild Alaskan Smoked Salmon Chowder by Ivar's Seafood, Soup and Sauce Company in the Smoked category. The grand prize, awarded to the product that received the most overall votes, also went to Wild Alaskan Smoked Salmon Chowder by Ivar's Seafood, Soup and Sauce Company.

"Ivar's Seafood, Soup and Sauce Company was elated to receive the people's choice award during the Seattle event and we are privileged to learn of our victory as the Grand prize winner in Anchorage," commented Chris Lewark, director of Sales for Ivar's. "Receiving this honor has been on our "to do list" for years now and it sure feels great having achieved this goal."

The first place winners from each category, and the grand prize winner, will receive booth space at the distinguished International Boston Seafood Show in March, as well as airfare to and from the show.

The Alaska Symphony of Seafood New Products Contest kicked off on February 3rd in Seattle, where the judges tasted, deliberated and selected their favorite products. Evaluations were based on the products' packaging and presentation, overall eating experience, price and potential for commercial success.

This year's judges included: Amy Muzyka-McGuire with Market Fresh Foods, Bobby Moore with Barking Frog Restaurant, Steve Cain with El Gaucho, John Fiorillo with IntraFish, Cynthia Nims with Mon Appétit, Tom Douglas with Tom Douglas Restaurants, Richard Malia with Ponti Restaurant, Noriko Ninomiya with WholeFoods, Rebekah Denn with Eat All About it and Sam Clinton with FareStart.

Sponsors for this year's event include: the National Oceanic and Atmospheric Administration, the Alaska Fisheries Development Foundation, Alaska Seafood Marketing Institute, Alaska Sustainable Salmon Fund, At-sea Processors Association, Northwest Fisheries Association, Trident Seafoods, Marine Stewardship Council, Orca Bay Seafoods, Alaska Air Cargo, Alaskan Brewing Co., American Seafoods Company, CFAB, Pacific Seafood Processors Association, Copper River Seafoods and Northern Air Cargo,

The Gala Soiree concluded with the announcement of the Anchorage People's Choice winner, Crab Stuffed Pacific Salmon by Aqua Star, based on the attendees' votes.

For a complete list of this year's winners go to: <http://www.symphonyofseafood.com>.

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About Alaska Symphony of Seafood

Since 1993, the Alaska Symphony of Seafood has celebrated creative and innovative ideas in the seafood industry, bringing together a host of new products before a panel of judges and the public. It was created by the Alaska Fisheries Development Foundation to promote new product development for seafood harvested in Alaskan waters by encouraging participation and sponsorship from a wide variety of companies and organizations that together, are

building the future of the Alaska fishing industry. For more information, visit: www.symphonyofseafood.com.

About Alaska Fisheries Development Foundation

The Alaska Fisheries Development Foundation (AFDF) was chartered as the first fisheries development corporation in 1978 after passage of the Fisheries Conservation and Management Act claiming the marine resources from 3 to 200 miles off our shores. For 32 years, AFDF has worked in support of the Alaskan commercial fishing industry with accomplishments such as bringing surimi technology from Japan to the first shore-based processing facility in Alaska, Steller Sea Lion research, and bringing Beech Nut Foods & Ocean Beauty Seafoods together to produce Beech Nut Wild Alaskan Salmon and Sweet Potato Baby Food. It is a 501 C (3) private non-profit entity, and has hosted the acclaimed ***Alaska Symphony of Seafood*** for seventeen years as a showcase for new products from Alaska's fishery resources and has supported technological advancements and educational outreach in all areas of the seafood industry. For more information, visit www.afdf.org