



Ocean Beauty Plans All-Star New Product Lineup for Boston

New Products Include Two Seafood Excellence Finalists

(Seattle, Wash.) March 1, 2022 – Ocean Beauty Seafoods today announced big plans for Seafood Expo North America (SENA) in Boston March 13 – 15, including the introduction of five new on-trend products for the company’s Echo Falls line, the country’s leading premium smoked salmon brand. The new products have already shown promise, with two chosen as finalists in the Seafood Excellence North America competition at the show.

“We have been continuing to innovate during the pandemic and can’t wait to get back to Boston to show the seafood world all of our new products,” said Ron Christianson, Ocean Beauty’s Vice President of Sales and Marketing. “We recently participated in the Fancy Food show in Las Vegas and our sales team is fired up and ready to go. We are very excited about the potential for these new offerings.”

At the top of Ocean Beauty’s new product line up is Echo Falls Tapas Sliced Wild Alaskan Smoked Sockeye Salmon. This product is formed in an innovative new way to create round, uniform slices, perfectly sized for appetizers and “seacuterie” boards. The sockeye salmon is cold smoked over real applewood chips, and is available in two flavors – original and Mediterranean. And it’s already receiving accolades. It was the winner of both the retail and salmon categories at the 2021 Alaska Symphony of Seafood and is a finalist in the 2022 Seafood Excellence awards at SENA.

The Echo Falls line is further expanded with the addition of Ocean Beauty’s most requested item, Hot Smoked Wild Alaska Sablefish. Made with a traditional cure and rich, oak smoke for a decadent, succulent flavor, this crowd favorite adds elegance and variety to smoked fish offerings at retail and foodservice. Hot Smoked Wild Alaska Sablefish was also selected as a finalist in the 2022 Seafood Excellence Awards.

Rounding out the new Echo Falls products are three varieties of hot-smoked Atlantic salmon. Produced with sustainably sourced salmon, they are cured with unique and enticing flavor blends that invoke the flavors of Mexican and regional U.S. cuisine – Mexican Chili Lime, Northwest-style Honey Cure, and Southwest Santa Fe. Then they are smoked over oak to perfectly complement each flavor profile.

“Echo Falls is well known for its authentic recipes and transparent sourcing and these new products carry on this tradition,” said Christianson. “They offer retail and foodservice buyers new and exciting flavor options, and we are already seeing great interest with our initial introductions.”

The new products join [the extensive line of Echo Falls](#) hot- and cold-smoked seafood offerings. Buyers can see the new products and the full line of [Ocean Beauty](#), and [Echo Falls](#) products at booth 1205 at the show.

About Ocean Beauty:

Ocean Beauty Seafoods began in 1910 as a small Seattle seafood shop and over a century later, has grown to become one of the largest and most successful seafood companies in North America. The company operates seven seafood distribution locations across the Western United States, and two smoking and processing plants in Washington state. The company's ownership includes a group of veteran seafood executives and the Bristol Bay Economic Development Council, a community development quota group that supports economic development in Western Alaska villages. www.oceanbeauty.com

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