

RESPONSIBLE
FISHING
SINCE 1976

CAPTAIN RANDALL SCOTT
Shelburne, Nova Scotia



LIVE 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, yielding up to 50% more meat than soft shell lobster. Advanced technology and storage systems ensure our customers receive only the finest, fully-meated lobster year-round.

Clearwater sources its lobster from inshore lobster fisheries around Atlantic Canada and participates in the harvest of lobsters from the Canadian offshore fishery. The offshore fishery led the way in North American lobster certifications under the Marine Stewardship Council (MSC) and now all of Clearwater's supply is MSC-certified.



WE'VE GOT QUALITY DOWN TO A SCIENCE

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

GREATER SURVIVABILITY, BETTER PROFITABILITY

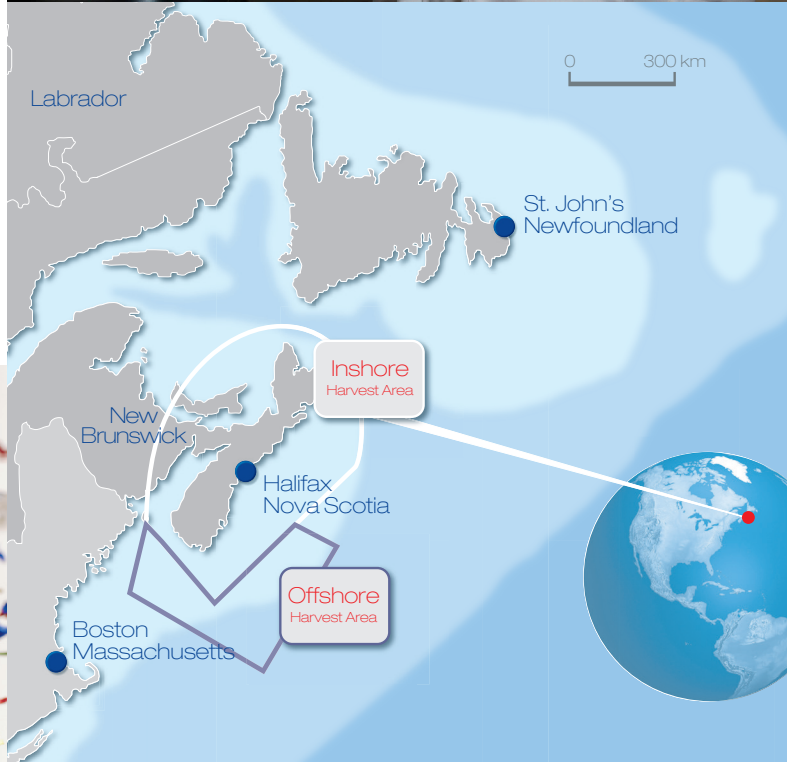
Clearwater consistently delivers the lowest mortality rates in the lobster industry, utilizing state-of-the-art, Clearwater-patented quality selection and grading technology. A staff of full-time biologists conduct health assessments on incoming lobster shipments and segregated, environmentally controlled storage.



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. 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

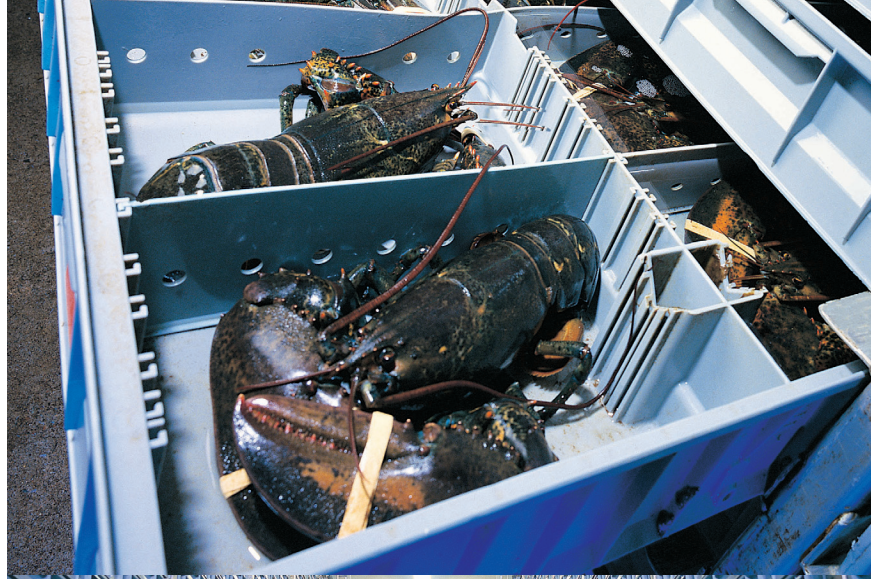


LOBSTERS RECEIVE THE PERFECT GRADE

With the most advanced computerized 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 SYSTEM "SEALS IN FRESHNESS"

Clearwater invented and operates the world's largest lobster-friendly Dryland Pound Storage System. We can store close to two million pounds of fresh, live lobster in a stress-free environment and provide our customers with the highest quality, most succulent tasting lobster 12 months a year. The Dryland Pound is modelled after a lobster's preferred natural habitat and consists of an advanced holding system with a pure aquatic environment that is free of chemicals and antibiotics. Every hour, over five million litres of icy-fresh, nutrient-rich sea water cascades through the patented "lobster-friendly" compartments. Our Dryland Pound Storage System slows the lobster's metabolism and seals in just-harvested freshness while maintaining its health, weight and full-meated texture.



THE CLEARWATER DIFFERENCE NOT ALL LOBSTERS ARE CREATED EQUAL

By harvesting Clearwater Premium Hardshell Fresh™ Lobster at ideal times, the superb quality is immediately evident in the hardshell crammed with full-meat and flavor.



Clearwater Premium
Hardshell Fresh™ Lobster

VS.



Regular Lobster
(contains up to 50% less meat)

CLEARWATER LOBSTER UNIVERSITY

Clearwater takes customer service to a new level with Lobster University. The program, designed by our Biology Team, provides a simple and valuable way to increase profits by educating your customers and staff on critical information including:

- lobster biology and behaviour
- tank systems
- water temperature and quality
- nutritional details
- advice on the care and handling of live lobsters
- and many other critical issues

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.



WE TAKE PRIDE IN SUSTAINABILITY

Clearwater sources its lobster from Marine Stewardship Council (MSC) certified inshore and offshore fisheries, the industry's gold standard for third party verification. Products displaying the MSC logo give consumers assurance that their seafood originates from a sustainable and well-managed fishery as set by the MSC's strict environmental standards.



FOR MORE INFORMATION, CONTACT THE CLEARWATER OFFICE NEAREST YOU:

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**REMARKABLE SEAFOOD,
RESPONSIBLE CHOICE**