

# BC Seafood Sensations 2001

AWARDING EXCELLENCE AND INNOVATION  
IN BC SEAFOOD VALUE-ADDED PRODUCTS

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Announcing our *sensational* winners...

First Prize: Hot Bits

Second Prize: Atlantic Salmon Fillets Marinated in Lemon, Pepper and Dill

It's official, the winners of the second annual *BC Seafood Sensations Contest* were awarded their prizes at last night's sold-out *2001: A Seafood Odyssey—Awards Dinner* honouring the best of BC's new value-added seafood products. Sponsored by the BC Salmon Marketing Council and the BC Seafood Sector Council with financial support from Fisheries Renewal BC, *BC Seafood Sensations* is an annual competition to showcase BC's best new value-added seafood products, encouraging their successful development and growth and thereby that of BC's seafood industry as a whole.

Each of the twenty-one entries in this year's contest were rated by the judges in the main categories of taste, packaging and presentation, and innovation. While it was a close race, the final tabulations revealed "*Hot Bits*" from **Lox Royale Processors Ltd.**, Vancouver, BC to be this year's winner.

**Lox Royale Processors Ltd.** uses a double-smoking process for their "*Hot Bits*"—spicy-hot, "wild" morsels of salmon exploding with flavours. Sockeye salmon is first cold smoked, cured with hot spices, then hot-smoked, and finally packaged frozen. Quick and convenient—just thaw and serve—these make for an excellent appetizer. Your guests will "go wild" for "*Hot Bits*"!

The runner-up in this year's competition, *Atlantic Salmon Fillets Marinated in Lemon, Pepper and Dill* from **Wood Bay Seafood Ltd.**, Sechelt, BC, make for a healthy and flavourful meal without any fuss. They can be baked, barbecued or steamed and are ready to eat, once thawed, in twenty minutes. You'll find them packed in a box of four and sold through the Sobey's and IGA retail chains across Canada.

Applying their palates to the task of judging this year, **Rick Cavanaugh**, retail seafood manager of Queen Anne Thriftway, Seattle, drew on his years of experience in the retail trade; **Pat Shanahan**, Shanahan Strategic Planning and Communications, Seattle, lent her perspective as a recognized leader in new seafood product development; **Settimio Sicoli**, Western Vice President, Canadian Federation of Chefs and Cooks shared his in-depth knowledge of the restaurant/foodservice sector, while **Murray McMillan**, Food Editor, The Vancouver Sun brought to the table his vast knowledge of everything "food".

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The judging panel was impressed with the quality and variety of this year's product entries. Commenting on his experience, Rick Cavanaugh said, "Even as a retailer, I didn't know there were so many things you could do with salmon. Those of us in the front line want all the help we can get to meet the needs of our customers."

Returning for the second year as a member of the judging panel, Settimio Sicoli observed, "The positive efforts in the production of new ideas that appear on the market every year illustrate that innovation and commitment are very much alive in our industry."

**Shady Island Restaurant** in Steveston, BC again played host to the *BC Seafood Sensations Awards Dinner*, this year themed *2001: A Seafood Odyssey*. Guests were treated to a spectacular dinner buffet starring the rich bounty found in BC waters. Such delicacies as sablefish, kazunoko kombu [*spawn on kelp*], geoduck, tuna, oysters, mussels, rock eel, sardines, salmon and halibut were displayed and superbly prepared by Shady Island's chefs.

This gathering also honoured individuals who have provided exceptional support of the industry through their encouragement of new BC seafood products and their fostering of industry development and product innovation. The second annual *BC Seafood Sensations Supporter of Innovation Awards* were presented to: **Barry McMillan**, J.S. Mcmillan Fisheries Ltd.; **Sandra Merk**, De Dutch Pannekoek House Restaurants Inc.; **Mark Ellis**, Canada Safeway Ltd., and **John Chapman**, Overwaitea Food Group.

Fisheries Renewal BC is a provincial Crown Corporation that makes strategic investments in partnerships through the province to develop:

- more fish by improving fish stocks and habitat
- new fisheries
- more work/higher value in value-added seafood products

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**NOTE TO THE EDITOR:**

Quality 4-colour professional photos will soon be available of the two winners' products. They will be available as either prints or can be emailed to you in jpeg format. Please call (604) 267-3030 for further information.

