

FOR IMMEDIATE RELEASE

**BAR HARBOR® LAUNCHES NEW LINE OF
PREMIUM WILD-CAUGHT FISH**

*High in Omega-3, Protein, and Calcium
Response to Consumer Demand for Delicious, All-Natural Seafood*

Whiting, ME, —Bar Harbor® Foods today announced the launch of its a new line of premium wild-caught fish. Bar Harbor® premium wild-caught fish joins other high-quality and authentic Maine seafood products under the Bar Harbor brand, such as clam chowder, lobster bisque, and clam juice.

Bar Harbor premium wild-caught fish is harvested in the cold, Atlantic waters of the gulf of Maine. Products include Hardwood Smoked Wild Kippers, Herring with Cracked Pepper, Herring in Cabernet Wine Sauce, Herring in Stone Ground Mustard Sauce, Herring in Tomato Basil Sauce, and Hardwood Smoked Atlantic Mackerel.

“The taste of the wind, weather and clean, cold water—it’s not a flavor that needs improving,” said Mike Cote, President of Bar Harbor Foods.

“Europeans have been enjoying smoked herring, mackerel and kippers for centuries—on the whole, we Americans are a bit behind,” said Cote.

“For those who already know and enjoy smoked herring and mackerel, they’ll enjoy our all-natural Downeast take on the classics. For those who have never tried these varieties or tasted our premium wild-caught quality, they’re in for a treat,” continued Cote.

Bar Harbor handcrafts and handpacks its specialty seafood in simple cans, the way people on the Maine coast have been doing for generations. The Bar Harbor line of premium wild-caught fish was created to meet consumer demand for delicious, all-natural seafood with health benefits. Bar Harbor premium wild-caught fish is high in protein, calcium, and omega-3, which studies have shown reduces the risk of certain types of cancers.

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Bar Harbor® premium wild caught fish is an ideal hors d'oeuvres for elegant but easy entertaining or as a main dish or salad. The new product line is available everywhere other Bar Harbor® seafood specialties are: nation wide at Whole Foods, Wild Oats, independent natural food stores and in conventional grocery stores.

About Bar Harbor®

Since 1917, Bar Harbor® Foods, formerly known as the East Machias Canning Company and later known as the A.M. Look Canning Company, has handcrafted and handpacked specialty seafood in small batches, the way people on the Maine coast have been doing for generations. Today, Bar Harbor® is run by Mike Cote, who purchased the 89-year-old purveyor of premium seafood in 2003 and was born and bred in Maine. Bar Harbor® is a special place—you can taste it! For more information, and to get as close to “fresh off the boat” as you can without being there, please visit www.barharborfoods.com.

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