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Eat Alabama Wild Shrimp Naturally Better

If you're like most consumers – you probably assume the seafood you find on your plate at your favorite restaurant or in your grocer's display comes from local waters. When it comes to shrimp, the truth of the matter is nearly 80% of what you buy locally comes from overseas ponds.

When we shared that research with folks we questioned – they were stunned and vowed to ask for Alabama Wild Shrimp by name.

Our Alabama shrimpers are a proud bunch – many are their family's third and fourth generation to make a living off our Gulf waters. That livelihood and heritage is threatened when consumers don't demand their shrimp the way nature intended – from the ocean.

The Eat Alabama Wild Shrimp campaign (EAWS) is designed to make sure consumers know the truth. I'm confident it's a story your audience will find intriguing – and convincing. There are a number of story angles I'm happy to discuss with you – from additional consumer education on identifying a “real” Wild Alabama Shrimp to knowing more about the wonderful restaurants and retailers proud to serve and sell only the real thing.

I look forward to hearing from you.

Best Regards,

Susan Storey