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Eat Alabama Wild Shrimp Campaign & Winn Dixie Grocery Stores Join Forces

Educating consumers about shrimp

(Mobile, Alabama) – Consumers now have a choice when they go to their favorite grocery store's seafood counter to buy shrimp. Beginning August 1st, Alabama Wild Shrimp will be available at all Alabama Winn Dixie Grocery stores. "Though Alabama Wild Shrimp has always been available from local Gulf Coast Shrimpers, not all grocery stores have carried it on a regular basis," says Brett Dungan, Chairman of the Eat Alabama Wild Shrimp Committee. "That's why this partnership with Winn Dixie stores is so important – it puts our local product in front of consumers, so they know they have a choice." The Alabama Wild Shrimp packages will be easy to find in specially marked areas in the seafood section of each store.

"When consumers go to their grocery stores, they may not be able to tell the difference between locally caught shrimp and foreign shrimp just by looking at it," Dungan says. "With the help of Winn Dixie grocery stores and their commitment to sell Alabama Wild Shrimp, we hope to better educate people about the differences.

One big difference is taste Dungan says. "Fished directly from the Gulf of Mexico, wild-caught Alabama shrimp has a better taste." Campaign spokesperson and restaurateur Lucy Buffett agrees. Buffett is the owner of LuLu's at Homeport Marina in Gulf Shores.

“This is my home, and I want to promote local products, Buffett says. “I only use fresh Gulf of Mexico shrimp in my recipes at LuLu's.” Buffett says people need to know there is a difference and they need to ask for the best when they're shopping for shrimp. And the best is Alabama Wild Shrimp.

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Eat Alabama Wild Shrimp (EAWS) devotes its resources to raising the public awareness about the many benefits of Alabama Wild Shrimp. It is intended to educate the consumer about the advantages of asking for Alabama Wild Shrimp that is raised naturally, caught fresh, and that supports the Alabama seafood industry. Its goal is to market Alabama Wild Shrimp through grocery stores, markets and restaurants. More information about Alabama Wild Shrimp is available at www.eatalabamawildshrimp.com.