



DIAMOND REEF®
OCEAN PRODUCTS

LET'S TALK SEAFOOD

At Diamond Reef Ocean Products, our mission is to deliver world-class quality seafood from The Seven Seas to every family's table. From sustainable, responsible fisheries and the vast, wide open oceans, we are committed to delivering a product that is as environmentally conscious as it is delectable.

SEAFOOD YOU CAN TRUST

High Quality, Sustainable, and Responsible.

Diamond Reef Ocean Products will always be true to its values, and that is exactly what makes our seafood the perfect option for every table. We respect the critical importance of sustainable fisheries and delivering products that contain no added water or fillers. This means 100% product. Always.

Rigorous third-party credentialing is your assurance that every product we put our name on meets the highest standards, protects the open oceans we fish, and enhances the species that we farm.

Diamond Reef Ocean Products takes the complexity out of the seafood category. As our customer, *your* customers can rely on peace of mind, simplified shopping, and a trusted brand they can turn to time and again.

FOR FRESHNESS, FROZEN CAN'T BE BEAT

When people ask "Is the seafood fresh?" what they really want to know is "Is this quality seafood?" The best way to lock in the fresh flavor and health benefits of seafood is to freeze it right after catch and to thaw it right before preparation.

Unfortunately, the thawed product that consumers see displayed in local retail cases is actually diminishing in quality before their eyes. At Diamond Reef Ocean Products, we expertly freeze all our seafood to ensure our products taste as fresh as the moment they left the sea.



THE FISH MARKET

With continued focus on health and wellbeing, consumers are actively looking for alternatives to traditional proteins at mealtime. It's time to capture your share of the market.

- 79% of all American households prepare "meat alternatives" for dinner at least once a week
- 57% of those households choose fish

*SOURCE: 2017 Power of Meat



SUPERIOR SELECTION

When it comes to seafood, selection is key. Diamond Reef Ocean Products brings you all the highly sought-after varieties like swai, tilapia, shrimp and other consumer favorites ready for sale. Plus our growing assortment allows you to keep pace with popular trends and keep customers happy.

When it comes to selecting our partners, we're equally particular. We work tirelessly to find like-minded partners whose visions are as lofty as Diamond Reef Ocean Products'. There are no shortcuts when it comes to earning a place at our customers' tables.

WE TAKE OUR PARTNERSHIPS SERIOUSLY

You don't have to be a seafood expert to benefit from quality ocean products. That's why you have us. We provide all of our partners with marketing support to keep your seafood program performing its best and to answer any questions along the way. You can expect:

- Consultative seafood specialists at your service, making your seafood sales simple
- Branded retail toolkits
- Demos, plan-o-grams, door sets, profit calculators, and more



GLOBAL SOURCING

We search far and wide for the most reputable seafood sources from around the globe. Again, we ensure each of our partners follows our high standards for quality, sustainability, and responsibility. This high level of scrutiny upfront benefits our consumers at home.

- Greater product variety
- Consistent supply of quality seafood
- Cost effective pricing

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Glass Clings

CHILL OUT WE'VE GOT DINNER
FIND US IN THE FROZEN SEAFOOD SECTION

FOR FRESHNESS, FROZEN CAN'T BE BEAT
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Hanging Sign

Case Magnet

DELICIOUS IN MINUTES
ARGENTINE RED SHRIMP

Rail Cards

FOR FRESHNESS, FROZEN CAN'T BE BEAT

Floor Clings

ALMOST THERE

FEW MORE STEPS

YOU'VE ARRIVED

Ready to talk seafood?
Get in touch with one of our experts today:
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