

FRESHPACK CLIMBS UP THE COLORS OF BOULOGNE TO THE VICTORY WITH ITS KING CRAB!

Freshpack, specialized in trade of frozen seafood and fine foods, has won the Elite Price at the Seafood in Brussels with its frozen shelled raw King crab. It is the first time that a small company from Boulogne-sur-mer wins.



We congratulated, kissed and tapped on shoulders, Tuesday night, on the Freshpack stand after the announcement of Elite HORECA Price's Victory with the frozen shelled raw King crab. Franck Paque and Jacques Dutertre, the company's managers, were happy to share this victory with their sales department. *"It is the reward of our sales and research and development departments' work"*, congratulated Franck Paque. *"Companies from Boulogne which were finalists, we have known that in the past; but one which is achieving a victory, it's the first time"* says Pascal Labarre, the advisor in the seafood sector at the CCI Côte d'Opale. He's the one who encourages the companies from Boulogne to add value to their savoir-faire and advised Freshpack until its victory. Yesterday, in Brussels, Alain Vidalies, the State Secretary in charge of fishing, didn't miss to congratulate Franck Paque.

With which product?

The King crab, fished in compartments in the Barents' sea, was until now commercialized by Freshpack cooked in its shell. *"Head chefs from great restaurants asked us to find a process to work it raw for more creativity"*, explains Franck Paque. Jacques Dutertre, his partner, racked his brain. And finally found it: extract raw meat



from the shell with a high pressure process. “*A year of trial to develop the process.*” Once shelled, the clusters (legs, claw and alveolus) are reconstituted before fast freezing and packaging. It is this product that won the price.