



Pelagos shrimp is one of the freshest you can get in the market.

'Shrimply' the best choice

FOR Chinese New Year celebrations, shrimp or prawn is a must-have during dinner, not just for the delicious meal that it makes but also for the auspicious significance it holds.

In Cantonese, it is referred to as "ha", which means to bring happy times and much laughter during the year ahead.

For this Chinese New Year, try the shrimp from Pelagos, an international-quality product from Malaysia's top producer of shrimps.

The shrimps are specially cultured in seawater, giving it a better taste and texture compared to other prawns.

No hormones, antibiotics and chemicals are used in the farming of Pelagos shrimp to ensure the produce is safe for consumption and 100% natural.

To retain the freshness, texture and flavour, harvested shrimps are immediately frozen to -30°C while delivery to the supermarkets is guaranteed from freezer to freezer.

With this expert handling and processing, Pelagos shrimp is one of the freshest you can get in the market.

Hence, the shrimps remain succulent, firm and fresh with a distinctive flavour and texture of ocean shrimp when cooked. While shrimp supplied in markets are sold wet, it weighs heavier on the scale and this can cost you more.

Furthermore, prices tend to soar nearing the festive season. Pelagos-packed shrimps are nett in weight while prices remain unchanged throughout the season.

With Pelagos, you do not need to buy and store your shrimp in advance to avoid paying higher prices as the festival draws close.

It is available exclusively at the following stores in the Klang Valley: Aeon, Jaya Grocer, Ben's Independent Grocer (B.I.G.).

■ For more information, look out for the advertisement in this *StarSpecial*.