

A brand that you can trust

LATELY, there has been so much talk about shrimp on the social media – whether it's import alert imposed from USFDA on Malaysian shrimp or the case of gel-injected shrimp from Vietnam.

Have you ever thought about where the shrimp you are eating come from and are they safe to eat?

Guide to choosing safe shrimp

It really pays to read the label when it comes to buying seafood, especially shrimp.

Take a few extra seconds in the supermarket to source for information about the shrimp origin and its content.

Chemicals are often added to make them look good and taste crunchier.

Look for the Best Aquaculture Practice Certification, where shrimp is raised without antibiotics or usage of harmful chemicals.

Pelagos is such a trusted brand, regulated through site inspections and audits implemented by the nonprofit Aquaculture Certification Council, to ensure that farms and processing plants meet the environmental and safety standards.

Pay for what you get

Are you paying for the weight of shrimp or the water?

thick layer of ice, it may be cheap but when you defrost you only get a handful of the shrimp meat because most of it was ice.

Quality, safety and ecology

Pelagos shrimp is farmed in Kedah and Terengganu, using the pristine seawater from Andaman Sea and South China Sea for natural and better tasting shrimp.

Each of Pelagos products has a unique code number that allows for full traceability – feed type and usage throughout the growth cycle.

Shrimp are fed using feed that includes fish meal as a source of protein for the shrimp.

Blue Archipelago Berhad has been exporting to countries which have the highest food safety standards such as Europe and Japan.

Apart from whole frozen shrimp, Pelagos' Ready to Cook range of peeled and deveined shrimp is available in Lemon and Herbs, Masala and Sweet and Sour.

It's easy and quick meals at your fingertips.

With the knowledge that these shrimp were farmed ecologically friendly, you can have a peace of mind eating them.

■ Look for Pelagos shrimp in the freezer section of stores such as Aeon, Tesco, Jaya Grocer, Ben's, Village Grocer, Sam's Groceria and



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Even if you insist on only freshly bought seafood, you may have a change of heart with Pelagos shrimp.