

Fresh catch from the ocean

PELAGOS means "sea" in Greek, and its name underscores the deep commitment it has in bringing the freshest of the ocean to your plate.

Farmed in seawater from the Andaman Sea, shrimps from Pelagos are free from chemicals, antibiotics and hormones.

There is no better way to savour the delicious taste of shrimp than caught fresh from the sea.

With Pelagos, you can be assured of the highest quality and uncompromising dedication to the production of safe and sustainable seafood.

Common myths about frozen seafood

Myth #1: Frozen seafood is less nutritious than fresh seafood. Hence, many consumers prefer to purchase "fresh shrimp" from the wet market without realising that these shrimps are at least one day old.

In addition, freezing shrimp at home is not the same as freezing it in a commercial freezer.

Truth: Commercial freezing is fast and done at a low temperature (-20°C). It preserves the nutrients found in seafood.

For example, shrimp is a great source of protein, which is healthy for a person's diet. The minerals astaxanthin, selenium, copper and zinc are well preserved when shrimp is frozen within hours of being caught.

Myth #2: Frozen seafood is processed food.

Truth: Pelagos frozen shrimp do not have added chemicals or preservatives. This is

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due to the fact that Pelagos shrimp are frozen shortly after harvest.

Pelagos IQF shrimp

The Pelagos range of individually quick frozen (IQF) shrimp comes with a selection of head on, shell on as well as peeled and deveined. Pelagos peeled and deveined shrimps are available plain or with a seasoning packet, including sweet and sour, lemon and herbs and masala.

The fact that these shrimps are completely ready to cook (headless, without shell and deveined) make them a convenient choice to keep in the freezer.

Look for Pelagos shrimp in the freezer section of stores such as Aeon, Tesco, Jaya Grocer, Village Grocer, BIG and Hero Market.

With the upcoming Chinese New Year celebration, Pelagos presents the "Prosperity Shrimp Ring", which is ready to serve - great for steamboat feasts as well as a gift for family and friends.

■ For more information about Pelagos Shrimps, look out for the advertisement in this *Star-Special*.



The Pelagos range of individually quick frozen (IQF) shrimp comes with a selection of differently prepared shrimps (plain or seasoned).