

TROP Bon!



Press Release
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FRUTTI DI MARE, ALL'OLIO ASC-MSC

Escal confirms its sustainable commitments with its
Frutti di mare all'olio ASC-MSC

Escal is the first brand to offer a seafood cocktail made with ingredients from 100% sustainable sources, which supports its leader position in the seafood cocktail category in France and Germany. Once again, the brand innovates and confirms its commitment to resource preservation with a marinated version of its best-selling product: the ASC-MSC certified Frutti di Mare all'olio.



This Seafood Cocktail, which is ASC-MSC certified, is prepared in a delicious marinade of olive oil and basil, and offers the opportunity to discover a specialty from Southern Europe. Ready in only 7 to 10 minutes in the pan, the seafood cocktail can be enjoyed with rice or pasta, or simply on small spikes as an aperitif.

100% of the seafood in this new product comes from sustainable or responsible sources, certified by an independent organization: the prawns and mussels come from ASC-certified responsible aquaculture, while the squid come from MSC-certified fisheries to ensure sustainable fishing and fight against overfishing.

ESCAL continues its commitment to biodiversity

For more than 40 years, Escal has been reducing the overexploitation of aquatic species by selecting high quality products, fished or farmed in a sustainable, responsible or organic way. Escal is a key player in sustainable frozen seafood, with over 85% of its products certified.

About ESCAL

Escal is a family business founded in 1976 in Strasbourg, that offers a wide range of tasty, easy-to-prepare frozen seafood products available in supermarkets: raw or already cooked shrimp, seafood cocktails, mussels, squid, marinated or frittered specialties, fish fillets, etc. The brand has always been keen to select its products for their taste and quality, but also according to their origin. Escal offers a range of ASC or MSC eco-certified products, favoring responsible fishing and aquaculture methods. www.escal-seafood.com

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