FOR IMMEDIATE RELEASE

Cox's Seafood, Wild Caught American Shrimp, Kickin' Tikka Masala as a Finalist in the 2026 Seafood Excellence Awards

Tampa, Florida March 3, 2026 – Cox's Seafood, Cox Seafood – 100% American Wild Caught Gulf Shrimp Wild Caught American Shrimp, Kickin' Tikka Masala has been selected as a finalist in the Best New Retail Product category for the 2026 Seafood Excellence Awards. Winners of the competition will be selected and announced on March 15, 2026, at 3:30pm ET in the new Wave Makers' Zone during the 44th edition of Seafood Expo North America/Seafood Processing North America which takes place March 15-17, 2026, at the Thomas M. Menino Convention and Exhibition Center in Boston, USA.

This frozen shrimp redefines clean convenience. Made with 100% American wild-caught, USA-sourced shrimp, it delivers 23g of protein per serving with no chemicals or preservatives. Sustainably harvested and crafted with simple, clean ingredients, it meets the rising demand for uncompromising health and transparency. Ready in just 5 minutes, this perfectly portioned product transforms frozen seafood into a refined, effortless meal solution. Offered in five bold, chef-inspired flavors, it brings elevated taste, nutrition, and sustainability together, setting a new standard for premium, raw ready-to-cook seafood.

The target market includes the next generation, families, and multiple ethnic demographics, with flavors like Garlic Butter Scampi, Kickin Tikka Masala, Smokin Cajun Spice, Sweet Orange Ginger, and Zesty Cilantro Lime attracting a wide audience and driving store traffic.

The Seafood Excellence Awards recognizes the product leaders in the North American seafood market and the products selected as finalists will be evaluated by three seafood industry experts based on the product's uniqueness and appropriateness to the market, taste profile, packaging, market potential, convenience, nutritional value and originality.

Wild Caught American Shrimp, Kickin' Tikka Masala will be on display in the New Product Showcase in the Wave Makers' Zone (booth #3165) during the three-day event. For more information about the product, please visit SENA'S WEBSITE

Cox's Seafood is bringing a new era of clean-label innovation to Boston. Attendees can expect to taste the future of frozen seafood—100% American, wild-caught Gulf shrimp transformed into bold, chef-crafted flavors ready in just five minutes. Cox's is redefining convenience, transparency, and taste, and our finalist product, Kickin' Tikka Masala, is only the beginning.

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Established in 1978, Cox's Seafood stands as the foremost provider of premium Wild Caught domestic shrimp sourced from the Gulf of Mexico and the Atlantic Ocean. Our offerings encompass the finest selections, including Key West Pink Shrimp, Gulf White Shrimp, and Gulf Brown Shrimp, all harvested from the Gulf. We take pride in presenting chemical-free shrimp, free from preservatives or additives, versatile for various culinary applications.

At Cox's Seafood, we uphold a time-honored commitment to deliver the highest-quality, sustainably sourced, domestically wild-caught shrimp in the nation. Rooted in the belief that simple, quality food has the power to bring people together, we remain unwavering in our dedication to upholding our values and stringent quality standards. Our relentless pursuit of food safety is exemplified by our annual adherence to the globally recognized Brand Recognition and Control (BRC) standard. Cox's has a AA+ rating in food safety.

As leaders in sustainability, we continuously advance fishery improvements and, effective July 2024, are CSI certified. Located in Tampa, Florida, Cox's Seafood operates as a privately owned establishment, distributing our exceptional products across various sectors, including Retail and Foodservice.

We are committed to fostering a culture where every voice and perspective matters. To discover more about Cox's Seafood, please visit www.coxseafood.com.

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