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Vinh Hoan's Lucky Bag and Protein Pho Fusion Selected as a Finalist in the 2024 Seafood Excellence Global Awards



Cao Lanh City, Vietnam, 27th March 2024 – [Vinh Hoan](#)'s Lucky Bag and Protein Pho Fusion have been selected as a finalist in the Best Retail Product category for the 2024 Seafood Excellence Global Awards. Winners of the competition will be selected and announced on 23 April 2024, at 18:15 during the 30th edition of [Seafood Expo Global/Seafood Processing Global](#) which takes place 23 – 25 April in Barcelona, Spain.

Vinh Hoan's Lucky Bag and Protein Pho Fusion are two innovative culinary creations revolutionizing traditional Vietnamese and Asian flavors with modern twists. Lucky Bag combines pangasius surimi, shrimp, and vibrant fruits and vegetables in a unique casing, offering both visual appeal and enhanced nutrition in just 8-10 minutes of preparation. Departing from traditional flour-based wrappings, its natural colors sourced from pumpkin, butterfly pea, spinach, spirulina, dragon fruit, and gac fruit not only captivate the eye but also provide a myriad of health benefits.

Meanwhile, Protein Pho Fusion presents a contemporary take on Vietnamese pho, featuring protein-rich pangasius surimi noodles and savory fillings encased in pangasius surimi-based "lucky bags." Diverging from conventional pho, which typically uses rice flour noodles, this innovative rendition prioritizes nutrition. With a quick 5.5-6 minutes cooking time and a flavorful broth infused with traditional spices and fish bone broth, Vinh Hoan's Protein Pho Fusion caters to today's fast-paced lifestyles without compromising on taste or nutrition.

The Seafood Excellence Global Awards competition features and recognizes the best seafood products represented at the Expo. Lucky Bag and Protein Pho Fusion will be displayed during the three-day event in the Seafood Excellence Global stand located in Galleria, between halls 4 and 5, and can also be viewed on the Expo's website at www.seafoodexpo.com/global/seafood-excellence-global-awards-product-showcase.

At the Barcelona event, Vinh Hoan is excited to showcase an extensive array of innovative seafood offerings that promise delight attendees. Alongside our acclaimed Lucky Bag and Protein Pho Fusion, guests can expect to experience an assortment of tantalizing products including Pangasius Fillet in various cuts, Value Added Product selections featuring Fish Finger, Karaage, and Sweet Chili Fish Burger, as well as a diverse range of Surimi delights such as Crab Stick, Lobster Tail, and Fish Tofu. Additionally, our booth will provide opportunities for sampling popular items like Crab Stick and Snack Crab Stick, allowing attendees to savor the quality and flavor of our products firsthand. With Vinh Hoan, attendees can anticipate a culinary journey filled with innovation, quality, and authentic flavors that exemplify our commitment to excellence in seafood.

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About Vinh Hoan

From humble beginnings in 1997, Vinh Hoan has transformed from a small-town fish processor into the global leader in pangasius. Cultivated in the fertile Mekong Delta, our journey has been one of relentless innovation and commitment to quality. Today, we stand at the forefront of the industry, specializing in sustainable farming and processing delicious frozen pangasius products enjoyed worldwide. As Vinh Hoan embarks on its next exciting chapter, we remain driven by our core values to shape the future of Pangasius, delivering exceptional value to customers and building a more sustainable tomorrow.

About Seafood Expo Global and Seafood Processing Global

Seafood Expo Global and Seafood Processing Global form the world's largest seafood trade event. Thousands of buyers and suppliers from around the world attend the annual, three-day exposition to meet, network and conduct business. Attending buyers represent importers, exporters, wholesalers, restaurants, supermarkets, hotels, and other retail and foodservice companies. Exhibiting suppliers offer the newest seafood products, processing and packaging equipment, and services available in the seafood market. SeafoodSource.com is the exposition's official media. The exposition is produced by Diversified Communications, the international leader in seafood-industry expositions and media. www.seafoodexpo.com/global.

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