

Press release

Client Regal Springs
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Regal Springs Will Showcase New Value-Added Tilapia Range at North America's Largest Seafood Event, Seafood Expo North America/Seafood Processing North America

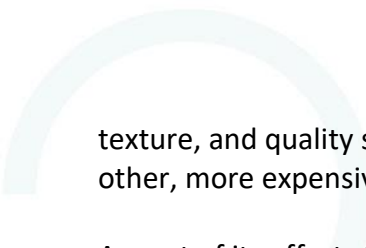
[BOSTON, MASSACHUSETTS] JANUARY 8, 2024 – [Regal Springs](#) is set to launch a new value-added product at North America's largest seafood event, [Seafood Expo North America/Seafood Processing North America](#).

The Expo will take place on March 10–12, 2024, at the Boston Convention and Exhibition Center.

As a leading producer of responsibly farmed tilapia, Regal Springs' team will be attending and welcoming visitors to Booth #851, where they'll serve tasty morsels of their newest and most popular products.

"We're thrilled to be returning to Boston for another hotly anticipated conference," commented Vernon Bradley, Head of Marketing and Media Relations at Regal Springs. "The 2024 program is packed with exciting exhibitors and industry leaders, and we're looking forward to sharing what we've been developing over the past year with new and existing customers."

Displaying an unwavering commitment to improving sustainability and welfare across its operations, Regal Springs is a pioneer of the "blue food movement" and a leading force in the aquaculture sector. Its award-winning tilapia products are raised to the highest flavor,



texture, and quality standards, offering a diverse, convenient, and nutritious alternative to other, more expensive fish on the market.

As part of its efforts to encourage more people to discover protein-rich tilapia, the company will expand its range with more value-added products in 2024 — some of which will be available to try at the upcoming seafood show in Boston.

About Regal Springs:

Headquartered in Zürich, Regal Springs® is the number one producer of sustainable, responsibly farmed premium tilapia. Available at thousands of retailers and restaurants worldwide, its naturally better tilapia are fed on a rich vegetable diet and raised in oxygen-rich deepwater lakes in Mexico, Honduras, and Indonesia. Its premium seafood is also certified by the Aquaculture Stewardship Council, Best Aquaculture Practices, British Retail Consortium, and the US Food and Drug Administration, to name a few. The company is passionately committed to “doing well by doing good,” with a sustainability program that now spans a host of community and environmental welfare projects.

About Seafood Expo North America/Seafood Processing North America

Seafood Expo North America/Seafood Processing North America is North America’s largest seafood exposition. Thousands of buyers and suppliers from around the world attend the annual three-day exhibition to meet, network, and do business. Attending buyers represent importers, exporters, wholesalers, restaurants, supermarkets, hotels, and other retail and food service companies. Exhibiting suppliers offer the newest seafood products, processing and packaging equipment, and services within the seafood market. The exposition is sponsored by the National Fisheries Institute. SeafoodSource is its official media partner, and Diversified Communications, the international leader in seafood-industry expositions and media, produces the event. For more information, visit www.seafoodexpo.com/north-america.

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