



## Innovation #3: Handy Seafood Crab Meat Combo – Whole Crab Taste

*Born on the Chesapeake. Trusted Worldwide.*

**FOR IMMEDIATE RELEASE:**

Contact: Maureen Johnson

Handy Seafood Incorporated

410-912-2000

[mjohnson@handyseafood.com](mailto:mjohnson@handyseafood.com)

Salisbury, Maryland – 3 March 2019



The combo contains four layers of crab meat picked from whole swimming crabs -- Jumbo Lump, Lump, Special and Claw, each with its own taste and texture.

Handy Seafood, the oldest seafood processing company in the United States, is the first to reach 125 years old. Handy is celebrating this milestone achievement by highlighting products introduced through the years. Handy's March innovation focuses on the crab meat combo.

"I'm thrilled" exclaimed Maureen Johnson, Handy's Director of Marketing as she highlighted the crab meat combo's survey results for Handy's management team.

The pure crab taste won the survey's highest praise and the chefs knew why. When the whole swimming crab's meat is divided into its four distinct tastes and

textures and blended in natural proportions, the result is amazing crab experience full of flavor as nature intended.

Simplicity in the kitchen was mentioned by many chefs who built healthy recipes around cans of combo crab meat. They noted fewer errors, faster prep time, zero waste, and quick training. Servings became consistent and reliable. One chef had proudly presented his combo serving to the critics at the James Beard House.

• 125 YEARS OF QUALITY SEAFOOD •

HANDY SEAFOOD INCORPORATED • 700 EAST MAIN STREET • SALISBURY, MD 21804 U.S.A.  
1(410) 912-2000 • 1(800) 426-3977 • FAX 1(410) 912-0097 • [WWW.HANDYSEAFOOD.COM](http://WWW.HANDYSEAFOOD.COM)



Another chef builds center-of-the-menu crab servings for his diverse theme concepts and regional tastes. He noted the ease of adapting to global flavors and using on-trend ingredients such as ancient grains and plant-based proteins.

Chefs raved that the combo makes awesome crab cakes. Others found the ease of separating the layers provides flexibility for new and diverse recipes, such as appetizers and stuffings.

Cost savings were frequently noted. One chef added up the benefits from zero waste, a single grade of crab meat in inventory, quick preparation time, and fewer kitchen errors and found the savings to be a substantial 30%.

“Combo has found a sweet spot” concluded Maureen. “Natural crab flavors, simplicity in the kitchen, easy to build signature servings, and cost savings in so many ways”. Her favorite comment was “the combo makes my life better. Thanks Handy”.

###

*Handy Seafood is a family-owned company with 125 years of quality seafood processing. Products include soft shell crabs, crab meat, crab cakes, seafood specialty items, oysters and artisanal fish. [www.handyseafood.com](http://www.handyseafood.com)*