

When Purchasing Seafood for Dinner, *Remember* Frozen is Fresh!

Freezing technology has vastly improved over the last few decades. In preserving texture, freshness, and flavor, frozen seafood is a great option.

To get the best out of your frozen seafood...

- Avoid torn packaging and packaging with visible ice crystals.
- Choose frozen seafood that's rigid — nothing stored below freezing should bend.
- Consider putting frozen seafood on ice or an ice pack during transport.
- Make sure your freezer can keep a consistent, very cold temperature (-10° F or colder).
- Thaw frozen seafood in the refrigerator whenever possible. Or cook seafood right from frozen and enjoy!

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