

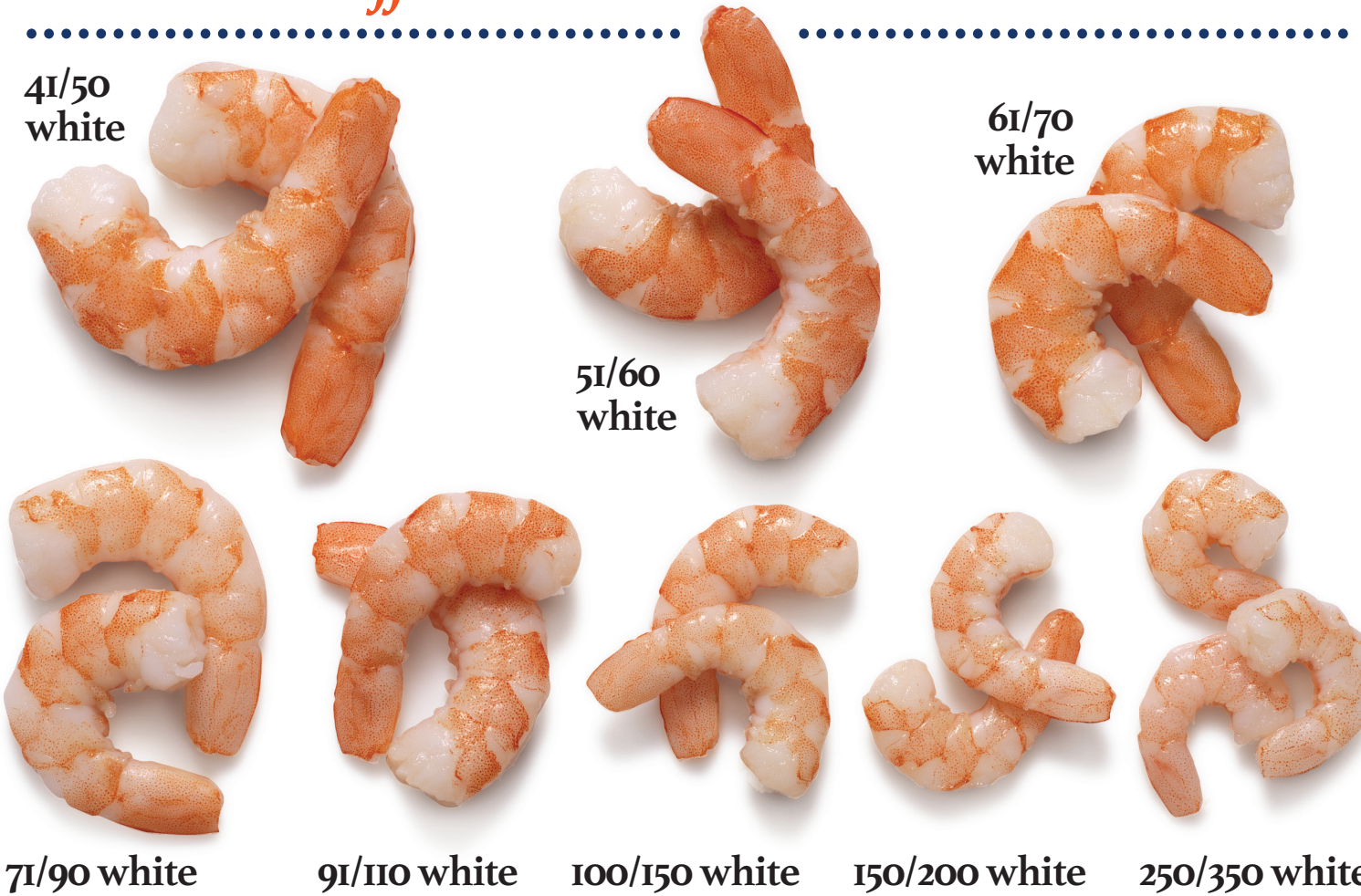
Cooked Tail-On



Cooked Shrimp Actual Size

Selecting the right shrimp size is critical to achieve good plate coverage and a profitable cost per serving.

Cooked Tail-Off



Cooked Shell-On



HARVEST of the SEA®

Building profit by the piece...

... Starts with the creation of a signature recipe using Harvest of the Sea Shrimp. Selecting the right size shrimp for your menu application is essential in defining the perfect plate coverage vs. plate cost. Choosing the right type and number of shrimp that make up a serving is key to maximizing your profits.



The three shrimp to the left *are the same size – but are in different stages of “evolution”!* When you peel and devein a 8/12 Raw Shell-On shrimp, you lose 1 size per pound and it becomes a 13/15 Raw Peeled and Deveined shrimp. If you then cook that shrimp, it now becomes a 16/20 Cooked Peeled and Deveined shrimp.

To sum it all up, always remember...

- There is one size loss after peeling.
- There is an additional one size loss for the cooking process.

Raw Peeled Deveined (now 13/15)



Now consider the cost matrix below when selecting shrimp for your menu applications.

Cooked (now 16/20)



| Size | Est. Price/Lb. | Ave. Count | Cost Per Finished Piece |
|-------------------|----------------|------------|--------------------------------|
| 8/12 Raw Shell-On | \$8.20 | 11 = | \$0.75+\$0.03 (labor) = \$0.78 |
| 13/15 Raw Peeled | \$8.65 | 14 = | \$0.62/piece |
| 16/20 Cooked | \$8.90 | 19 = | \$0.47/piece |

Always purchase IQF shrimp - ready to go from freezer to fire in minutes!

If you need a size or variety you don't see - just ask, not all sizes and varieties are featured.

(800) 827-7474
harvestsea.com

Raw Tail-Off



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