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FOR IMMEDIATE RELEASE

**Australis Barramundi Selected for Blue Apron Meal Kits,
With Deliveries Beginning November 2016**

*First Time This Healthful and Sustainable Fish Is Offered
By Company That Delivers 8 Million Meals Monthly Nationwide*

TURNERS FALLS, Mass., October 24, 2016—Australis Aquaculture, a leading producer of sustainable seafood, today announces that its Australis Barramundi will be featured in recipes produced by Blue Apron, the leading fresh ingredient and recipe delivery service now delivering over eight million meals a month nationwide. This is the first time that Australis is partnering with a meal kit company and the first time that Barramundi will be included on Blue Apron’s menus.

The first two recipes, *Pan-Seared Barramundi with Prince of Orange Potatoes and Herb Aioli* and *Seared Barramundi with Collard Greens, Fregola Sarda & Shallot Agrodolce*, will be shipped to Blue Apron customers across the nation on November 3 and November 14 respectively. Australis Barramundi will be added to the list of fish species currently available on Blue Apron’s menus, all of which are rated “Best Choice” or “Good Alternative” by Monterey Bay Aquarium Seafood Watch®.

“We are thrilled to partner with Blue Apron and reach large numbers of people who are not familiar with barramundi,” says Josh Goldman, CEO and co-founder of Australis Aquaculture. “In addition to its delicious buttery taste, first-rate nutrition and sustainability, our fish is high in healthy oils which minimize the risks of overcooking. This makes it an ideal fish for everyone in the kitchen.”

“As a company focused on introducing home chefs to new ingredients, our partnership with Australis Aquaculture is a natural fit for Blue Apron,” says Matthew Wadiak, Chief Operating Officer and co-founder of Blue Apron. “We are excited to make barramundi accessible to our customers across the country and teach them how to cook this delicious and sustainably-raised fish at home.”

Australis Barramundi has been called “the perfect fish for a changing world.” It offers unmatched consistency, culinary flexibility, nutritional and sustainability benefits. High in lean protein and with half the calories of salmon, it offers the highest level of Omega-3 fatty acids of any commonly-eaten white fish. Australis Barramundi earned a 2016 Food and Beverage Innovation Award from the National Restaurant Association.

Farmed six miles off shore in the pristine ocean waters of Central Vietnam, Australis Barramundi eats low on the food chain and offers a lower carbon footprint than chicken, pork or beef. Australis Barramundi is the first-ever ocean-reared fin fish to receive a Monterey Bay Aquarium Seafood Watch® “Best Choice” rating. The company has also received Best Aquaculture Practices (BAP) 3-star and Global G.A.P. certifications.

EDITOR’S NOTE: The full recipe and high-resolution photos are available upon request.

About Australis Aquaculture

Australis Aquaculture is an award-winning provider of responsibly raised sustainable seafood and a leader in climate-smart ocean farming. With a company-wide mission to provide delicious and healthy fish in every home, Australis has spearheaded the introduction of barramundi as a key culinary trend in North America and now offers a full line of barramundi products under the Australis and Clean Harvest brands and through private label partnerships. The company operates two barramundi farms and sells its products to leading retailers and foodservice companies in North America, Australia, Asia and Europe. For more information, visit thebetterfish.com.

About Blue Apron

Blue Apron makes incredible home cooking accessible by delivering original recipes and fresh ingredients to customers nationwide. Launched in 2012, Blue Apron is the leading fresh ingredient and recipe delivery service in the United States and delivers over eight million meals a month to its loyal following of home chefs. By reinventing the grocery supply chain from the farm to the dinner table, Blue Apron is able to source top-quality, seasonal ingredients, that are fresher and more affordable than customers can get on their own at their local supermarket. Chefs around the world wear blue aprons when learning to cook, and the blue apron has become a symbol of lifelong learning in cooking. Blue Apron encourages this lifelong learning by introducing members to new ingredients, flavors and cooking techniques with every recipe it creates. For more information, visit: <http://www.blueapron.com>.

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