



FOR IMMEDIATE RELEASE

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Australis debuts Garlic Teriyaki Barramundi to its retail line with Whole Foods Market

Greenfield, Massachusetts, December 18, 2018 — Australis Aquaculture, producer of sustainably ocean-farmed barramundi, is introducing Garlic Teriyaki Barramundi to its frozen retail line. The item will debut at Whole Foods Market stores nationwide in mid-January 2019.

The sweet and savory pre-glazed frozen barramundi portions are designed for health-conscious consumers who crave the great flavor and nutritional value of sustainable seafood, without the fuss. Garlic Teriyaki Barramundi come as “ready-to-roast” portions in a 12 oz bag. Each piece is packed with omega-3s, contain 18g of protein per 4 oz serving, and uses non-GMO ingredients.

“This is an exciting and timely addition to our retail product line,” said Australis co-founder and CEO Josh Goldman. “Our products have attracted a very loyal following for their fresh, clean taste, nutritional value, and sustainable attributes. Based on our customer research, one of the biggest hurdles for people to enjoy more fish at home is the cooking prep. We wanted to make the process as simple and effortless as possible.”

“We know our shoppers are coming to the Whole Foods Market seafood department looking for delicious products that meet our strict standards for both sustainability and quality,” said Elliot Myers, Sr. Category Leader of Seafood at Whole Foods Market. “We’re thrilled to have a product like Australis Garlic Teriyaki Barramundi that meets those standards and offers a great tasting meal solution for our customers nationwide.”

Garlic Teriyaki Barramundi builds on the success of the Australis’ pre-coated Lemon Herb Butter Barramundi, which debuted in 2013. After months of testing, the team decided to move forward with a garlic teriyaki sauce that offers a rich, tangy counterpart to Lemon Butter’s light and citrusy flavor.

“Baked or roasted fish is immensely popular across the country. Combine that with growing appetite for umami-rich Asian-inspired flavors and you get Garlic Teriyaki Barramundi. We believe that this product will appeal to a wide range of eaters who are both familiar with and are new to our brand,” says Julie Qiu, Director of Marketing at Australis.



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About Australis Aquaculture

Australis Aquaculture is an award-winning producer of premium barramundi raised off shore in Central Vietnam, bringing innovative Climate-Smart Ocean Farming practices to the marine tropics. Australis helps professional chefs and home cooks enjoy delicious, nutritious, and sustainable fish without waste or worries. Australis Barramundi is naturally high in omega-3s, has half the calories of salmon, and was the first marine-reared fish to earn the Best Choice rating from the Monterey Bay Aquarium Seafood Watch® Program. Learn more at thebetterfish.com.

Direct Download Garlic Teriyaki Packaging Photos (1 mb)

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