

Australis Aquaculture Refreshes The Better Fish® with Two New Freezer-to-Oven Products

*The Better Fish® Tuscan Herb Butter and Crispy Fish Tenders
Will Roll out in Q1 2022 Nationwide*

GREENFIELD, MA, January 4, 2022 — Australis Aquaculture announces today the expansion and refresh of [The Better Fish®](#), its flagship line of frozen Fair Trade-certified Barramundi with the introduction of two new freezer-to-oven varieties. Australis is the world's leading producer of Barramundi, the white fish experiencing the fastest growth in U.S. consumer awareness and interest, according to Datassential.



The Better Fish® Barramundi offers health-conscious consumers looking to add more sustainable seafood to their diet a delicious, high-quality mealtime solution. Barramundi is quickly becoming a kitchen staple for fish enthusiasts and seafood newbies alike, and is widely known for its craveable flavor, incredible nutritional value, and sustainability.

“The last two years have fundamentally changed how consumers eat, and seafood must compete harder than ever to win over mouths and minds,” said Josh Goldman, CEO and co-founder, Australis Aquaculture. “To break through, we are committed to offering products that not only deliver value and consumer satisfaction, while advancing human health, food security, and sustainability.”

Australis Aquaculture received Fair Trade certification in April 2021 in recognition of its operating practices, and adherence to world-class social and environmental standards. The Better Fish® is one of the first national seafood brands to commit 100% of its sales to the Fair Trade program. The new packaging for The Better Fish® Barramundi frozen bag line is rolling out across the U.S. to over 5,000 retail and club locations nationwide on Instacart, and Amazon in the first quarter of 2022. Each The Better Fish® 12 oz bag has an MSRP of \$9.99.

Coinciding with the brand refresh, The Better Fish® will also introduce Tuscan Herb Butter Barramundi and Crispy Fish Tenders to complement its Lemon Herb Butter and Garlic Teriyaki flavors. Tuscan Herb Butter Barramundi features individually wrapped Barramundi portions glazed in a buttery tomato, garlic, and chive sauce. Crispy Fish Tenders features lightly breaded, hand-cut Barramundi pieces that can be cooked in the oven or air fryer.

“The future of The Better Fish® is about maximizing the well-being of people and the planet,” said Julie Qiu, Director of Marketing, Australis Aquaculture. “We’re challenging what the association between seafood and health can be through our product experience and brand expressions. The Better Fish® aspires to support physical, mental, and emotional health—as well as the future of the planet.”

About Australis Aquaculture

Australis Aquaculture is the world's leading producer of Barramundi and pioneer of Climate-Smart Ocean Farming in the marine tropics. Founded in 2004, Australis is on a mission sustain people and the planet through responsible aquaculture. It spearheaded the introduction of Barramundi in North America under The Better Fish® and private-label brands. Australis' products are available in over 5,000 retail locations across the U.S. and from many leading foodservice distributors. In 2014, Australis' Barramundi became the world's first ocean-farmed finfish to earn the Best Choice (Green) rating from Monterey Bay Aquarium SeafoodWatch®. In 2021, Australis became one of the world's first finfish producers to receive Fair Trade certification, and the world's first Aquaculture Stewardship Council (ASC) certified Barramundi producer. Learn more about The Better Fish® by visiting TheBetterFish.com.