



The Natural Choice For Fish

At Birds Eye we've built our name on our **quality** range of fish products. You could even say we invented the fish finger.

So it goes without saying that we source premium quality fish from sustainable sources, to create great-tasting products. We even fillet and freeze our catches at sea using technological advances, to lock in the product's **freshness** and **natural nutrition**.

Children's Choice

All of our children's products carry the **Captain's Nutrition Mission** statement, as a guarantee of their goodness. As a mark of our leadership, the endorsement ensures all these products are free from artificial colours, flavours or preservatives and hydrogenated vegetable oil.

Our products supply just 20% or less of a 5 – 10 year old's GDA for fat, saturated fat and salt per recommended serving.



A Great Catch

We're committed to the environment from which we source our fish. We were one of the first manufacturers to stop sourcing cod from the North Sea back in 1999, and only use fishing methods that won't harm the environment. Crucially, our fish is fully **traceable** – and we know exactly when and where it was landed.



We even have our own **MSC certified fish fingers** – which ensures the product comes from a source certified to the Marine Stewardship Council's environmental standard for a well-managed and sustainable fishery. So a great catch for us becomes a great dish for our customers.

For more information on this, visit: www.msc.org



a fresh approach

Range Benefits

We only use 100% prime fish fillet across the range, while **innovative** variants such as our Omega 3 Fish Fingers - with extra natural Omega 3 create even stronger health credentials for menus everywhere.

And you don't have to restrict them to children alone – recent trends for food nostalgia are making fish fingers as popular amongst adults as they are with children.

- **Convenient**, easy-to cook format – our fish fingers can be grilled, oven baked or deep-fried from frozen, for the ultimate in convenience and portion control
- Each pack delivers **20 servings** (based on 3 fish fingers per portion)
- Suitable for a range of **foodservice channels**
- **Natural source** of Vitamin B12 and Vitamin E



† For a 5-10 year old's GDA for fat, saturated fat and salt per recommended serving



Omega 3
A RICH SOURCE OF

Fish Fingers

Omega 3 Fish Fingers - with extra natural Omega 3

6 x 1.68kg

These 100% fish fillet fingers are a natural source of Omega 3, making them ideal for children.

- A rich source of Omega 3
- Made with 100% Alaska Pollock fillet
- MSC certified - fish sourced from a sustainable fishery

Cod Fillet Fish Fingers

6 x 1.68kg

Delivering 100% pure cod fillet, these best-selling fish fingers are coated in a light breadcrumb delivering an all-time favourite – whether on kid's menus in pubs or travel & leisure outlets.

- Low in saturated fat
- Made with 100% cod fillet
- High in protein



A RICH SOURCE OF
Omega 3

