



## **Winners of the Seafood Prix d'Elite 2008**

Gourmet Salmon Tournedos, developed by Royal Greenland, were winners of the prestigious seafood Prix d'Elite 2008 at the European Seafood Exposition (held in Brussels each April), one of the seafood industry's largest annual events.

For the third time in succession, a newly developed product from Royal Greenland was nominated for a prize at the show. Around 40 products were selected for entry, however victory went to Royal Greenland's Salmon Tournedos with Bacon as the best product in the main category 'Food Service'.

"We are proud that this product was developed by our very own product development team," says Flemming Knudsen, Royal Greenland's COO. "It shows that we are at the cutting edge with regard to market trends and the needs of our customers. The product was developed after thorough research of current and future market demands, and is designed to combine high quality ingredients, for which we are well known, with a fast 'ready to plate' light menu option."

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### **Praise from the judges**

The judges praised Royal Greenland's Tournedos for their unique taste combination of salmon and bacon, while at the same time being easy to prepare. Jan Soinjoki, Head of Product Development at Royal Greenland agrees, "We see this very special prize as a recognition of our efforts to develop entirely unique, new and tasty seafood products for our customers. The Salmon Tournedos with Bacon is a fantastic product, of which we are very proud."

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