



NEW BRUNSWICK
DELICIOUSLY CANADIAN

PURE BY NATURE



Deliciously Canadian

LOBSTER

Homarus Americanus



- Largest processor of lobster in the world!
- 100% natural and a healthy source of protein.
- Wild-caught from the cold pristine waters of Atlantic Canada.
- Harvested, processed, and shipped around the world, every day.

New Brunswick's delicious lobster comes from the pure and icy waters of Canada's Atlantic Ocean. Lobster fishing is the heartbeat of many of our coastal communities.

Thanks to innovative and resilient generations of lobster harvesters in the province, we are the largest lobster processor in the world, representing more than half of the global supply of frozen lobster. Sustainability and quality are the key pillars in the New Brunswick lobster industry. Our lobster resources are managed responsibly to ensure sustainable seafood for future generations.

New Brunswick lobster is one of the most delicious and nutritious sources of protein you can find. It's the star of any dining experience whether it's simply boiled and served with butter, grilled on a BBQ or featured in a lobster roll.

New Brunswick Lobster Products

- **Frozen raw lobster tails:** individually quick-frozen (IQF).
- **Frozen whole-cooked lobster (in brine):** product cooked, graded, packed in laminated pouches with brine, sealed and blast-frozen. Popsicle.
- **Whole-frozen lobster:** lobster blanched, cooked or raw, individually packed in net.
- **Frozen lobster meat (vacuum-packed):** cooked lobster meat which includes a combination of tail, claws, knuckles, and legs; vacuum-packed and quick frozen.
- **Minced lobster meat:** finely processed meat from the lobster body.
- **Raw lobster meat (HPP or UHP) ultra high-pressure processing:** the latest technology in processing, allows for lobster meat to be detached from the shell leaving the raw flesh whole (tails, knuckles, legs and claws) resulting in a higher yield per lobster. This innovative process leaves the tender texture and delicate flavour of the lobster meat intact and maintains all of its natural nutrients.
- **Live lobster:** packed in lined cardboard boxes, divided with individual holding sleeves.
- **Retail-ready and specialty products:** scored or cap off claws and arms, split lobster, lobster bisque and sauces, lobster oil, etc.. Customized packaging available for foodservice and retail.



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