

DELTA PRIDE
SET THE STANDARD
FOR CATFISH.



NOW,
DELTA PRIME™
RASIES IT.



**INTRODUCING DELTA PRIME:
THE WHITE-TABLECLOTH CATFISH FROM
DELTA PRIDE.**

IMAGINE CATFISH FILLETS with the bold flakes of sea bass, the firm texture of grouper and a mellow flavor reminiscent of red snapper. That pretty much describes what you'll experience when you try Delta Prime,[™] the next generation of premium catfish from Delta Pride.

**PRIME CUTS OF PREMIUM CATFISH, FLAVORTRIMMED[™]
FOR MELLOW FLAVOR AND FLAKY TEXTURE.**

DELTA PRIME IS TO CATFISH what Kobe is to beef. Through our unique FlavorTrimmed processing, Delta Pride takes premium catfish to an entirely new level.

THE KEY TO FLAVORTRIMMED processing is a deep-skinned cut that removes the membrane and fatty tissue, which can cause "off" or "fishy" flavor. The result is a mild, mellow flavor and fresh taste that will rival virtually any whitefish from the North Atlantic. FlavorTrimmed processing also allows us to use larger, more mature fish. This yields big, beefy fillets with a firm, flaky texture that will make you say, "Wow, this is *catfish*?"

**GREATER VERSATILITY — AND GREATER
MARGINS — FOR CHEFS.**

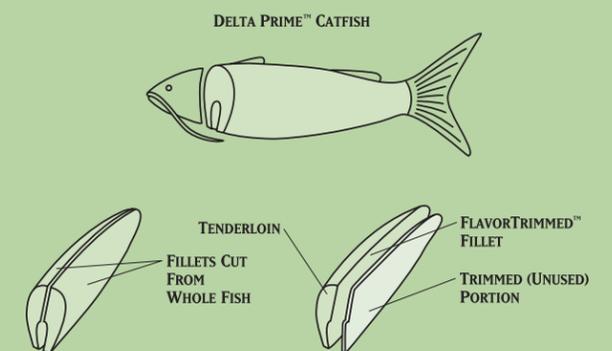
WHILE CUSTOMERS WILL LOVE the taste, chefs and restaurant management will love the versatility and high margins that Delta Prime provides. Fillets in the 20-ounce range give you more to work with, offering more control than ever over portion size and cost.

BETTER STILL, THE PREMIUM QUALITY of Delta Prime provides white-tablecloth menu options you never thought

possible with catfish. Use the large tenderloin to prepare entrees that may have called for Chilean sea bass or red snapper. It's great any way you prepare it: grilled, baked, broiled or sautéed. Then use the lower portion of the fillet for frying, in delicious catfish po-boys or as a tempting topping for seafood salads. Whatever suits your mood, market and menu, Delta Prime is the way to go. And health-conscious diners will be pleased to know that Delta Prime catfish is heart-healthy and 98% fat-free.

**TASTE THE WORLD'S ONLY PRIME-GRADE
CATFISH: DELTA PRIME.**

WHEN IT COMES TO FOOD, seeing isn't necessarily believing. You simply have to taste the difference. To find out just how good catfish can be, call Delta Pride at 1-800-421-1045 or visit www.deltapride.com today. And get ready to taste the only catfish worthy of the Prime label: Delta Prime from Delta Pride.



**THERE'S MORE TO DELTA PRIDE
THAN THE WAY IT'S CUT.**

THE PROCESS OF PREPARING catfish to meet Delta Prime standards begins before the fish are even hatched. From the farm to final shipping and at every stage in between, Delta Pride maintains the most stringent quality control in the industry. We even flavor test at the farm stage. If just a few sample fish from a particular pond aren't up to our flavor standards, we cull the entire pond.

DELTA PRIDE WAS THE FIRST catfish processor in the country with full-time USDC inspectors. This commitment to quality ensures that you get the cream of the catch with every fillet. After a catfish crop receives the hard-earned nod of approval from our taste testers, our "deep-skinned" processing removes any remaining hint of fishy flavor. The result is Delta Prime, a premium fillet that is as at home in a white-tablecloth restaurant as it is on the family dinner table.

