



**News Release
FOR IMMEDIATE RELEASE**

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Labor Day Picnics Feature Savory, Sustainable Shrimp
U.S. shrimp healthy for consumers and the environment

Milwaukee, Wisconsin, August 28, 2009... With Labor Day picnic menus in the planning stages, many shoppers are adding 'shrimp' to their late-summer grocery lists. Shrimp is a party-goer's best companion, tasty in everything from crisp garden and pasta salads, to savory shrimp cocktails, refreshing ceviches or kabobs on the grill. Kim Wall, seafood expert and president of Baensch Food Products, the Milwaukee-based company that makes the popular Ma Baensch herring brand, reminds us that properly-selected shrimp can be part of a delicious diet that is healthy for consumers, as well as the environment.

"Shrimp is an exceptionally healthy food that is high in protein, calcium and vitamin D to help active people maintain the strong muscles and bones needed for all of late-summer's fun outdoor activities," said Wall. "Those who want to stay in shape for the last weeks of beach and swimsuit season may also be surprised at how few calories and how little saturated fat a serving of shrimp contains. Shrimp is also rich in Omega-3 fatty acid, which prevents cardiovascular problems, arthritis, Alzheimer's and certain types of cancer, and it is high in heart-healthy cholesterol. It's a great-tasting way to eat nutritiously and feel young in the sun!"

But Wall also warns consumers that rampant overfishing and poor ocean farming conditions can destroy shrimp habitats and jeopardize local fishing economies. She advocates buying only shrimp that is caught or farmed off United States coasts, where shrimp populations are healthy and abundant, and the fisheries are well managed according to strict national environmental standards.

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“Shrimp caught in the warm waters of the Gulf of Mexico or off the Atlantic or Pacific coasts are raised in eco-friendly farms, unlike many shrimp farms in Latin America or Asia,” states Wall. “Shrimp is one of the most popular seafoods in the U.S., and to ensure its supply for many Labor Day picnics to come, consumers should be conscious of supporting its sustainable harvest. So the next time you’re at your grocer’s seafood counter, be sure your shrimp is from an environmentally-friendly, U.S.-based source. Then fire-up the grill and enjoy this fool-proof recipe for grilled shrimp, one of my favorite outdoor treats!”

Easy Grilled Shrimp

2 lb. thawed, U.S. caught large shrimp (10-15 count per pound), shelled and deveined, tail on*
½ cup (1 stick) unsalted butter, melted
Sea salt, to taste
Fresh ground pepper, to taste
4 whole limes, cut into wedges
Cooking spray

Preheat gas grill or coals to medium heat. (If using a charcoal grill, be sure to spray the grate with cooking spray before lighting the coals to keep the shrimp from sticking.)

Place shrimp in a single layer on large platter or cookie sheet. Brush with butter on one side and lightly rub with salt and pepper. A favorite seasoning blend may be used instead, keeping in mind not to overpower the shrimp’s delicate flavor.

Use a tong to place shrimp, seasoned side down, directly on the grill grate. Brush with remaining butter and turn. Shrimp are done when opaque, usually after grilling 1-2 minutes per side. For smaller shrimp, thread onto presoaked screws for easier turning and shorten cooking time.

Remove shrimp from grill and arrange on clean platter with lime wedges. Squeeze fresh lime over shrimp to taste. May be served hot, at room temperature or chilled with a favorite seafood sauce for dipping, such as a creamy remoulade.

*NOTE: If using frozen shrimp, lengthen cooking time accordingly.

About Ma Baensch

Baensch Foods Products Co., a division of Wild Foods, Inc., packs premium Atlantic herring from Nova Scotia under the Ma Baensch brand. Founded in 1932 by the Baensch family, the company was purchased by Kim Wall in 1999. Today, the company continues to use the original family recipes for its herring fillets marinated in wine sauce or sour cream and chive sauce. Headquartered in Milwaukee, Wisconsin, Baensch Food is a member of the National Fisheries Institute and is kosher certified through the Chicago Rabbinical Council. For more information, visit www.mabaensch.com.

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