



## **Fresh Wash - Seafood™**

- **Eliminates Pathogens - Listeria, Salmonella and E.Coli.**
  - **Doubles Shelf-Life - Reducing Shrinkage.**
  - **Improves Organoleptic Qualities - Flavor, Appearance, Texture and Aroma.**

### **Offers Processors, Grocers and Distributors:**

- **Exceptional Food-Safety Measures.**
  - **Increases Food Quality.**
- **Increases Customer Confidence.**
  - **Extends Product Shelf Life.**
- **Decreases Liabilities and Losses.**
  - **All-Natural Solution.**
  - **Patented Technologies.**
- **No Equipment or Installation Costs.**
  - **Increases Sales and Profits.**



## Fresh Wash - Seafood

Today's consumer is more aware than ever about the food products they purchase. Consumers are demanding a safer food supply, especially when it comes to seafood.

### Benefits

- 100% naturally-derived citrus biocide which is organically certified by the manufacturer.
- Rapidly reduces a broad spectrum of pathogen levels.
- Extends shelf life of finfish and crustaceans.
- Reduces odors and improves organoleptic qualities.
- Pathogens cannot develop an immunity.
- Excellent for the removal of biofilms.
- Breaks down into non-toxic by-products, carbon dioxide and water.

#### Pathogens

- Significantly reduces the numbers of pathogens (*Listeria monocytogenes* and *Salmonella* and *E. Coli*) on seafood so product spoilage is minimized and shelf-life is enhanced.

#### Shelf-life

- Laboratory results have shown an increase of up to double the normal shelf life.

#### Organoleptic qualities

- Improves appearance, flavor and texture, as well as eliminating odors associated with enzymatic and microbial activity.

### Technology

Typically with a 10% solution,  $10^7 - 10^8$  will be reduced to  $10^2$ . From this level, bacteria will take longer to reproduce to levels where spoilage and potential food poisoning can occur. The anti-microbial power is due to a synergistic action created by the reaction between the natural organic acids and natural sugars present in the product and in the treated food. The natural organic acids and sugars that make up the product combine with those naturally present in food to create a powerful and long-lasting anti-microbial effect. Within a few hours of application, the natural components that remain will have either combined with the organic acids and sugars present in the food, or broken down further into harmless components, leaving no detectable residues or toxicity.

### Applications & Uses

#### Finfish

- Dipping: Dilute product properly with water. Dip fillet into solution for 1 minute.
- Spraying: Use a ready-to-use container or dilute product with water. Liberally spray all sides of fillet with solution.

#### Crustaceans

- Dipping: Dilute product properly with water. Dip shrimp, scallop and crab into solution for 1 minute.
- Spraying: Use a ready-to-use container or dilute product with water. Liberally spray all sides of shrimp, scallop, crab with solution.