

Ongoing whale measures = impact in markets?

Mixed response across USA

Limited retailers asking for MSC lobster

No cost difference beyond MSC fee

PEPPER'S
LANDING
LOBSTER CO. EAST COAST®
SEAFOOD

- ✓ LOBSTER MEAT
- ✓ 4 BRIOCHE ROLLS
- ✓ SPICE PACKET
- ✓ LOBSTER BUTTER

LOBSTER ROLLS

KEEP FROZEN | NET WT 24oz (680g)



MAKES **4** ROLLS!

Economy caution for processed lobster?

Value add lobster items continue to sell well across USA retail



Largest retailers | Lobster products

Future

- Live vs processed
- Impact at food service level
- Spring/summer?

1. WALMART INC.
2. AMAZON
3. COSTCO WHOLESALE CORPORATION
4. THE KROGER CO.
5. ALBERTSONS COS. INC.
6. AHOLD DELHAIZE USA
7. PUBLIX SUPER MARKETS INC.
8. H-E-B
9. MEIJER INC.
10. TARGET CORPORATION

