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Eat Alabama Wild Shrimp Launches New Marketing Campaign

Effort coincides with national plan

(Mobile, Alabama) – Wild-caught Alabama shrimp, the tender, sweet, premium-quality seafood of the Gulf of Mexico, is the heart of a marketing campaign designed to educate consumers about its many nutritional and economic benefits.

“Shrimp is the fruit of the sea,” says Bubba Blue, a character in the movie *Forrest Gump*, based on the best-selling book by Winston Groom. “You can barbecue it, boil it, bake it, and sauté it.” No matter how you prepare the shrimp, if it isn’t caught domestically in open waters, Brett Dungan, chairman of the Eat Alabama Wild Shrimp committee says it won’t taste right. “Fished directly from the Gulf of Mexico, wild-caught Alabama shrimp has a special taste.”

That’s the message to consumers from members of the “Eat Alabama Wild Shrimp” committee working with the Wild American Shrimp campaign. “Most Americans don’t realize that more than 80 percent of shrimp consumed in the United States is imported, and much of that is farm-raised,” Dungan says. “We’re here to let them know they have a choice.”

Representing the industry in eight southern states—Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, and Texas—Wild American shrimp will be promoted through a multi-faceted advertising and marketing campaign as a premium product to compete with imported shrimp.

Consumers in Alabama should ask for naturally caught Wild Alabama shrimp at their local grocery stores, seafood markets, and restaurants. Work is underway to identify Wild Alabama shrimp so that it will be easy to find. For many consumers, selecting the right kind of shrimp can be confusing. When they go to their favorite grocery store or seafood market, there is usually a dizzying array

of shrimp including peeled, unpeeled, cooked, uncooked, deveined, farm-raised or wild.

“We want Alabamians to know what kind of seafood they’re eating,” committee member Greg Ladnier says. That’s why we have launched this campaign and why we want to educate consumers. Wild Alabama shrimp satisfies consumers’ increasing desire for foods that grow naturally.” Just about any Alabama seafood lover would argue that pond-raised shrimp is inferior to their wild cousins. Point Clear resident and *Forrest Gump* author Winston Groom agrees. He helps promote the “Eat Alabama Wild Shrimp” campaign through commercials. “Foreign shrimp’s flavor just comes up short,” Groom says.

Alabama wild shrimp is caught fresh for consumers in the Gulf of Mexico by Alabama shrimping families. When consumers ask specifically for wild Alabama shrimp, they’re not only getting the freshest, best-tasting shrimp for their money, they’re helping maintain a way of life for many Alabama families. Dungan says when you see a sign for Wild Alabama shrimp at your grocery store, seafood market or in restaurants, you can rest assured, it’s naturally better.

Whether you’re cooking shrimp Creole, shrimp gumbo, deep frying, pan frying, grilling, or even making a shrimp sandwich, “Eat Alabama Wild Shrimp” committee members, and Winston Groom remind you to make sure it’s Alabama Wild Shrimp.

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Eat Alabama Wild Shrimp (EAWS) devotes its resources to raising the public awareness about the many benefits of Alabama Wild Shrimp. It is intended to educate the consumer about the advantages of asking for Alabama Wild Shrimp that is raised naturally, caught fresh, and that supports the Alabama seafood industry. Its goal is to market Alabama Wild Shrimp through grocery stores, markets and restaurants. More information about Alabama Wild Shrimp is available at www.eatalabamawildshrimp.com.