

FACT SHEET



LoveTheWild, purveyors of sustainably-sourced seafood kits comprised of pure frozen fish fillets, paired with bold sauces, is on a mission to change the way Americans view seafood and to challenge the status quo of the seafood industry. Found in the freezer aisle of your local grocery store, each gourmet kit contains only natural, clean ingredients, and is accompanied by fool-proof cooking instructions inspired by the classic French culinary technique en papillote. Reminiscent of regional recipes complementing each fish species' unique taste, texture, and origin, **LoveTheWild's entrees bake in 25 minutes or less**, and the final product is tender, flavorful, gourmet seafood - in the comfort of your own home. LoveTheWild's offerings are available in four farm-raised varieties: newly launched Striped Bass with Roasted Pepper Almond Sauce, Barramundi with Mango Sriracha Chutney, Catfish with Cajun Creme, and Red Trout with Salsa Verde.

WHY CERTAIN SPECIES

STRIPED BASS Striped bass is a premium whitefish high in omega-3 fatty acids and prized for its sweet, mild flavor, and medium-firm texture. LoveTheWild's striped bass are true, open-ocean farm raised fish, giving them a distinctive flavor of wild fish without the high levels of mercury or PCBs. LoveTheWild sources its striped bass from El Sauzal, B.C. Mexico.

BARRAMUNDI Barramundi has a meaty texture, mild flavor, and contains the most omega-3s out of any common whitefish. LoveTheWild purchases barramundi from a friend and fisherman in Van Phong Bay, Vietnam, whose open-ocean barramundi farm is the first and only one to earn Monterey Bay Seafood Watch's "Best Choice" rating. He is a true pioneer in responsible aquaculture; raising the cleanest, healthiest fish you can buy, while providing local workers living wages, full benefits, and meaningful work.

Launched in August 2014, CEO and co-founder, Jacqueline Claudia, and COO and co-founder, Christy Brouker, recognized a gap in the market for convenient, **delicious seafood from traceable sources, that consumers could trust and enjoy**. Claudia and Brouker carefully hand-select each farm from which all LoveTheWild seafood is sourced, and all are among the most well-managed facilities in the world. Dedicated to complete transparency, the Boulder-based brand labels each package with the fish's origin - down to the location and name of the farm, as well as even the name of the farmer responsible. LoveTheWild never thaws or refreezes the sourced seafood and promises to never use hormones, dyes, or antibiotics. This passionate company is on a mission to protect the earth and fight climate change through aquaculture, the least environmentally impactful form of animal protein production in the world.

CATFISH Prized for its mild taste and flaky texture, LoveTheWild's farm-raised catfish has been designated a top source of protein by leading environmental groups, and is some of the freshest fish you can buy. LoveTheWild sources its catfish from Demopolis, Alabama, and Ayden, North Carolina, from farms that employ fresh, aerated, natural clay-bottomed ponds. The large earthen ponds are filled with pure water and the catfish are fed a diet based on natural grains and fish.

RED TROUT Similar to salmon, but with a much better sustainability profile, LoveTheWild's red trout is responsibly farm-raised, either in fast-moving channels of fresh spring water that mimic a free-flowing river, or in an industry-leading net pen with a hex design that may be raised or submerged to combat common complications such as foul weather. The brand's red trout get their flavorful, delicate, pink flesh from the crustaceans in the feed - no artificial colors here! LoveTheWild sources its red trout from Waynesville, North Carolina; Filer, Idaho; and Manitoulin Island, Ontario, Canada.



STRIPED BASS with
Roasted Pepper Almond Sauce

Ingredients: Striped Bass, Tomato, Red Bell Pepper, Almond Butter (dry roasted almonds), Extra Virgin Olive Oil, Lemon Juice, Kosher Salt, Cane Sugar, Garlic, Parsley, Smoked Paprika, Cayenne and Black Pepper

Nutrition Facts: 210 calories, 7g fat, 480mg sodium, 2g dietary fiber, 1g sugar, 30g protein

\$10.99



BARRAMUNDI with
Mango Sriracha Chutney

Ingredients: Barramundi, Mango, Orange Juice, Onion, Honey, Grapeseed Oil, Sriracha Sauce (chili, water, sugar, garlic, salt, vinegar), Rice Wine Vinegar, Garlic, Kosher Salt, Cumin, White Pepper, and Red Pepper Flakes.

Nutrition Facts: 190 calories, 5g fat, 300mg sodium, 0g dietary fiber, 5g sugar, 35g protein, 20% Vitamin C.

\$6.99



CATFISH with
Cajun Creme

Ingredients: Catfish, Light Cream, Whole Milk, Tomato Paste, Crushed Tomatoes, Onion, Garlic, Extra Virgin Olive Oil, Lemon Juice, Sugar, Kosher Salt, Oregano, Black Pepper, Thyme, Smoked Paprika, and Cayenne.

Nutrition Facts: 230 calories, 9g fat, 240mg sodium, 0g dietary fiber, 3g sugar, 28g protein.

\$8.99



RED TROUT with
Salsa Verde

Ingredients: Red Trout, White Wine, Olive Oil, Onion, Parsley, White Wine Vinegar, Garlic, Kale, Basil, Kosher Salt, and Black Pepper.

Nutrition Facts: 288 calories, 13g fat, 53mg sodium, 0g dietary fiber, 0g sugar, 35g protein.

\$9.99

ABOUT US



LoveTheWild is on a mission to change the way Americans view seafood, and in the process, protect the earth through aquaculture, the least environmentally impactful form of animal protein production in the world. Disrupting the frozen aisle of the grocery store with a fool-proof, three step culinary experience, the brand's gourmet seafood kits pair sustainably-sourced, pure fish fillets with regional, bold sauces that complement each species' unique taste, texture, and origin. Only one in five Americans meet the USDA recommendation for fish intake, a vital dietary component that's high in protein and healthy fats. CEO and co-founder, Jacqueline Claudia, and COO and co-founder, Christy Brouker recognized a gap in the market for convenient, delicious seafood from traceable sources that consumers could trust. LoveTheWild launched in 2014 to fill this void, and by doing so, is working to provide an environmentally-friendly protein source that does not produce the levels of greenhouse gases that other meats do. The team hand-selects seafood from the most well-managed farms in the world to consistently offer the highest quality, fresh, sustainable seafood that's easily prepared for a delicious and easy home-cooked meal. LoveTheWild is currently available in four artisanal varieties: Barramundi with Mango Sriracha Chutney, Catfish with Cajun Creme, Rainbow Trout with Salsa Verde, and newly launched Striped Bass with Roasted Pepper Almond Sauce. Products are sold at major retailers across the U.S., including Whole Foods Markets, Wegmans, Sprouts, and Mom's.

AVAILABILITY

LoveTheWild is available in 33 states and can be found in the frozen section of major retailers such as Whole Foods, Wegmans, Sprouts, and MOM's. To find LoveTheWild near you, please use the store locator, found [here](#).

Media Contacts

Covet Public Relations
lovthewild@covetpr.com
619-795-6030