



Capitalizing on Convenience: Pacific West's Parent Company - Golden Fresh Innovates with Ease

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The Seafood Excellence Global finalists were judged on taste and overall eating experience, packaging, marketability, convenience, nutritional value, and innovation. The judges' scores were verified by the accounting firm of Ernst & Young. The judges for the 2019 Seafood Excellence Global competition were Debby Verheyen, seafood and frozen food coordinator for Ahold Delhaize in Belgium; Damien Castagnier, buyer of fruits, vegetables, and seafood for Monoprix in France; Lubomir Brandejs, seafood category manager for Globus in the Czech Republic; Luca Grosoli, food buyer for Sodexo in Italy; and Arnaud Lasplaces, fish and seafood manager for Classic Fine Foods in Hong Kong. Verheyen served as chair of the jury.



Golden Fresh Sdn Bhd of Malaysia earned the special award for Convenience for its Prawn in Hor Mok Thai Coconut Sauce, which includes prawns and sauce packed in individual portion bags that can be quickly microwaved without thawing and served with zero waste. The product allows any foodservice operation to serve authentic Thai flavors with little labor.

See the winners of other categories here: <https://www.seafoodsource.com/news/foodservice-retail/grand-prizes-go-to-viciunai-group-and-kingfish-zeeland-for-2019-seafood-excellence-global-awards>