

Why Western Edge?

THE RIGHT PRODUCT FOR YOUR CUSTOMER AND YOU.

- Consistent Taste Profile and Product Performance.
- Find success in providing High Performance Product at Profitable Margin.
- Our Products and Staff can meet the rigorous demands of customers' QA/QC Departments.

There is no success without a great and consistent product. Western Edge has over 20 years and 20 million pounds/year of experience in producing a frozen fish that will stand up to real-life kitchen applications. The customer may not realize the details of the intense Quality Control, the "Boots on the ground" procurement philosophy, and the many years of experience, but they come to know that when they see the Western Edge carton, they are getting a great ingredient and are free from performance issues that are common in other frozen seafood products.



The Responsible Seafood Choice.

SUPPORT YOU CAN COUNT ON.

- Knowledgeable sales force well trained in all aspects of our seafood products.
- Customized Point of Sale Material available.
- Sales Training and One-on-One support available.

Our staff at Western Edge is extensively educated in all segments of the industry with in depth training and experience in procurement, production, farming, logistics, and more! This knowledge base is available to the DSR who wants to grow his/her seafood sales. Put our strengths to work for you. Gain confidence to get the sales and overcome "strictly price" and "why should I change" objections. Use our Point of Sale and DSR training to build your invoices to your existing accounts or to find the key to new relationships.



VALUE!

- Competes with any national brand in quality and price
- National restaurant groups have found success with Western Edge brand products to fill their menu needs.

Value is a simple word and a core principle with Western Edge and an advantage to you. It is not about being cheap... it is about getting the best seafood product into the carton with efficiency without layers of unnecessary cost. This means you can have confidence in presenting Western Edge brand to the operator who has a history with another brand and go "toe-to-toe" on price with anyone. Our approach to quality and price means that you have the advantage on Value.



The Fish People

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NRA SHOW '18
Booth #9958



LET'S TALK FISH.