

Surimi—The Newest Trend In Consumer Convenience

(NAPSA)—Have you ever tried surimi? Very likely you have and just didn't know it. Surimi may have been used in the delicious seafood salad you enjoyed at your favorite restaurant this week or in the sushi from the supermarket deli.

For some 900 years, surimi has been a staple of the Asian diet. The Japanese discovered that if fresh fish were cleaned, minced, washed and cooked, the resulting product could be stored and eaten later.

Recognizing the convenience of this age-old, proven method of preparing seafood, Louis Kemp Seafood Co. began marketing crab-, lobster- and scallop-flavored varieties of surimi in the U.S. Today, more than 170 million pounds of surimi are prepared in U.S. kitchens, making it one of the fastest growing seafood products in the world.

As consumers hunger for more convenience products, surimi makes sense as a mealtime choice. Unlike highly perishable fish and shellfish, surimi products can go from the refrigerator to your table in no time.

Surimi is a versatile ingredient that works well with today's ethnic flavor trends. From the Latin appeal of lime juice and jalapeno peppers to Asian-inspired recipes with soy sauce and sesame seeds, surimi adds the goodness of seafood flavor to many ethnic dishes.

Convenient seafood products are great to use when preparing light and refreshing seafood recipes to tantalize the taste buds. More and more, consumers are turning to new ideas and trends to spice up their cooking. Global trends have reached the mainstream—Latin, Caribbean and Asian influences are no longer foreign to American palates. Additionally, marketers are providing products that are fat-free and ready-to-eat. These products are



Seafood Serapes—This unique, fast and easy-to-make dish can help families add variety and flair to their dinnertime fare.

an easy and convenient way to make delicious meals anytime for your family and friends. For additional product information and quick and delicious recipe ideas visit www.louis Kemp.com.

While offering a diversion from the traditional, this recipe for Seafood Serapes conveniently fits into the busy lives of consumers today—making everyday, ordinary meals extraordinary!

SEAFOOD SERAPES MAKES 24 WRAPS

- 2 packages (8 ounces each) Louis Kemp Seafood Co. Crab Delights®, flake style, or Lobster Delights®, salad style**
- 2 tablespoons mayonnaise**
- 12 flour tortillas (6 or 8 inch size)**
- 1½ cups shredded lettuce**

Mango Salsa

- 2 tablespoons honey**
- 1 teaspoon grated lemon**

- peel**
- 2 tablespoons freshly squeezed lemon juice**
- 2 ripe mangoes, peeled and diced**
- 2 jalapeno peppers, seeded and finely chopped**
- ¼ chopped medium red onion**
- 2 tablespoons chopped fresh mint**

In medium bowl, combine Crab Delights and mayonnaise; mix well. Set aside. To make Mango Salsa: In medium bowl, combine honey, lemon peel and lemon juice; whisk until well blended. Add mangoes, jalapenos, onion and mint; toss to coat. To make wraps: For each wrap, spread ¼ cup of Crab Delight mixture evenly down center of a tortilla. Top with 2 tablespoons Mango Salsa and 2 tablespoons shredded lettuce. Roll up tightly. Cut each wrap in half to serve. Serve immediately.