

Press release

International Seafood Trade Show, March 2007

National Dairy Brands, Liquid Gold – Seafood Butter.

Sunday, March 11, 2007. Here I am at the Boston Convention and Exhibition Center where the International Seafood Show is being hosted. Looking down from the mezzanine to the exhibition areas below, I must confess that I have never seen so many types of seafood on view. As far as the eye can see are vendors from all over the world displaying their wares...Japan, Hawaii, Iceland, Alaska, and Scandinavia. These are only some of the many areas famous for their seafood products, which have come to "show off" their specialties.

A new and most useful product displayed is not a seafood product at all. Produced by the *National Dairy Brands* in Houston, Texas, this product is called *Liquid Gold*. *Liquid Gold* is clarified seafood butter made with AA grade butter. No refrigeration is required even after opening. The butter is ideal for sautéing, roasting or grilling seafood at higher temperatures and will not burn or scorch. What a wonderful new component for the home cook! Sautéing shrimp and other seafood can now be done swiftly and successfully just as do your favorite chefs! .

I have finally had enough "fishing" for today. There is much more to see in this elaborate and extensive display, this briny paradise, but my feet are telling me to move on. If you enjoy "fishing" as I did to day, I encourage you to attend the International Seafood Show when it next comes to Boston. Your taste buds will thank you!

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