

**Contact:** Gabriel Viteri, Vice President of Strategy and Business Development  
Acme Smoked Fish Corporation  
718.383.8585  
gviteri@acmesmokedfish.com  
<http://www.acmesmokedfish.com>

## **Ruby Bay's New Eco-Friendly Packaging Uses 30 Percent Less Plastic**

*Acme Smoked Fish unveils redesigned packages and sizes*



**Brooklyn, New York - November 30, 2012** – Acme Smoked Fish Corporation, founded in 1954 and now one of the most recognized smoked fish companies in North America, today announced the launch of its newly redesigned, environmentally friendly packaging for the Ruby Bay line of smoked salmon and seafood specialties. The new packaging design uses 30 percent less plastic, reaffirming the company's commitment to protecting the environment and the fish it loves.

Smaller packs showcase the company's new dark charcoal brand colors along with its updated Ruby Bay logo. Three-ounce value size and larger twelve-ounce packs are now available for grab-and-go convenience. The Ruby Bay line combines 17 variations of smoked salmon flavors and species including Irish-style, Scottish-style Smoked Salmon, Smoked Wild Sockeye, and Smoked Wild Coho Salmon.

“We're pleased to unveil our smaller and more environmentally friendly Ruby Bay® packaging,” explained Gabriel Viteri, Vice President of Strategy and Business Development at Acme Smoked Fish Corporation. “This improvement trails several significant and well-received Ruby Bay innovations including our Wild King Salmon Jerky line, Smoked Keta Candy, and Smoked Steelhead.”

The Ruby Bay brand was introduced in 2006 to address the needs of Acme's growing and diverse customer base. Ruby Bay is where foodies and connoisseurs look to find innovative flavors and sizes, to explore new foods, and to treat themselves to gourmet specialties. The line is celebrated for its artful combination of traditional smoking methods and innovative techniques, flavors, and fish species. The Ruby Bay brand name was inspired by the company's founder, Rubin Caslow.

Visit [acmesmokedfish.com](http://acmesmokedfish.com) to access complete product information or to find popular smoked seafood recipes that have been designed specifically for use with Ruby Bay specialties.

### **About Acme Smoked Fish Corporation**

With experience dating back to 1906, Acme Smoked Fish Corporation is a family owned and operated smoked fish producer. Based in Brooklyn, NY, the company is widely recognized as the industry leader for premium smoked seafood and pickled seafood products. The flagship Acme brand is known for a diverse offering of traditional smoked fish and pickled herring specialties in both retail and food service sizes. All-natural and preservative free selections are available under the company's Blue Hill Bay brand and the Ruby Bay brand features innovative products and flavors of smoked seafood in various convenient sizes. Acme Smoked Fish brands are widely distributed throughout the United States via leading supermarkets, delis, specialty grocers, and warehouse clubs.

###