

Acme Smoked Fish is Re-Branding



Brooklyn, New York - February 15, 2012 – Acme Smoked Fish Corporation announces the relaunch of its celebrated brands, including Acme, Blue Hill Bay, Ruby Bay, and Great American Smoked Fish. The company will also be launching a website and packaging redesign as part of this campaign in the coming months.

Acme’s new brand follows extensive market research into consumer and wholesaler perception, with data revealing a need for greater differentiation among its family of brands and their relation to Acme Smoked Fish Corporation. The new brand also aims to better convey public sentiment that Acme is a quality Brooklyn brand steeped in family tradition, with unique products that stand apart from other smoked fish brands.

“As consumers trend toward more retail seafood purchases, we saw an opportunity to make our brands recognizable and synonymous with quality smoked seafood. Our family also wanted to ensure customers could continue to rely on the same quality smoked fish they’ve enjoyed for more than 100 years,” explains Adam Caslow, *Vice-President*. “We’re confident that our new, refreshing look will offer a stronger presence in the smoked seafood aisle of the supermarket.”



Brand elements emphasize:

Acme's family tradition. Acme and the smoked fish tradition date back to 1906, when Harry Brownstein immigrated to Brooklyn and began his smoked fish distribution business. In 1954, the Brownstein and Caslow families joined forces to become the first smoked fish producer with its own distribution capabilities. Acme's new company logo clearly depicts its cherished history with a traditional font treatment, a classic seal effect, and the company's year founded.

Acme's Brooklyn affiliation. Acme has played a key role in advancing Brooklyn's mark within the food and gourmet industry, and the city is now a premier national and global eating destination. Acme's new logo incorporates its Brooklyn affiliation to clearly associate the company with its heritage and with the city's booming food industry.

Acme's product line diversity. Each of Acme's four brands encompasses its own unique qualities, while still representing a single, unified company. Although brand design element changes are subtle, logos and color treatments were enhanced. All four brands will now have a unique brand vision, and an 'A' icon integrated into each package to identify its association with Acme Smoked Fish Corporation. Improved consistency and delineation between brands help consumers feel comfortable trying new items across brands because they already trust the Acme name.

Acme's commitment to education. Acme seeks to deliver constant value to customers long after a product has been consumed. With consumer education playing an increasing role in the seafood industry, the company's website and select products now display full recipes, serving suggestions, and tutorials. New packaging and website are slated to rollout during the next several months.

More information about Acme Smoked Fish Corporation may be found at acmesmokedfish.com.

About Acme Smoked Fish Corporation

Established in 1954, Acme Smoked Fish Corporation is a family owned and operated smoked fish producer and distributor. The company is recognized for its New York style Kosher smoked salmon and lox, whitefish, chubs, herring and sable. Based in Brooklyn, New York, the widely recognized brand is committed to providing a superior quality product. The company's Blue Hill Bay brand is known for its premium all-natural and preservative-free food products, its Ruby Bay brand for its innovative seafood products, and its Great American brand for quality food service products sold primarily in the southeast region. Acme Smoked Fish brands are widely distributed throughout the United States via leading supermarkets, delis, gourmet and specialty stores, and warehouse clubs.

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