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**Acme Smoked Fish Corporation Refines New Packaging  
in its Commitment to Exceptional Customer Satisfaction**

*The Acme Smoked Salmon package design melds legacy with innovation*



**Brooklyn, New York - January 18, 2013** – Acme Smoked Fish Corporation, the largest smoked seafood producer in the United States, is pleased to bring back the most popular features of its classic Smoked Salmon packaging. The evolution melds the most loved features of Acme’s 2012 package design with familiar aspects valued in its classic original. This refinement comes in response to strong demand from Acme’s long-term, loyal customers.

Shoppers can now easily distinguish their favorite smoked salmon on the shelf, with its classic black motif. “Our loyal customers spoke and we listened,” explained Gabriel Viteri, Vice President of Strategy and Business Development at Acme Smoked Fish Corporation. “The refined Smoked Salmon packaging appeals equally to both our newest fans and our long-time, loyal patrons.” While the package has been refined, the product remains the same.

Consumers and retailers will begin to see this change introduced in early February of 2013 for Acme Smoked Salmon packed in 4 oz., 8 oz., 12 oz., and 16 oz. pouches. The company’s fresh new look features its classic black border and generous window to display the product’s freshness. The look carries forward Acme’s Brooklyn classic theme, new logo and fonts, and its signature recipes introduced in 2012. “Our package refinement continues in our commitment to ensuring exceptional customer satisfaction,” explained Adam Caslow, Vice President.

Visit the company’s brand new website at [acmesmokedfish.com](http://acmesmokedfish.com) to access more information about its products, its people, and its tradition. Connect and converse with Acme Smoked Fish Corporation and participate in the continued dialogue on any of its social media channels.

**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.

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