

NEW ZEALAND PACIFIC OYSTERS

a taste of...
**UNTOUCHED
WATERS**

*Taking your taste buds
on a sensory journey to
untouched waters.*

No other food reflects its origins as swiftly and sensually as an oyster to its seaborne home. When that home happens to be in New Zealand's unspoiled coastal waters and the oyster is a New Zealand Pacific Oyster, that pleasurable experience is only accentuated.

The unique characteristics of our pure underwater environment and distinctive marine ecology impart a clean flavour profile and full-bodied texture to our Pacific Oysters. Taste experiences appreciated and recalled by oyster lovers everywhere.

We often snap freeze our raw oysters immediately at harvest to ensure consumers around the world can enjoy them at their peak of flavour and nutritional value. They have the same taste sensation as non-frozen raw oysters but have the added benefit of greater convenience. No small consideration in this time-pressured world.

Consumers of New Zealand Pacific Oysters can be confident that what they are enjoying won't be compromised in any way by safety concerns. The impact of all these measures mean that New Zealand Pacific Oysters can be fully appreciated worldwide in their natural raw state.



For nutritional value, it's hard to beat New Zealand Pacific Oysters. Low in calories and high in protein, they are a rich, compact source of essential minerals, vitamins and amino acids for a healthy lifestyle.

QUALITY ASSURED

New Zealand operates one of the strictest quality assurance programmes for shellfish in the world. Most countries follow one of the two world strategies for managing the risk in regard to food safety, the European Union programme, which tests shellfish samples or the United States system that tests samples taken of the seawater in which the shellfish is grown. To ensure that New Zealand Pacific Oysters are consistently of the highest quality standard, New Zealand mandates commercial shellfish authorities sample both water and shellfish, allowing New Zealand Pacific Oysters to be enjoyed in their natural, raw state.

Under this stringent monitoring programme, no product can be harvested from farms without confirmation that the water and shellfish testing during the growing cycle and environmental monitoring have declared it safe.

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TRACEABILITY

Each New Zealand Pacific Oyster can be traced right back to the farm in which it grew including information around time of harvest, when it was prepared for market and the journey it took in reaching you.

ENVIRONMENTALLY SUSTAINABLE

New Zealand Oyster farmers follow best practices developed by the industry to meet the growing global demand for safe, healthy seafood products. The New Zealand Oyster Environmental Code of Practice (2007) directs best industry practices throughout the growing and harvesting cycle to minimise potential effects on the environment. To mitigate environmental impacts the New Zealand government has a number of environmental controls in place, including the Resource Management Act 1991 (RMA) and the Fisheries Act 1996.

PRODUCT FORMS

Able to be consumed in their raw natural state, New Zealand Pacific Oysters are available chilled or frozen in the half shell, live or meat only form. The predominant export form is the Individually Quick Frozen (IQF) half shell format.

CULINARY BENEFITS OF THE IQF HALF SHELL

- With a generous serving of succulent plump meat, pure in taste, the New Zealand Pacific Oyster is visually appealing.
- A safe shellfish, certified as exceeding all US and EU health standards, able to be consumed in their raw natural state.
- The process by which half shell Oysters are frozen - IQF (Individually Quick Frozen) ensures that the fresh, straight-from-the-water taste is encapsulated in the freezing process.
- Ease of preparation offering the same taste sensation as live oysters by simply removing from the freezer and defrosting (or cooking from frozen) as needed.

WHERE TO BUY

New Zealand Pacific Oysters are distributed worldwide. Please visit www.purenzoysters.com for a directory of exporters and more information including recipes and storage and handling instructions.