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## **TIN IS IN – TAKING THE LATEST RESTAURANT TREND TO THE TABLE**

**GREENSBORO, NC** – July 17, 2019 – Tinned seafood is the latest food trend coming straight from the Mediterranean Sea and on to the tables of fashionable tapas restaurants. The tin-to-table trend has been catching on in the U.S., but is commonplace in Europe where it is served at room temperature with some crusty bread and a glass of wine.

“The Dietary Guidelines for Americans recommends the Mediterranean-style of eating as one of the healthiest eating patterns for overall longevity,” said Meghan Flynn, MS, RDN, a registered dietitian and Director of Communications at The Fresh Market. “This eating pattern incorporates more fish and seafood over red meat, in addition to whole grains, olive oil, fruits, vegetables, beans and nuts. Preparing seafood can be a barrier for some people, and tinned seafood is a convenient and flavorful way to easily add more fish into the diet.”

The trend goes beyond tuna and anchovies. The Fresh Market is bringing in five new brands of tinned seafood with specialty offerings like chinook salmon, spiced sardines, lemon herb mussels, smoked habanero oysters and escargot straight from France.

“Our new tinned seafood selection offers guests another way to enjoy premium seafood,” said Dwight Richmond, Director of Grocery for The Fresh Market. “We’re helping to take the intimidation out of trying it by showing guests that tinned seafood can be high-quality, fresh and delicious and that there’s numerous ways to enjoy it, both as a quick and easy meal or while you’re entertaining at your next dinner party.”

Whether you’re enjoying them right from the tin or looking for ways to elevate appetizers and entrées, here’s how The Fresh Market recommends serving the new varieties of tinned seafood:

### **Seafood “Charcuterie”**

Try a new twist on your next entertaining spread by replacing cured meats and cheeses with the savory and salty flavors of tinned seafood. Arrange the tins around crusty breads, baguettes and crackers, spreads like aioli or mustard and fresh veggies and herbs for the ultimate, on-trend seafood “charcuterie”.

- Top grilled toast with a swipe of garlic aioli and savory sofrito mussels from **Patagonia** (yes, the popular outdoor apparel and gear company)
- Place **Porthos** sardines on a crispy lavasch cracker and top with a drizzle of your favorite mustard and chives
- The Fresh Market is the first large retailer on the east coast to carry **Ekone Oyster Co.’s** smoked oysters available in original, habanero and lemon pepper. Enjoy them on crackers with a squeeze of lemon or hot sauce.
- Accentuate your spread with accompaniments such as fresh olives or sliced radishes





Tinned seafood is also a quick and easy way to spruce up various entrées such as pastas, salads and soups. Praised as “Best Specialty Tuna” by Bon Appetit Magazine, **American Tuna** is sustainably caught by a family-owned company and is a delicious addition to mix into a salad. Similarly, combine **Matiz** artisanal octopus with red onion, capers, lemon and parsley for a fresh, [marinated summer salad](#) that’s delicious on its own or with a crusty bread. For pasta, Arroyabe Wild Anchovies in Olive Oil has a rich umami flavor making it a tasty inclusion with your favorite noodles coated in a garlicky olive oil or tomato sauce.

For more ways to enjoy tinned seafood, including tips and recipes, visit [www.thefreshmarket.com](http://www.thefreshmarket.com).

#### **About The Fresh Market, Inc.**

Since 1982, The Fresh Market, Inc. has helped guests make every day eating extraordinary with time-saving meal solutions, unique ingredients and delicious food for any occasion. From fresh produce and exceptional meat and seafood, to signature baked goods and thousands of organic options, this specialty grocery retailer has something to please every palate. The Fresh Market currently operates 161 stores in 22 states across the U.S., inspiring guests to discover new flavors and cook with confidence. For more information, please visit [www.thefreshmarket.com](http://www.thefreshmarket.com) or follow the company on Facebook, Twitter, Instagram and Pinterest.

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