

Scott & Jon's presents frozen food with new microwavable salmon bowls

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Scott & Jon's, the leading provider of premium, convenient seafood meals, is revolutionising frozen food with new microwavable salmon bowls. This groundbreaking innovation redefines the concept of convenience and elevates the frozen food aisle to new heights.

"We're excited to unveil our new salmon bowls to address a growing need in the market," said Scott Demers, co-founder of Scott & Jon's. "Consumers and retailers have urged us to add salmon to our portfolio for years. Now, our salmon bowls are poised to provide incremental sales for those retailers already offering our shrimp bowls. It's a win-win for retailers and consumers seeking convenient, good-for-you seafood meals. We're excited because, at the end of the day, it's all about delivering high quality, delicious food, and all of our feedback tells us consumers are going to love these new salmon bowls."

The introduction of microwavable salmon bowls marks a paradigm shift in the frozen seafood industry, merging the nutritional benefits of salmon and the convenience of microwave cooking. Salmon is the fastest-growing seafood in the U.S. and the second most popular seafood behind shrimp.