



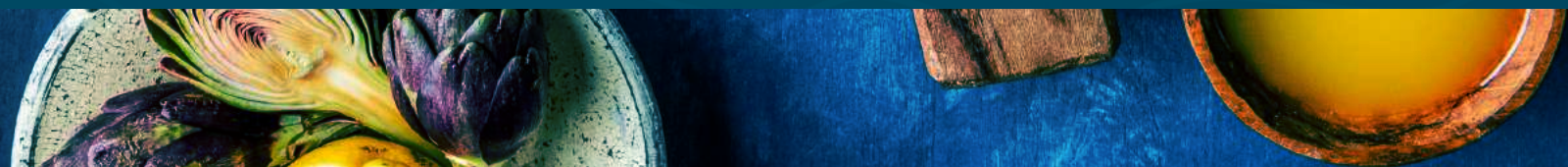
THINKING OUTSIDE THE SHELL

MAINE LOBSTER INNOVATION GUIDE



CuliNex

 DATASENTIAL



THE MAINE EVENT

Now more than ever, consumers are seeking out sustainable restaurant-quality ingredients. This increased interest in nutrient-rich, high quality and environmentally-friendly options has led to a surge in demand for Maine Lobster.

Maine Lobster is one of the most iconic and beloved seafoods in the world and is sustainably harvested one trap at a time to preserve the species and marine environment. With its distinctly sweet flavor and a variety of product formats, Maine Lobster is an ideal ingredient to elevate everyday dishes from breakfast staples and premium snacks to frozen entrees and grab and go soups.

**MAINE IS ONE OF
THE MOST LOBSTER-
PRODUCING REGIONS
IN THE WORLD WITH
LOBSTERING BEING A
MULTIGENERATIONAL
FAMILY TRADITION AND
EMPLOYING MORE THAN
5,600 INDEPENDENT
LOBSTERMEN.¹**





SEAFOOD

WE'LL ORDER YOUR FISH JUST ASK US

SUSHI



THE SEAFOOD BOOM

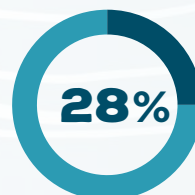
Demand for seafood is at an all-time high with consumers seeking out healthy, sustainable food sources. According to the 2021 FMI Power of Seafood Report, the seafood department was a leader in the growth of grocery sales with an increase of nearly 30%²—stronger than meat, produce, deli and bakery.



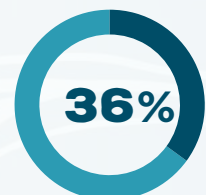
**IN 2020,
1 IN 4
CONSUMERS**

**PURCHASED SEAFOOD
AT RETAIL FOR THE
FIRST TIME EVER.²**

**TOTAL
SEAFOOD SALES
INCREASED BY**



**TOTAL FROZEN
SEAFOOD SALES
INCREASED BY**



WHY MAINE LOBSTER?

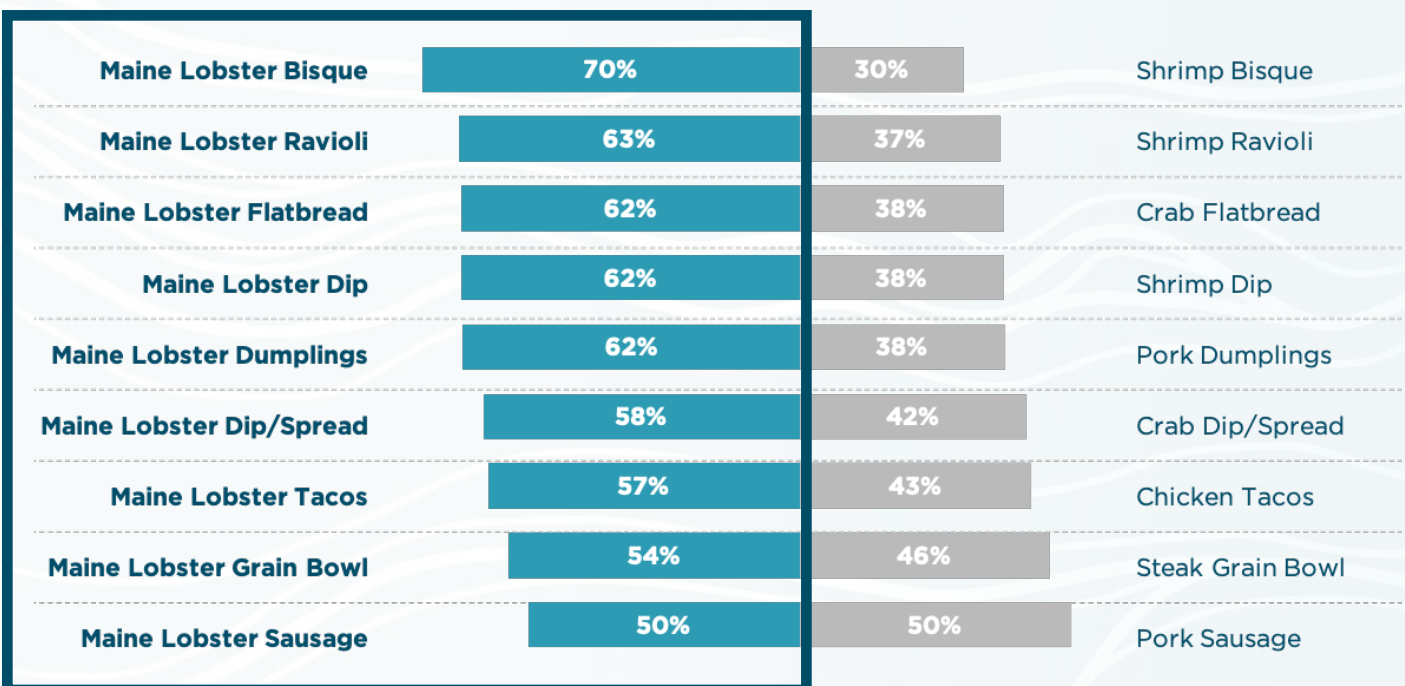
Maine Lobster is among the most loved proteins with 77% of consumers seeing Maine and supporting U.S. fishermen as powerful purchasing motivators.³

Maine Lobster is preferred over EVERY other premium protein option,³ and it's increasingly showing up in more restaurants, stores and e-commerce channels. See the poll below to learn more about what consumers think about Maine Lobster.



LOBSTER IS LOW IN SATURATED FAT AND IS AN EXCELLENT SOURCE OF LEAN PROTEIN, VITAMIN B12, COPPER, ZINC AND SELENIUM.

WHEN ASKED WHICH THEY'D PREFER IF PRICE WAS NOT AN ISSUE, CONSUMERS SAID³



A SOUGHT-AFTER RESTAURANT STAPLE

In recent years, Maine Lobster has been used more frequently as a versatile ingredient featured in innovative dishes like dumplings, pastas, quesadillas and fondue. In fact, 56% of dishes with Maine Lobster feature it as an ingredient in unique formats vs. as a standalone protein.⁴ See the graph below to learn more.



P.F CHANG'S

MISO BUTTER LOBSTER DUMPLINGS



RED LOBSTER'S

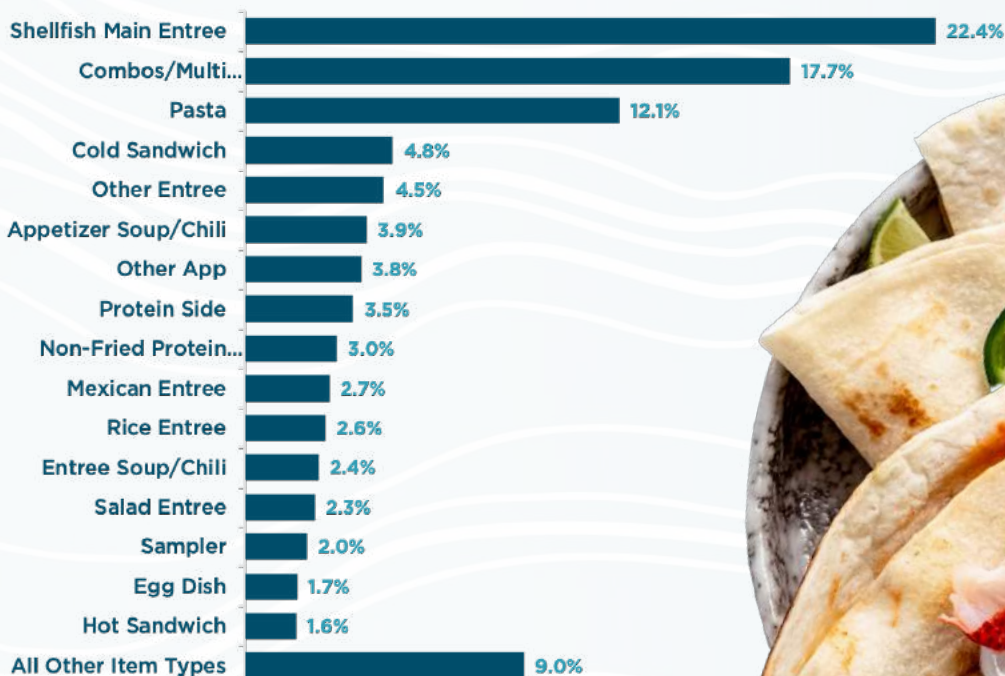
KUNG PAO NOODLES WITH FRIED LOBSTER



MAGGIANO'S LITTLE ITALY

LOBSTER & SHRIMP FONDUE

RESTAURANT MENU DISHES THAT FEATURE MAINE LOBSTER⁴



CONSUMER DEMAND FOR MORE MAINE LOBSTER PRODUCTS

IF MORE PRODUCTS WITH MAINE LOBSTER WERE AVAILABLE, 77% OF CONSUMERS WOULD PURCHASE IT AT LEAST ONCE PER MONTH.³

Taste and quality are the top attributes for Maine Lobster with consumers willing to pay more to get a wide variety of product types.³



WHEN ASKED WHAT LOBSTER PRODUCTS THEY'D BE INTERESTED IN BUYING AT A GROCERY STORE, CONSUMERS MOST POPULAR CHOICES WERE³





TREND-INSPIRED PRODUCT CONCEPTS

Informed by consumer research and real-world trends, we created a variety of new product concepts for chefs and product developers ready to be created for retail! Help meet the rise in consumer demand for premium Maine Lobster dishes and explore innovative ideas that consumers are willing to pay more for.

**9 IN 10 CONSUMERS WOULD PAY MORE
FOR A PRODUCT WITH MAINE LOBSTER.³**



PRODUCT PLATFORM: MADE IN AMERICA

Consumers are prioritizing local, creating an opportunity to combine the love for Maine with American cuisine and nostalgic classics.

MAINE LOBSTER FRIES

Lobster mixed with mashed potatoes, shaped and fried. Serve with lemon, garlic aioli and lobster claws on top.

MAINE LOBSTER HUSHPUPPY

A classic hushpuppy breaded in traditional southern batter with lobster. Drizzle with lavender-infused honey to create a savory/floral twist.

MAINE LOBSTER JOHNNY CAKE

A pancake made of corn meal mixed with lobster and griddled in butter. Pair with a spicy cayenne Maine maple syrup.



MAINE LOBSTER HUSHPUPPY

PRODUCT PLATFORM: **ELEVATED BREAKFAST**

Maine Lobster is a unique, unexpected breakfast meal ingredient, and it's one that's growing on restaurant menus—experiencing 24% growth over the past ten years.⁴

MAINE LOBSTER CREAM CHEESE

Cream cheese seasoned with black pepper, green onion, dill and citrus and full of lobster for a spreadable indulgence anytime.

MAINE LOBSTER SHAKSHUKA

A North African breakfast dish with warming spices, tomato sauce, eggs, peppers, paprika and onion topped with lobster. Just crack a few eggs into the heated sauce and pop in the oven.

MAINE LOBSTER DUTCH BABY

A savory pancake-like crepe filled with seasoned cream cheese, chives, parsley and lobster.



MAINE LOBSTER CREAM CHEESE

PRODUCT PLATFORM: **BREAKING BREAD**

With baking-related product sales increasing by 24% in 2020,⁵ there's an opportunity to infuse familiar baked goods with the sweet flavor of Maine Lobster.

MAINE LOBSTER & POBLANO CORNBREAD

Cornbread baked with lobster, mild poblano peppers, tart lime and sea salt butter.

MAINE LOBSTER, LEMON & OLD BAY® BISCUIT

A buttery biscuit with savory Old Bay notes and a slight sweetness from the lobster. Served with hot honey to bring out the lobster's flavor.

MAINE LOBSTER FOCACCIA

This airy and chewy bread has notes of fresh rosemary and lobster to pair alongside any main course.



MAINE LOBSTER CORNBREAD

PRODUCT PLATFORM: GLOBAL SHAREABLES

With eaters becoming increasingly adventurous, Maine Lobster has the opportunity to take a starring role in a range of globally-inspired appetizers and snacks.

MAINE LOBSTER EMPANADAS

Traditional Argentinian savory pastry stuffed with lobster, lime juice, chopped Maine seaweed, Castelvetrano olives, cream cheese and tomato and seasoned with paprika.

MAINE LOBSTER CROQUETTES

Breaded bites of potato seasoned with paprika, mixed with lobster and served with Romesco sauce, a Spanish sauce made of roasted red pepper and ground almonds.

MAINE LOBSTER & LEEK FLATBREAD

A creamy combination of lobster, fontina cheese, alfredo sauce, leek, herbs and sherry served atop a toasted flatbread.



PRODUCT PLATFORM: **BEAUTIFUL BAOS**

Asian flavors are trending pairings with Maine Lobster on menus,⁴ making Baos the perfect bite-size offering.

MAINE LOBSTER, SESAME & SHIITAKE MUSHROOM

Sesame and mushrooms add a deep, rich flavor that can be balanced to avoid overpowering the lobster.

MAINE LOBSTER, LEMONGRASS & GINGER

Bright flavors from the ginger and lemongrass balance the sweetness of the lobster.

MAINE LOBSTER & SCALLIONS

Combine bok choy with lobster filling for a fresh, crisp texture with scallions to brighten the flavors.



MAINE LOBSTER, SESAME & SHIITAKE MUSHROOM BAO

PRODUCT PLATFORM: **SURPRISING SOUPS**

The retail soup category is on the rise—expected to grow through 2024.⁶ This presents a unique opportunity to bring new texture and taste to soup with Maine Lobster.

MAINE LOBSTER SEAWEEED POZOLE

A classic Mexican soup with light spice features lobster, hominy, tomatillos, cilantro and jalapeños with a touch of brine from the seaweed.

SPICY CAJUN MAINE LOBSTER BISQUE

A spicy take on the classic with a kick of cayenne, paprika, oregano, black pepper and garlic to balance out the sweetness of the lobster, tomato and cream.

MAINE LOBSTER, SHRIMP & SEAWEEED DASHI

A light, umami-rich broth with smoky bonito paired with the buttery richness of lobster, the texture of shrimp and the brininess of the seaweed.



MAINE LOBSTER SEAWEEED POZOLE

PRODUCT PLATFORM: SUCCULENT SAUSAGES

An increasing amount of options are being unveiled to compete with traditional sausage, including lamb, chicken and plant-based proteins. Unique sausage innovations bring Maine Lobster into the meat case for a no-hassle meal option.

THE NEW ENGLANDER

Hallmark flavors of a New England seafood boil such as corn, Old Bay®, lemon, garlic, thyme, lobster and butter.

WHITE WINE, SHALLOT & BROWN BUTTER

A delicate balance of sweet onion, rich and toasty brown butter with sweet lobster, briny seaweed and shrimp.

MAINE LAKE PONTCHARTRAIN SPICY LOBSTER

A spicy combination of celery, bell pepper, lobster, garlic and tomato with fiery red pepper featuring traditional Creole flavors.



THE NEW ENGLANDER SAUSAGE

PRODUCT PLATFORM: **ENHANCED TOPPERS**



Maine Lobster makes a great centerpiece for any dish, but it can also help complement and enhance other dishes for upsell potential.

MAINE LOBSTER GARLIC STEAK PINWHEELS

Premium steak stuffed and rolled with a filling of lobster, garlic, spinach and Neufchatel cheese. Add lemon zest and za'atar to brighten the flavor.

MAINE LOBSTER CHICKEN WITH CHIVES & BUTTER

Oven-ready chicken topped with a blend of lobster, butter and chives.

MAINE LOBSTER PIZZA

Everyday ready-to-bake pizzas topped with a sweet combination of lobster, sundried tomato and grilled chicken.

VERSATILE MAINE LOBSTER FORMATS

Beyond the traditional live Maine Lobster, there are a variety of product formats perfect for any application.

FROZEN COOKED MINCED MAINE LOBSTER

AVAILABLE PRODUCT:

Combination of a variety of meat from the shell

BENEFITS: Highly flavorful and a light consistency—perfect for stuffed pastas, dips, soups and stocks

PROCESSING: Flash-frozen and packed in vacuum-sealed bag



FROZEN COOKED MAINE LOBSTER

AVAILABLE PRODUCTS: Lobster meat (tail, claw and knuckle), tails and split tails, whole lobster

BENEFITS: Can be thawed and used as topping and has strong flavor—great for items where visible lobster is needed

PROCESSING: Flash-frozen (via nitrogen or CO2 freezing) and packed in vacuum-sealed bag



FROZEN RAW MAINE LOBSTER

AVAILABLE PRODUCTS: Lobster meat (tail, claw and knuckle)

BENEFITS: Best suited for start-to-finish cooked dishes, reduces risk of overcooking

PROCESSING: Flash-frozen (via nitrogen or CO2 freezing) and packed in vacuum-sealed bag



FIND A SUPPLIER

TO SOURCE MAINE LOBSTER FOR NEW FOOD INNOVATIONS, VISIT OUR SUPPLIER DATABASE:

LOBSTERFROMMAINE.COM/WHOLESALE





SOURCES

1. Maine Department of Marine Resources license data. <https://www.maine.gov/dmr/>
2. FMI Power of Seafood 2021 Report. February 2021. <https://www.fmi.org/forms/store/ProductFormPublic/copy-of-power-of-seafood-2021>
3. Datassential. Custom Consumer Survey fielded April 2021, an online survey of 965 consumers representing the general population.
4. Datassential MenuTrends Analysis 2020
5. Home Baking: U.S. Market Trends & Opportunities. February 2021. <https://www.packagedfacts.com/Home-Baking-Trends-Opportunities-14231526/>
6. Statista. Canned or packaged soup, broth and stock trends. November 2020 <https://www.statista.com/statistics/281887/us-households-usage-of-canned-or-packaged-soup-broth-and-stock-trend/>