

# REFRESHED *and* READY TO GROW!

NEW PACKAGING COMING JANUARY 2024

**LOGO UPDATED  
AND ENLARGED**  
SO EVERYONE KNOWS  
WHO MAKES THEIR  
FAVORITE SMOKED FISH

**BIGGER WINDOW**  
BECAUSE HONESTLY, THE  
SMOKED FISH IS THE STAR  
OF THE SHOW

**PROTEIN FRONT  
AND CENTER**  
BECAUSE FRANKLY, IT'S WHAT  
THE CONSUMER WANTS

**COLOR CHANGE**  
THEY SAY BLUE IS THE  
NEW BLACK...



### NOVA SALMON

Lightly smoked salmon, plain and simple. Prepared with care, lightly smoked, one batch at a time for over 100 years. True to the Nova Scotia flavor and buttery texture, that's subtle, savory, the definition of simple and better.

### 5% OF SEAFOOD

TO SUPPORT CLIMATE INITIATIVES



Keep refrigerated at 38°F or below. Once opened, enjoy your salmon within 5 days. FOLLOW US @ACMESMOKEDFISH

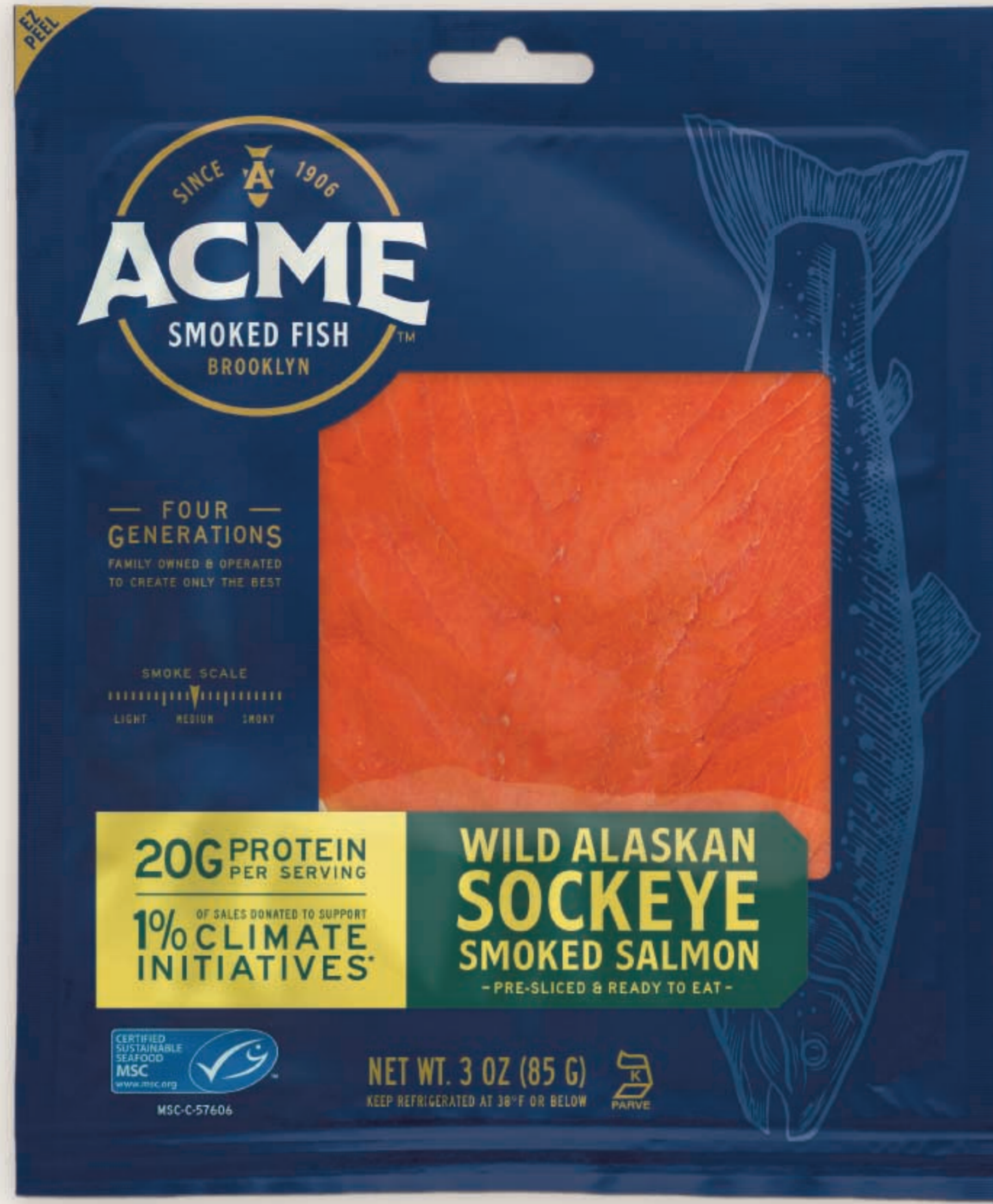
## OUT WITH THE OLD, IN WITH THE BLUE



smoked fish so good,

ALL WE COULD IMPROVE WAS THE PACKAGING

NEW PRODUCTS FOR 2024



COLD SMOKED FLAVORED



HERRING



SALADS

