



Press Release

Selonda Greek Sea Bass and Sea Bream receive a higher total quality and tasting score versus Turkish Sea Bass and Sea Bream in an independent test conducted at The Culinary Institute of America

Athens, July 8, 2014

In an independent test conducted at The Culinary Institute of America by a panel comprised of over 40 culinary experts and students, Selonda-brand Greek Sea Bass (a.k.a. “Branzino” / “Loup de Mer”) and Sea Bream (a.k.a. “Dorade” / “Orata”) received a higher total quality and tasting score versus Turkish Sea Bass and Sea Bream following a comparative evaluation. The total quality score was determined by each panel member’s inspection of the overall appearance, color, firmness, gills and overall freshness of the raw whole round fish, while the total tasting score resulted from each panelist’s evaluation in a blind taste test of the overall flavor, flakiness, aroma, texture and overall liking of Selonda-brand Greek Sea Bass and Sea Bream compared to Turkish Sea Bass and Sea Bream.

The competitive sensory evaluation was carried out on May 20th at the Hyde Park, New York campus of The Culinary Institute of America, between Selonda-brand Greek Sea Bass / Sea Bream and Turkish Sea Bass / Sea Bream, all of which were harvested on May 16th and of the 400-600 gram size grade. In order to conduct the quality and freshness evaluation the fish were arranged side-by-side on a table so that one Selonda-brand fresh Greek Sea Bass was placed next to a Turkish Sea Bass and one Greek Sea Bream next to a Turkish Sea Bream. All panelists were asked to look at each whole round fish and rank the attributes for each one. The blind taste test was carried out after all of the fish were filleted and baked in an oven at 218 degrees Celsius (425 degrees Fahrenheit) until just fully cooked and no seasonings were applied.

John Stephanis, CEO of Selonda, stated: “after over 30 years of cultivating fresh Greek Sea Bass and Sea Bream, this was the first independent comparative evaluation of both the quality and taste of our bass and bream and it was carried out professionally by an expert panel at a prestigious culinary institute. The results of the test carried out by The Culinary Institute of America are an outstanding incentive to continue our daily efforts to consistently supply our customers around the world with a premium-quality product and also reinforce the slogan of the Selonda company brochure - Fresh Greek Sea Bream and Sea Bass: Superior Quality and Shelf Life.”

The Culinary Institute of America, founded in 1946, is an independent, not-for-profit college with campuses in Hyde Park, New York; St. Helena, California; San Antonio, Texas and Singapore. It is known as “The World’s Premier Culinary College” and has over 46.000 alumni. Further information about The Culinary Institute of America is available at www.ciachef.edu