

Morey's Fish Creations® Chosen 2011 Better Homes and Gardens Best New Food Product in Survey of over 50,000 Consumers

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MINNEAPOLIS--(EON: Enhanced Online News)--Morey's Fish Creations Salmon wins the 2011 *Better Homes and Gardens* Best New Product Award in the food category. The 2011 Best New Product Award winners were determined from the BrandSpark International/Better Homes and Gardens American Shopper Study that surveyed over 50,000 independent consumers.

"Morey's Fish Creations offers consumers a great tasting, quality restaurant seafood entrée at home in just minutes. We are honored to receive this prestigious overall food award" says Lynn Girouard, President, Morey's Seafood International LLC, "Morey's Fish Creations is what consumers want for dinner. We're so sure that we guarantee every box. There's a different seafood entrée for every night of the week."

Known as "The People's Choice Awards" for consumer products, the Best New Product Awards are North America's pre-eminent gauge of habits, trends and key insights into the minds of consumers. "Thousands of products are launched every year – no wonder Americans look to independent consumer endorsements like the Best New Product Awards," says Robert Levy, President of BrandSpark International, the market research firm responsible for developing and managing the Best New Product Awards. "Winning a Best New Product Award means that thousands of independent consumers have purchased and endorsed Morey's Fish Creations Seasoned Grill Wild Pacific Salmon as the best in its category."

About Morey's Seafood International LLC

Morey's Seafood International LLC specializes in the manufacture, marketing and distribution of great tasting, restaurant-quality seafood entrées. Since 1937, Morey's has grown to be a leading seafood manufacturer and distributor. Today, Morey's manufactures hundreds of products under the Morey's label including Morey's Fish Creations – value added seafood in many of the top consumed fish and seafood species. Morey's products can be found across the US in your favorite food shopping venue. www.moreys.com

About BrandSpark International

BrandSpark International is an independent market research and brand strategy firm with a strong grasp on consumer segmentation, innovation, new product research and global consumer trends. BrandSpark developed the Best New Product Awards program to be the most credible consumer voted awards program for Consumer Packaged goods. www.BrandSpark.com

About *Better Homes and Gardens*

Better Homes and Gardens serves and connects women who are passionate about their homes and the lives they create there. BHG inspires her to dream and gives her the confidence to move from dreaming to doing. For more information, please visit www.bhg.com.

For more information, please contact: Morey's Consumer and Customer Service, 800-327-9592 or www.moreys.com

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