

Omega™ Seafood Cooked Gourmet Mussels FAQ

What are the key advantages?

Taste – super fresh, all natural, no additives.

Texture – soft, not chewy or freezer burnt.

Uses – serve chilled or prep like live.

Whole Shell – plate appeal, perceived value and freshness.

Scrubbing – all done.

Grading – uniform size.

Counting – portion controlled. At least 1 dozen in the 500g, 2 dozen in the 1Kg.

Prep Time – 2 mins.

Life – 12 months chilled below 4 °C, 24 months frozen, 2-3 days once open (in fridge).

Wastage – no wastage, no guesswork.

Storage – no drips or smells.

Food Safety – In a sealed bag so no risk of cross contamination.

Super Healthy – No additives, 3 x the haem iron of rump steak gram for gram, high protein, low fat and the most omega oils of any shellfish!!

Recognised Quality – Winner Grande Prix d'elite for foodservice European Seafood Exposition, Brussels 2005. Winner NZ Hospitality Magazine 'best new seafood item' 2004.

What are the key economic reasons?

Easier Quality Control.

Easier Food safety.

Less labour.

Less waste.

Who buys Omega Mussels?

Small to medium kitchens with limited space, storage and skilled labour.

Caterers – easy, tasty and quick – staying plump and glossy.

Hotels & Casinos – great for the buffet, bar, canapés or room service.

Chefs who can't/won't buy fresh (location, time of year).

Bars and sports clubs – great for RSAs, rugby, rugby league, golf.

Wineries and tourism ventures (especially seaside).

Institutions – great for hospitals, schools and the armed services.

Fish and Chip shops, tuck shops.

Anyone who hates scrubbing or wasting mussels.

Why do people buy Omega Mussels?

They taste as if you just 'picked them off the rocks'.

They're quick, easy and versatile – can be served straight from pack or heated.

They keep 12 months chilled, 2 years frozen and 2-3 days once open (in fridge).

They're healthy and contain no additives.

They make good profits.

Who makes Omega Seafood Cooked Gourmet Mussels?

We, PHR Processing Ltd are a family owned manufacturer of cooked gourmet mussels. Our owners, Chris and Trish Redwood have been involved in the mussel industry for over 20 years. We aim to produce premium cooked mussels which can be eaten straight from the packet or used anywhere live would normally be used.

How is the product made?

The mussels are farm grown in the Marlborough Sounds, a collection of fiords at the top of New Zealand's South Island. Once harvested, they are delivered to the factory, to be cleaned, scrubbed, partially de-bearded (a machine takes off the outer beard but the small inner beard (attached to the mussel) is left on, this drops out when the pack is opened), put into pouches, vacuum packed and finally cooked in an industrial retort.



2005 WINNER
Convenience
GLOBAL WINNER



2005 WINNER
Best Foodservice Product
GLOBAL WINNER



Omega™ mussels are farm grown in the Marlborough Sounds, a collection of fiords at the top of New Zealand's South Island.

Why are they so small?

At PHR Processing we believe that smaller mussels are sweeter and easier to eat as finger food.

Are they chewy?

Omega mussels are soft and definitely not chewy! Sometimes larger mussels which have been washed repeatedly before being frozen can become overly chewy when reheated. This is in part due to the size of the mussel and possibly also freezer burn.

Why do they taste so fresh?

We believe Omega mussels are the freshest tasting greenshellTM mussels in New Zealand! When a mussel is harvested, both sides of the shell close tight and about a teaspoon of seawater is trapped inside the mussel. Our process captures and preserves this flavoursome juice which keeps the mussels tasting fresh and provides a wonderful starter for soup or stock. Unfortunately, when live and half shell mussels are prepared, this essential flavour is washed away.

How do they cook in the bag?

The single layer of vacuum packed mussels, combined with the high temperature and pressure of the retort, ensure very efficient heat transfer through the pouch to the mussels. The controlled environment of the retort provides heat processing conditions which have been designed to provide a safe product while optimising quality and yield.

Why do the mussels keep for so long?

Although the mussels are contained within a pouch they have been processed under high temperature and time parameters. This means that any food safety bacteria have been killed off during the cooking process within the retort. Continued food safety is assured from then on as long as the pouch's vacuum seal is intact (the bag has a barrier film with a very low oxygen transfer rate which is key) and the product is refrigerated.

How was the cooking process developed?

We worked with an internationally renowned food safety expert to develop the retorting process for the preparation of Omega Seafood Cooked Gourmet Mussels. In addition the process has been independently evaluated and embedded within our export approved safety/risk management plan.

What ongoing testing for food safety and taste does PHRP do?

We have developed an ongoing sampling programme undertaken in conjunction with New Zealand's Cawthron Institute (New Zealand's leading research centre for shellfish and aquaculture). The programme involves monthly microbial testing which would identify E.coli, Salmonella and Listeria if present. So far we have recorded excellent food safety results. Taste tests are performed internally. Please note that PHR Processing Ltd meet the highest global standards for food safety, including USFDA and EU accreditation. We also hold a registered NZFSA Risk Management Plan (RMP) including HACCP.

How long do Omega Mussels keep once opened?

Omega Seafood Cooked Gourmet Mussels should be eaten within 2-3 days and kept in the refrigerator once opened.

Are they frozen?

The product is usually sold as a chilled product, however it can be frozen and the frozen shelf life is 2 years from the production date.

How do I thaw the product?

If frozen, the sealed bag must be thawed under refrigeration and maintained below 39°F/4°C for extended shelf life. Once thawed the chilled '1 year use by date' applies to the unopened bag.

Can the mussels travel frozen to the distributor and then be sold as a chilled product?

Yes, due to the strict processing parameters the product has been through, the mussels can be sent to a distributor in a frozen state, then thawed and safely sold in chilled form. The sealed bags must simply be maintained under 4°C.

Can the mussels then be refrozen by the end user?

Yes, the science behind Omega mussels does mean that they can withstand being frozen and then thawed repeatedly. There is no issue with food safety as long as the product does not heat up beyond 3°C. However, at PHR Processing we don't encourage this from a food quality point of view! Our packs read 'DO NOT REFREEZE' to discourage this behaviour. Quality is paramount to us and we feel that repeatedly thawing and freezing the product could be detrimental to both taste and texture.

Are they ocean and carbon friendly?

Yes. New Zealand mussels have been recognized (Blue Ocean Institute, USA) amongst the most ocean friendly seafood in the world! This is because the farms have little impact on other marine life, are sustainable and the mussels (because they are filter feeders) actually clean the water around them. At PHR Processing Ltd, we constantly look to identify, manage and mitigate our company's overall carbon footprint. Note that Omega mussels long shelf life means that they can travel by sea freight and still taste fresh, incurring no air miles.

Nutrition Information (1kg)

Servings Shelled Mussels per package: (2)		
Serving size: g (50g)		
	Quantity per serving	Quantity per 100g
Energy	238kJ 57 Cal	475kJ 114 Cal
Protein	8.9g	17.7g
Fat, total	1.45g	2.90g
- saturated	0.4g	0.80g
- trans	0g	0g
- poly unsaturated	0.41g	0.82g
Total Omega 3	0.33g	0.65g
EPA	169mg	337mg
DHA	131mg	262mg
monounsaturated	0.27g	0.54g
Carbohydrate, total	1.95g	3.90g
sugars	0.35g	0.70g
Sodium	261mg	521mg
Fibre	0g	0g
Iron	6mg	12mg

Nutrition Facts (1kg)

Serving Size Shelled mussels (50g)		
Servings Per Container 2		
Amount Per Serving		
Calories 60	Calories from fat 15	
		% Daily Value*
Total Fat 1.5g		2%
Saturated Fat 0.5g		0%
Polunsaturated Fat 0.5g		
Monounsaturated Fat 0.5g		
Trans Fat 0g		
Cholesterol 15mg		5%
Sodium 280mg		12%
Potassium 200mg		6%
Total Carbohydrate 2g		1%
Dietary Fiber 0g		0%
Sugar 0g		
Protein 9g		
Vitamin A 3%		Vitamin C 4%
Calcium 8%		Iron 30%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Total Fat	Less than	2,000	2,500
Salt fat	Less than	65g	80g
Cholesterol	Less than	20g	25g
Sodium	Less than	300mg	300mg
Total Carbohydrate	Less than	2,400mg	2,400mg
Dietary Fiber		30g	37g
		25g	30g

Independent 3rd party sources consulted in creating these FAQs and in validating our food safety processes and claims:

Solutions in Seafood Ltd, Nelson, New Zealand.
DWC FoodTech Pty Ltd, Melbourne, Australia.

Further Questions?

If you have any further questions or require any more information then please don't hesitate to contact us:

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