



Leading The Seafood Evolution.



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Phillips Launches Steve Phillips World Cuisines™

SPICE UP MENUS WITH AUTHENTIC ON-TREND FINISHING SAUCES

(Baltimore, MD) January 26th, 2009 - Phillips Foods, Inc. proudly launches their new Steve Phillips World Cuisines™ brand with the introduction of eight authentic finishing sauces. The brand marries Steve Phillips' passion for global cuisines with the need operators have to create a truly authentic experience with less labor and less training in the kitchen. The brand is designed to include products created using ingredients indigenous to the geographic region. The launch starts with eight sauces and will later include full dishes combining protein and sauce.

The first eight sauces are traditional flavors of Thailand and India. They are sold frozen in 4/2 lb bags. Steve Phillips World Cuisines™ Thai and Indian sauces are a convenient alternative to preparing sauces from scratch. They are perfect for introducing ethnic dishes to your menus with limited chef experience. For creating Thai or Indian dish, just heat any of the Steve Phillips World Cuisines™ sauces, top protein and serve with a starch.

The selection of Steve Phillips' World Cuisines™ Thai sauces are coconut based and capture the true Thai flavor profiles. Taken from the most popular dishes in the country, the sauces incorporate galangal, lemongrass and kaffir lime leaves. Thai curries are often served with a serving of jasmine rice to cool the palette.

Thai Yellow Curry Sauce (item # 6100) has a mild spice level. The Yellow curry is a creamy versatile sauce flavored with lemongrass, onion and tamarind.

Thai Red Curry Sauce (item # 61005) has a hot spice level. This creamy red sauce is seasoned with red chili peppers, kaffir lime and basil.

Thai Green Curry Sauce (item # 61006) has a medium spice level. The Green Curry is spiced with chili peppers, eggplant and garlic.

Massaman Sauce (item # 61004) has a medium spice level. This sauce is a mild curry spiced with cinnamon, clove and tamarind.

Page 2- Steve Phillips World Cuisines

Steve Phillips World Cuisines™ Indian Sauces are also packaged in 4/2 lb bags. These four sauces are tomato-based and made with traditional Indian spices such as garam masala which is a combination of chili pepper, cumin, turmeric, ginger and garlic. Garam masala translates to “hot spice”. In India the dishes are typically served with naan, roti or basmati rice.

Makhani Sauce (item # 61003) has a mild spice level. This buttery cream sauce is tomato based and is seasoned with garlic and green chili.

Bhuna Sauce (item # 61002) has a mild spice level. This sauce is flavored with shallots, butter and garam masala spice.

Roganjosh Sauce (item # 61001) has a mild spice level. The Roganjosh Sauce is flavored cashew paste, tomato, and ginger.

Tikka Masla Sauce (item # 61007) has a mild spice level. This rich, tangy sauce is made with yogurt and spiced with coconut, garlic and ginger.

Find out more information about Steve Phillips World Cuisines™ by calling 888-234-CRAB (2722). For more information on Phillips and our products, please visit www.phillipsfoodservice.com.

Owning and operating crab plants and seafood restaurants for over 90 years has placed Phillips in a unique niche in the food and restaurant world. Phillips Foods is making seafood a bigger part of life by producing and distributing the highest quality and most delicious seafood products on the market today.

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