



ShiningOcean, Inc.

# PRODUCT CATALOG



*Taste The Difference*

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# Our History



Surimi-based products like kamaboko or fish cake have been staples of the Japanese diet for many centuries. Starting in the mid-1980s, surimi became a popular part of the American food industry with the development of a new type of crab analogue product that resembles the taste and texture of shellfish. This product is known in Japanese as kanikama, short for kani-kamaboko, or crab kamaboko.

Shining Ocean was founded in Seattle, WA as one of the early pioneers of the American surimi seafood industry. We created the Kanimi brand (which means the “taste of crab” in Japanese) and quickly helped to usher in two decades of explosive growth in the food industry. Thanks to the strong support of our customers, we ultimately outgrew the original Seattle facility. In 2003, we moved into our new, state of the art production in Sumner, WA under the shadow of Mt. Rainier.



# About Us

## **The Cutting Edge of Innovation in Surimi Seafood**

Since 1985, Shining Ocean has been a leader in the surimi seafood business. Since the beginning, the name Kanimi has been an indicator of quality. Some things do not change. From our original Kanimi brand to Seafarer and Crab Smart with Natural Ingredients, the Kanimi logo has always meant we sweat the details.

Shining Ocean is also known for introducing innovative new products into the market place. We pioneered the healthy surimi trend. Among our innovations are the first branded retail product fortified with Omega-3 fish oil, the first retail product to use no phosphate surimi with all-natural flavors, and the first to color our surimi with lycopene, made from tomatoes.

Shining Ocean brands can be found nationwide on supermarket shelves and our unique formulas are in many prepared seafood salads and sushi rolls offered in delis and restaurants throughout the

# PROCESSORS





## Processors



### FF3 • **Smoked Salmon Flake\*** • 6/5 LB

Real salmon blended with our premium surimi creates a delicious balance of smoke and salmon flavors to make the perfect ingredient in a variety of smoked salmon applications.

\*Available in Natural



### DB80TL • **Kanimi Natural Lobster Flake** • 6/5 LB

Infused with succulent cold water lobster meat, this natural, phosphate-free product is the affordable alternative to real lobster.



### E11 • **Kanimi Deluxe Flake** • 6/5 LB

Our premium Kanimi brand surimi, is a blend of our highest-grade surimi (7g of protein) and the finest ingredients, made with wild caught Alaska Pollock and Pacific Whiting. Easily shreds apart for a “real crab” look that is perfect for seafood salad applications. Wins the taste test every time!



### CPC40 • **Chopped Chunk (No Color)** • 12/2.5 LB

This unique item has chopped, random sized pieces perfect for hot applications, like crab cakes, dips and spreads and gives you the texture and taste of real crab your customers want.



## Processors



### SGO6 • **Seafarer Flake** • 6/5 LB

A great value since 1992, our Seafarer flake-style surimi seafood is made with wild caught sustainable Alaska Pollock and Pacific Whiting, and is low in fat and a good source of calcium.



### NO13 • **Emerald Sea Natural Flake & Chunk** • 6/5 LB

Our phosphate-free, natural surimi "combo" is a delicious blend of crab-flavored flakes and chunks at an excellent value.



### SO6 • **Seafarer Flake & Chunk** • 6/5 LB

Approximately 30% chunk product, mixed with flake, to create a surimi seafood that has the optimal texture preferred by many operators.



# DELI/FOOD SERVICE





### LC40 • **Lobster Chunk** • 5/2 LB

Made with sustainable, wild Alaskan fish, and blended with real lobster extract for an indulgent flavor, and premium quality that is perfect for almost any lobster dish, hot or cold.



### WF1AP • **Seafood Shrimp Salad** • 14/2 LB

A blend of flake and shred surimi seafood with MSC certified cold-water shrimp. Simply add mayo and lemon juice for a delicious and refreshing salad.





### SK2 • Seafood Scallop Bites • 5/2 LB

These 70-80 count surimi “bites” make a great alternative to further processed (soaked) scallops.



### EP7 • Emerald Sea 7in Stick • 14/2 LB

With easy to remove film, this product is ideal for high volume restaurants and processors. Contains no MSG.



### K14 • **Kanimi Flake** • 12/2.5 LB

Our Kanimi brand surimi, is a blend of our highest quality surimi (7g of protein) made from wild caught Alaska Pollock and Pacific Whiting. Easily shreds for a "real crab" look that is perfect for seafood salad applications.



### KS21 • **Kanimi Crab Shred** • 12/2.5 LB

With delicious crab flavor, our Kanimi shred, is perfect for sushi rolls, stuffings, dips, and seafood cakes.





### SD40 • **Seafarer Flake & Chunk** • 12/2.5 LB

Approximately 30% chunk product, mixed with flake, to create a surimi seafood that has the optimal texture preferred by many



### SPO6 • **Seafarer Flake** • 12/2.5 LB

A great value since 1992, our Seafarer flake surimi seafood is made with wild caught sustainable Alaska Pollock and Pacific Whiting, and is low in fat and a good source of calcium.

# SUSHI PRODUCTS





## Sushi Products



LS40 • **Lobster Shred** • 12/2.5 LB

Made with sustainable, wild Alaskan fish, and blended with real lobster extract for premium quality and flavor. Finely shredded to mix well with other ingredients.



NQ27 • **Kanimi Natural 7in Stick** • 14/2 LB

Made with natural ingredients to meet the sustainability requirements of many natural food retailers and food service operators. With a mild flavor, our 7in sushi sticks make a mouth watering California roll, and fit perfectly on a nori sheet saving you time and labor.

## Sushi Products



### I33 • **Sushi Supreme 3.5in Stick** • 20/500 g

Premium quality for discerning chefs. Comparable to the finest imported Japanese sushi sticks.



### EP7 • **Emerald Sea 3.5in Stick** • 14/2 LB

With easy to remove film, this product is ideal for high volume restaurants and processors. Contains no MSG. With a mild flavor, our 7in sushi sticks make a mouth watering California roll, and fit perfectly on a nori sheet saving you time and labor.



## Sushi Products



KS87Z • **Sushi Supreme Shred** • 12/2.5 LB

Our premium shred for chefs who want premium quality with no MSG.



KS11 • **Kanimi Fancy Shred** • 12/2.5 LB

A vibrant mix of white and red colored shred.

## Sushi Products



KS3 • **Kanimi Shred** • 12/2.5 LB

Shining Ocean's original shred product. Each shred is red tipped and contains no MSG.



# NATURAL PRODUCTS



# Natural



4 SKUs • **Crab Smart** • 12/8 OZ

Healthy, sustainable, and natural flake, chunk, stick, and lobster. The first nationally branded natural surimi seafood retail line. Crab Smart contains 400mg of Omega-3 and is phosphate-free.



NQ27 • **Kanimi Natural 7in Stick** • 14/2 LB

Made with natural ingredients to meet the sustainability requirements of many natural food retailers and food service operators.



## Natural



### KSN24 • Kanimi Natural Fancy Shred • 12/2.5 LB

This phosphate-free shred is made with natural flavors and ingredients, and contains no MSG.



### FF2TL • Natural Smoked Salmon Flake & Chunk • 6/5 LB

Made with natural ingredients, this “combo” boasts a delicious balance of savory smoke and salmon flavors, and is the perfect ingredient for a variety of smoked salmon applications, such as a ‘Cajun Smoked Salmon Spread’.

## Natural



### DB80TL • Kanimi Natural Lobster Flake • 6/5 LB

Infused with succulent cold water lobster meat, this natural, phosphate-free product is the affordable alternative to real lobster.



### NO13 • Emerald Sea Natural Flake & Chunk • 6/5 LB

Our phosphate-free, natural surimi “combo” is a delicious blend of crab-flavored flakes and chunks at an excellent value.



# RETAIL PACKS



## Retail Packs



### 4 SKUs • Crab Smart • 12/8 OZ

Healthy, sustainable, and natural flake, chunk, stick, and lobster. The first nationally branded natural surimi seafood retail line. Crab Smart contains 400mg of Omega-3 and is phosphate-free.



## Retail Packs



3 SKUs • **Kanimi Deluxe** • 12/12 OZ

Made with real snow crab, our premium Kanimi Deluxe products boast a big, rich flavor.



3 SKUs • **Seafarer** • 20/1 LB

Seafarer is the perfect value for consumers in 1 LB packs.

## Retail Packs



**Kanimi**  
Trusted Since 1985

# Seafarer®

**Family Size**



**Wild Sustainable**

## Crab Flavored Seafood Flakes & Chunks

Made With Surimi, A Fully Cooked Fish Protein

**Fully Cooked - Ready to Eat**

**Provides Calcium**

**Low Fat**

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease.




Serving Suggestion

 **Product of USA**

**INGREDIENTS:** FISH PROTEIN (ALASKA POLLOCK AND/OR PACIFIC WHITING, MSC CERTIFIED), WATER, WHEAT STARCH, RICE WINE (WATER, SUGAR, ALCOHOL, RICE, SALT), EGG WHITE, CANE SUGAR, SORBITOL, SOYBEAN OIL, CONTAINS LESS THAN 2% OF CALCIUM CARBONATE, HYDROLYZED CORN/SOY PROTEIN, MODIFIED TAPIOCA STARCH, NATURAL & ARTIFICIAL FLAVOR (CRAB), OAT FIBER, POTASSIUM CHLORIDE, POTATO STARCH, SALT, SODIUM TRIPHOSPHATE, TETRASODIUM PYROPHOSPHATE, TORULA YEAST, CARPAGENAN, COLOR ADDED (CARMINE, CARAMEL, PAPRIKA).

**CONTAINS:** EGG, FISH, CRUSTACEAN SHELLFISH (CRAB), SOY, WHEAT.

Taste the difference

**KEEP REFRIGERATED**



**NET WT. 1.5lb (680g)**

**Nutrition Facts**

8 Servings  
Serv. Size 1/2 cup (85g)

Amount per serving  
**Calories 110**

	% Daily Value*
Total Fat 3g	4%
Sat. Fat 0g	0%
Trans Fat 0g	0%
Cholest. 10mg	3%
Sodium 470mg	20%
Total Carb. 17g	6%
Fiber 0g	0%
Total Sugars 4g	8%
Includes 4g Added Sugars	8%
Protein 5g	
Vit. D 0mcg	0%
Calcium 212mg	15%
Iron 0mg	0%
Potas. 282mg	6%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for calculation.

### SO24 • Seafarer Family Pack • 6/1.5 LB

A convenient family sized option in a 1.5 LB package.



**Kanimi**  
Trusted Since 1985

# SUSHI SUPREME®

## かに SUSHI SUPREME®

Fully Cooked Ready to Eat

### IMITATION CRAB STICK

INGREDIENTS: FISH PROTEIN (ALASKA POLLOCK AND/OR PACIFIC WHITING, MSC CERTIFIED), WATER, WHEAT STARCH, RICE WINE (WATER, SUGAR, ALCOHOL, RICE, SALT), EGG WHITE, CANE SUGAR, SORBITOL, SOYBEAN OIL, CONTAINS LESS THAN 2% OF CALCIUM CARBONATE & CARMINE, HYDROLYZED CORN/SOY PROTEIN, MODIFIED TAPIOCA STARCH, MODIFIED POTASSIUM, NATURAL & ARTIFICIAL FLAVOR (CRAB), SALT, SODIUM TRIPHOSPHATE, SODIUM, TETRASODIUM PYROPHOSPHATE, COLOR ADDED (CARMINE, PAPRIKA).

**CONTAINS:** EGG, FISH, CRUSTACEAN SHELLFISH (CRAB, SOY, WHEAT).

**KEEP REFRIGERATED**

**Product of USA**

**NET WT 1.1lb.(500g)**



**Nutrition Facts**

	% Daily Value*	Amount per serving	% Daily Value*
Total Fat 0g	0%	Total Carbohydrate 11g	4%
Saturated Fat 0g	0%	Dietary Fiber 0g	0%

**Nutrition Facts**

Amount per serving  
**Calories 110**

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Total Carbohydrate 11g	4%
Dietary Fiber 0g	0%

### I33 • Sushi Supreme 3.5in Stick • 20/500 g

Premium quality for discerning chefs. Comparable to the finest imported Japanese sushi sticks.



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“Shining Ocean always has the best there was,  
the best there is, and the best there will ever be.  
To me, quality like that only comes from a company  
with high standards.”

**—Danny Mosley of Florida**  
speaking of Lobster Smart Natural



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Contact us for more information:  
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