



PrawnFresh+™

Liquid Dip to Suppress Melanosis

Introducing PrawnFresh+™

A liquid solution designed to increase shelf-life whilst retaining the natural taste and appearance of prawns.

A simple , safe and easy to use treatment that produces natural looking prawns retaining the same appearance, taste and smell as the day they were caught.



PrawnFresh+™ benefits



- Meta bi-sulphite free, dip solution for treatment of melanosis (blackspot) in prawn / shrimp and langoustine
- Approved as a processing aid in Europe, Canada, China, Australia, New Zealand, South Africa and the US (GRAS)
- Improves the quality of the product
- Improves the overall appearance of the prawn

Prawns treated with Prawn Fresh™



Prawn Fresh™
1 Day old treated Prawns



Prawn Fresh™
8 day old treated Prawns

Delivering a fresher future



PrawnFresh+™ benefits

- *Reduces difficulty of peeling*
- Non- toxic does not require allergen labelling
- Non- corrosive to machinery resulting in reduced costs whilst safe for workers to use
- Extends shelf life
- Suitable for fresh, frozen or frozen/thawed products



Proven with Multiple Species !

A proven “sulphite free” anti melanosis solution for all Penaeid shrimp species and Langoustines. Currently being used worldwide on fishing vessels, processing factories and shrimp farms with excellent results







Comments from Captain Brine Shrimp Freezer Boat Florida.

Prawnfresh Plus will become a game changer for the domestic Gulf Shrimp industry. It dramatically reduces black spot, improves the appearance and extends retail shelf-life for fresh, shell-on shrimp up to seven days when the shrimp is properly refrigerated.”

After five days on ice in a refrigerated display case, the shrimp were still “shiny, clear and looked like they had just come out of the sea”.

Reid also expressed another unexpected positive benefit that shrimp freezer boat captains have found. Normally freezer boats must flush and recharge their brine tanks regularly while at sea. That process requires them to flush the brine tank and replace the seventeen 36kg bags of salt that are used in the brining process at a cost of \$10 per bag. But when they soak shrimp in Prawnfresh prior to putting it in the brine tank, the quality of the water is extended for longer periods and does not require them to recharge the system as often.

What E.U. Processors say.....

We use "Prawnfresh" for treating Norway lobster. We have changed from using Sodium Metabisulphite E223 to "Prawnfresh" E586. Tests have shown that the Norway lobster treated with Prawnfresh" stays nicer in colour, texture and odour, longer than raw material treated with the E223.

Furthermore with Prawnfresh our production equipment is no longer exposed to the corrosive properties of E223. This keeps costs down. We also feel that "Prawnfresh" is a healthier additive for the consumer, than the one we used before.

Also our employees used to have general breathing problems including irritated eyes and nose. This is no longer an issue after changing to Prawnfresh.



Donald Kristensen
Managing Director

WHAT OUR SKIPPERS SAY.....

I have been using Prawnfresh for over 3 years now, since the change our Prawns have looked a lot brighter and we have seen a 7% increase in yield. Prawnfresh more than pays for itself, its user friendly and doesn't do any damage to our dipping tank. All in all its a very good product to use. Our Prawn Processor - Fraserburgh Seafood have also changed to Prawnfresh.

David McRobbie. Skipper "Karen Ann FR559".

"I had been using Meta for some time and heard of Prawnfresh about a year ago and I am really glad I made the change. The staff who apply it really prefer this to meta and so do buyers when they see the prawns. "

Stephen West – Skipper. "Daystar BF151"



What our UK Processors say

“Our Fraserburgh factory has been working with Xyrex Prawnfresh for more than a year and I’m extremely pleased with its performance. The elimination of hidden costs and damage to our factory associated with SMBS is an added bonus. The more boats supplying us with Prawnfresh treated prawns the better as we would be delighted to have all our prawns labeled as sulphite free.” ***Whitelink Seafoods – Fraserburgh***



100 % Sulphite Free Seafood

Open new Markets by marketing “ Sulphite Free Produce” !

**Prawn Fresh treated seafood retains Natural Freshness,
Texture and Appearance compared to Sulphite Treated !**

**Consumers with Allergies who previously avoided seafood
will be stimulated to buy !**

**BE AHEAD OF THE GAME , market trends point to increased
population moving away from the use of Sulphites !**

FOOD REGULATION

- ❖ Prawn FreshTM active ingredient (4HR) is well known to be approved in many countries as safe or compliant with specific regulations. E.g.

E.U - Directive 2006/52,

U.S. - FDA GRAS Provision 21 CFR 182.1,

FSANZ- Standard 1.3.1 Code for food additives,

PR China –Food Standards Hygiene Standards
(GB 2760-1996).



Thank You