



PRESS RELEASE

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ISLE OF SHUNA SMOKED MUSSELS ARE PACKED AND SHELF-READY

Consumer packs of mussels, rope-grown, oak-smoked and packaged in the Shetland Islands, have been launched onto the retail market by Isle of Shuna plc.

Lightly Oak Smoked Shetland Mussels represent the latest innovation from the independent Scottish mussel-producer, best-known for supplying fresh iced as well as smoked mussels to the food-service industry.

"This new product is a traditional Shetland way of using mussels," says Isle of Shuna's Managing Director Donny Gillies. "As they are cooked and smoked within hours of leaving the water, the fabulous taste of our Shetland mussels is captured perfectly."

Isle of Shuna has been smoking line-grown mussels in its own processing facility in Walls for more than two years. "It's the only such plant on Shetland, and it allows us to get the mussel from line to factory faster and in fresher condition than any other producer," says Donny.

The mussels are smoked, unusually, in their shells. Oak, regarded as "the queen of smoking woods", is specified because it provides a subtle yet distinctive flavour.

During the smoking process the shellfish are contained in pouches, which are then vacuum-sealed before being packed in 300g cartons.

Cool, clean and nutrient-rich Shetland waters provide perfect conditions for cultivating fully flavoured, contamination-free shellfish. Isle of Shuna smoked mussels are ideal for serving as a hot or cold appetiser, or with pasta or rice dishes.

“By developing these fantastic mussels to our retail branding, we can allow a wider audience to enjoy them,” said Donny Gillies. “This is the first of a range of value-added products which will be innovative in our sector.”

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