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**FOR IMMEDIATE RELEASE**

## **Tobago Wild** Overnights Hand Trolled Line Caught Fish including (Virtually)

### Mercury-Free Tuna to the New York Market.

**Canaan Village, Tobago April 21, 2005:** The seeds of what would become Tobago Wild were planted some ten years ago when a New York City family spent a week in the small Tobagonian fishing village of Charlotteville. In this remote enclave, the Dimin family found a vibrant community of fishermen who caught vast amounts of fish—Wahoo, Mahi-Mahi, Grouper, Red Snapper, Yellowfin and Blackfin Tuna—using hand lines in small open boats: These fish were sold locally, but never found a way off the island. When Michael and his son Daniel Dimin returned to Charlotteville in 2003, they became ever more convinced that a distribution system could be developed to ship this premium quality fish overnight to a market like NYC, and Tobago Wild was born.

In 2004, father and son built (from the ground up) a HACCP certified processing plant, struck up partnerships with more than 100 independent fishermen on Tobago, and began to overnight hand trolled, line caught fish from Tobago in the West Indies to New York City. Their catch—plentiful, and in no danger of extinction in the pristine bountiful waters of the West Indies—is now served at some of the top restaurants in Manhattan, including Gramercy Tavern, Aquavit, and 71 Clinton Fresh Food, and is available to NYC consumers through Fresh Direct.

One of the most compelling species in their school of fish is the Blackfin Tuna—a favorite of tuna aficionados, prized for its texture and taste. But more than its flavor profile, Tobago's Blackfin Tuna is one of the healthiest varieties of tunas at market. An April 2005 Kappa Laboratory test revealed that Tobago's Blackfin Tuna has mercury levels that are 90% below FDA standards, and 65% below competitors who market their product as "low mercury tuna." In addition, Tobago Wild's Wahoo, which has a sweet, firm white meat, is seen as an eco-sustainable alternative to Swordfish.

But Tobago Wild is not only bringing high-quality, healthy fish to New York's most discerning palates. Their business plan is helping buoy the fragile economy of this remote fishing village in Tobago. There is a sustainable path being paved here—both for the future of the ocean's population of fish, and for Tobago's population of fisherman.

For more information on Tobago Wild, please contact Daniel Dimin at 800-868-2575  
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