



QVD, large importer of swai pangasius fillets, rolls out retail packaged product line at Boston Show

SEAFOOD.COM NEWS by John Sackton - March 19, 2009 - QVD, the Vietnamese owned importer of swai and other fish into the U.S., has announced it will be producing a retail packaged line of fish.

Previously only a wholesale importer, QVD, said they are "responding to demand from their customers for a retail packaged fish".

Their Pangasius (Swai) fillets, loins and rolls will be individually vacuum packed and sold in the freezer section of supermarkets around the country under the brand name BasaVina Pearl. QVD is also offering their premium CO-treated fillets under the name BasaVina Ruby and all other species, including farm-raised Barramundi will be available under the name Vina Blue.

The packaging on the product is below.

NEW!

THE BETTER-TASTING WHITE FISH.

EASY TO PREPARE



GREAT TASTING

BASAVINA

Pear



Swai Fillets

Sweet, mild flavor

KEEP FROZEN

NET WT 16 OZ (1 LB) 454G

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