

BLUE THE KING OF ALL CATS

CATFISH

**NOW
HERE**

Exclusively from Imperial Catfish, the **ONLY** supplier of "Live" Blue Catfish in Southern California!!

Studies have shown that Blue Catfish can have higher carcass, nugget, and total meat yield, and higher fillet moisture and protein, than Channel Catfish. It is also considered by many to have a superior flavor and texture.

Eating catfish has many health benefits, too. Catfish has high levels of Omega 3 fatty acids, catfish is a good source of vitamins and minerals, including potassium, selenium, vitamin D, and vitamin B12. Plus, catfish is high in protein and low in calories, fat, and sodium. In general, eating fish a few times a week can significantly reduce the risk of inflammatory conditions, heart disease, and certain cancers. Catfish has few bones and many people prefer farmed catfish to wild catfish because it has a clean flavor that isn't "muddy."

**Healthy
More Meat
Better Value**



One of the most widely consumed fish around is catfish. It is inexpensive, tasty, and easy to fix. Whether freshly caught or purchased live at the store, it can be cooked in less than fifteen minutes by grilling, baking, pan frying, broiling, even microwaving. Farm-raised catfish has an especially mild flavor and soft texture that win over even the pickiest fish eaters.

But be careful which catfish you buy – Nearly 90% of the catfish (the dead fish or frozen filets) are imported into the U.S. and comes from foreign countries, where the use of antibiotics and other unhealthy chemicals that are banned in California and the U.S. are widespread.

Furthermore, two varieties of imported foreign catfish sold in the U.S., Swai and Basa aren't technically considered catfish by the federal government and therefore are not held to the same high standard inspection rules that true catfish are.

The better choice is live California farm-raised catfish. It is responsibly farmed, friendly to the environment and plentiful making it one of the best fish you can eat.

TRY SOME DELICIOUS BLUE CATFISH TODAY