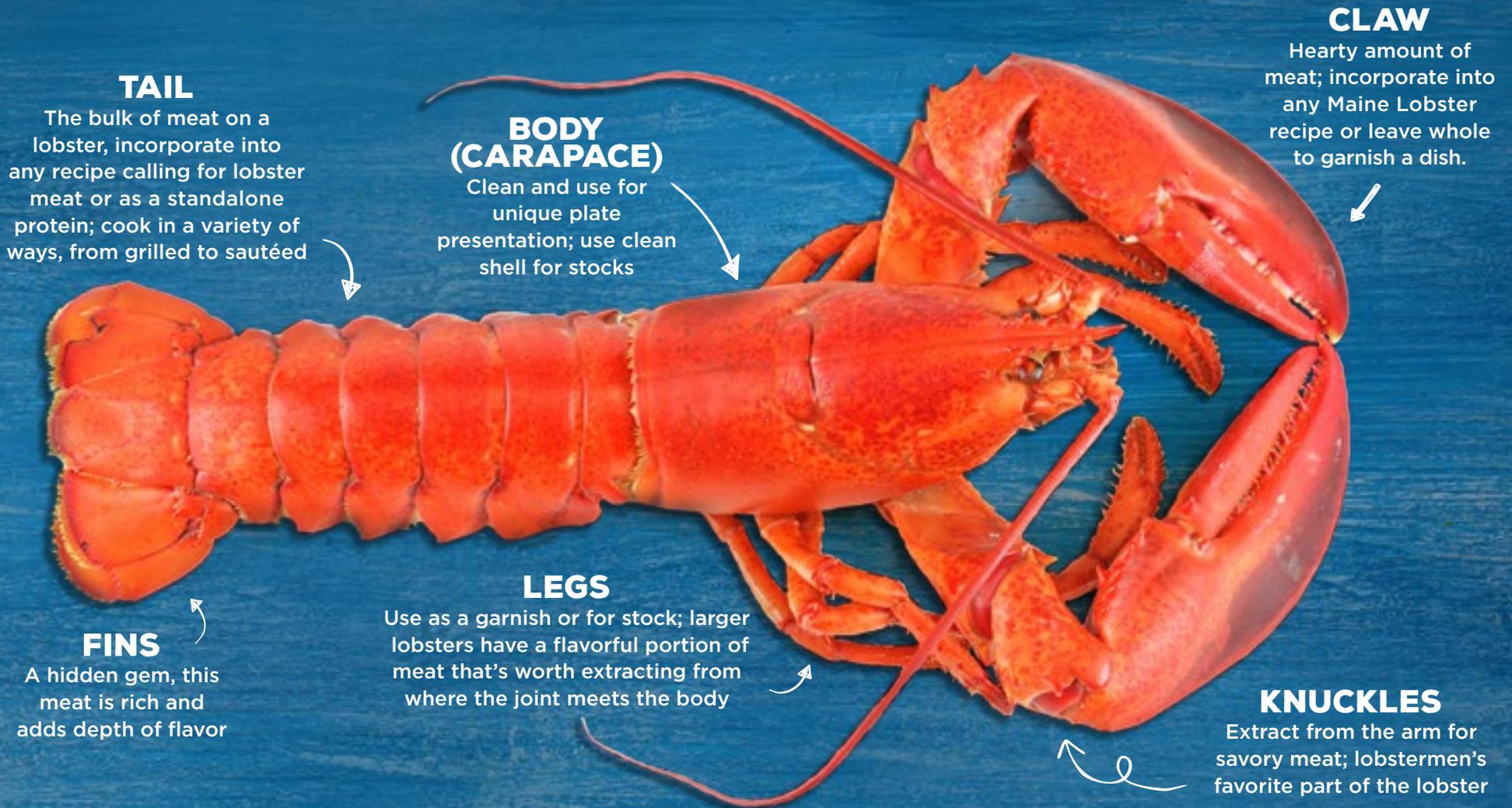


# MAINE LOBSTER

## MOVING BEYOND THE CENTER OF THE PLATE

Get more yield and value from Maine Lobster by increasing its presence on your menu.

Menuing “**Maine Lobster**” adds a value up to **\$7.70** per lobster dish\*



### TAIL

The bulk of meat on a lobster, incorporate into any recipe calling for lobster meat or as a standalone protein; cook in a variety of ways, from grilled to sautéed

### BODY (CARAPACE)

Clean and use for unique plate presentation; use clean shell for stocks

### CLAW

Hearty amount of meat; incorporate into any Maine Lobster recipe or leave whole to garnish a dish.

### LEGS

Use as a garnish or for stock; larger lobsters have a flavorful portion of meat that's worth extracting from where the joint meets the body

### KNUCKLES

Extract from the arm for savory meat; lobstermen's favorite part of the lobster

### FINS

A hidden gem, this meat is rich and adds depth of flavor

\*According to recent data from Technomic, a national menu monitoring service

“The sustainability of Maine Lobster is ensured through harvest practices; these protect not only the lobster and its environment, but also the communities of Maine’s coast who have been sustainably harvesting lobster for over 150 years.” – *Barton Seaver, sustainability expert*

“I went to Maine and saw how sustainable the practice is – they grabbed one lobster out of the water at a time and measured it. If it was too small or large, they would throw it back. If there was a female with eggs, they would notch her and throw her back so she could keep on reproducing.” – *Chef Kwame Onuwachi, formerly of The Shaw Bijou*

“Dealing directly with my local lobsterman is one the most important parts of the fishery’s ability to thrive. Knowing that my source is my neighbor who gets his product from our local waters guarantees me the freshest product I can bring to the table.” – *Steve Kingston, award-winning lobster roll master and owner of The Clam Shack*

## GETTING STARTED WITH

# MAINE LOBSTER

### PREPPING METHODS

#### LIVE LOBSTERS:

- Stun the lobster by chilling in the freezer for 20 minutes; lay flat and rapidly pierce the shell behind the eyes (carapace), which instantly kills the lobster

#### FROZEN LOBSTERS:

- Remove from freezer 24 hours before cooking and gently thaw in refrigerator

### COOKING METHODS

Lobster can be prepared a number of ways aside from traditional boiling. It can be steamed, poached, roasted or grilled; each method imparts a unique essence that elevates the flavor profile of your dish.

- **TIP** Remove rubber bands on claws before cooking
- **TIP** If boiling or steaming, boil in use well-salted water to preserve the ocean-brined taste

### PICKING METHODS

It’s easiest to remove the meat from the shell while the lobster is still warm. New Shell meat is easiest to remove and requires less effort to break the shell.

- **TIP** Remove tail meat by bending tail back and breaking off flippers. Insert fork where the flippers broke off and push.
- **TIP** It’s recommended to remove the green tomalley from the body of the lobster and the intestinal tract from the tail.

### WHY MAINE?

Maine means responsibly resourced. Maine Lobsters are 100% hand-harvested from small day boats one trap at a time, to protect their quality and the marine habitat. Maine Lobstermen have been practicing sustainable measures for over 150 years; today these practices include:

- ⚙ Tail notching on egg-bearing females
- ⚙ Minimum and maximum size limit
- ⚙ Apprentice program
- ⚙ Limits on number of traps
- ⚙ Trap-only harvest method
- ⚙ Lobster seed fund

