

## Announcement

### M/s. Dish Hospitality P. Ltd., Mumbai wins Prix d' Elite at ESE-2010

M/s. Dish Hospitality P. Ltd., Mumbai a registered exporter with MPEDA, has won the prestigious special Prix d' Elite award for convenience product for their 'Prawn Lollypop' during the European Seafood Exposition organized from 27<sup>th</sup> to 29<sup>th</sup> April 2010 at Brussels. This was the 10<sup>th</sup> year of Prix d' Elite competition wherein seafood manufacturers from 14 different countries compete for the coveted award. There were 44 products which were adjudged finalists for seven categories of award. The winners were announced on 27<sup>th</sup> April 2010 during a reception and awards ceremony in Auditorium 2000 of exhibition grounds.

M/s. Dish Hospitality P. Ltd., Mumbai is the first Indian and second Asian company to win the Prix d' Elite award, after M/s. Vinh Hoan Corp., Viet Nam for their product 'Seafood Harmony' during 2009 in the category for Health & Nutrition.

'Prawn Lollypop', the savory appetizer features pawns marinated in a North Indian Achari spice blend and coated with crisp rice flakes. The eating experience is enhanced by the sugar cane lolly stick, which adds a delicious juicy finish. This achievement is laudable and will motivate other seafood manufacturers of the country to come up similar product innovations.

