

## Saveur Food Group Acquires Herb's Seafood

LAKEWOOD, NJ (April 10) — Cuisine Innovations, LLC, a subsidiary of Saveur Food Group, LLC, here, has acquired the business of Herb's Seafood, Inc., according to the parent company.

Terms of the deal were not disclosed.

Based in Mt. Holly, NJ, Herb's is a value-added frozen seafood manufacturer founded in 1965. Housed in a multi-million dollar facility with state-of-the-art food processing and freezing equipment, it is one of the leading producers of frozen crab cake, as well as frozen seafood appetizers and entrees.

The company distributes its products under the Kaptain's Ketch brand nationwide through foodservice, retail and club stores. Nash Cohen, founder and president of Herb's will remain involved with the business as president of the new entity. Cohen said in a statement: "I am delighted to join forces with Saveur Food Group in its aggressive growth plan. I have chosen to align myself with them because they bring the resources needed to accelerate our growth and take the company to the next level."

Paul Bensabat, one of the founders of Saveur, told ID Access that the acquisition will not affect its distribution model. "Kaptain's Ketch has a very solid and excellent distribution. We do intend to retain all our distributors the way they are now, however we want to grow geographically into new areas and new distributors as well. The main focus will be on introducing several new premium items and expand the company's distribution," Bensabat said.

Herb's will change its name to New Wave Cuisine, LLC. Gary Bensley, ceo of Cuisine Innovations, said its objective will be to become an innovator in value-added prepared seafood and fish products.

"We also want to expand distribution to new regions, while still maintaining the company's strong focus on customer service," declared Neil Cohen, president of Cuisine Innovations.

Neil Cohen and Bensley will have senior management responsibilities in New Wave Cuisine with Nash Cohen.