



RED BOAT FISH SAUCE



TET GREETING AND PRESS RELEASE

Chúc mừng năm mới. Cung hỉ phát tài.
At Red Boat, we wish you a happy new year filled with health,
wealth and prosperity.

To celebrate Tết Vietnamese style, we invite you to “ăn Tết” with
new Red Boat premium fish sauce. Enjoy a traditional banh
tet--sticky rice and mung bean or pork fat wrapped in banana
leaf--with a delicious Red Boat sweet and sour ginger fish sauce.
Not your taste? Use a dash of Red Boat in all things Asian, Caesar
salad, Bloody Marys, pasta, soups, and curries.



RED BOAT ARTISANAL FISH SAUCE SAILS IN FOR TET

New York, New York (February 3, 2011)

In Vietnam, during Tết, people flood the markets, cook for days, gather family
and friends, ready the children, renew resolutions and become obsessed with
luck. Sweeping is forbidden. We all need a little Tết in our lives.

With great pleasure we introduce Red Boat Fish Sauce just in time for Tết. The
secret ingredient in SE Asian cooking, this savory, sweet, and umami-laden
fish sauce gives dishes a unique, rich and satisfying flavor.

What makes Red Boat different from any other fish sauce you've ever tasted?
This amber elixir is hand made with only two ingredients, fresh black ancho-
vies and sea salt.

Hailing from the crystal clear waters off the Phu Quoc Island archipelago, Red
Boat Fish Sauce is all-natural, first press, “extra virgin” Vietnamese fish sauce.
It does not contain added water, preservatives, or MSG. Made using traditional
chemical-free fermentation methods, Red Boat is for chefs and foodies who
demand the highest quality ingredients. That's why no other fish sauce has
higher natural protein levels than Red Boat 40°N. This high protein content
gives Red Boat its unique character and a richer, cleaner and more distinctive
savory taste.

Master Vietnamese Chef Michael Bao Huynh of Baquette, Baorrito and
Barbao in New York finds Red Boat an essential part of his kitchens:

"This fish sauce is amazing... never had fish sauce this good before... it's great
to cook with or eat it straight out of the bottle..."

**Try new Red Boat for Tết and please send us your feedback. From
my Vietnamese family to yours, a happy lunar new year.
Chúc mừng năm mới. Cung hỉ phát tài.**

- Cuong Pham, Owner Red Boat Fish Sauce.

ABOUT RED BOAT FISH SAUCE

Red Boat is an all-natural, first press, “extra virgin” Vietnamese fish sauce
produced in Phu Quoc, Vietnam. It does not contain added water, preserva-
tives or MSG. Made from a two hundred year-old, chemical free, artisanal
process, Red Boat uses only the freshest cá com (black anchovy), salted
minutes after leaving the sea then slow aged for over a year in traditional
wooden barrels.

RED BOAT IS AVAILABLE AT SPECIALTY FOOD MARKETS AND ONLINE AT AMAZON.COM.
FOR FURTHER INFORMATION AND RECIPES, VISIT: WWW.REDBOATFISHSAUCE.COM