



Warm Water Prawn Guide

Prawn is a common name, used particularly within the UK, Ireland and Commonwealth nations for large swimming crustaceans or shrimp.

In the UK, “prawn” is used more commonly on menus than shrimp, whilst the opposite is the case for the United States. Despite this, the terms can be used interchangeably. The term “king prawn” loosely describes any large shrimp.

SPECIES – There are 3 main species in the UK which are *Panaeus Monodon* (Black Tiger), *Litopenaeus Vannamei* (Vannamei or White King Prawn) and *Macrobrachium Rosenbergii* (Freshwater King Prawn. Currently, all Bidfood Warm Water Prawn (WWP) SKUs are produced from the Vannamei Prawn, which since 2004 has become the most widely cultivated species globally. This is helped by the level of harvesting which occurs 3 times per year between February and November.

ORIGIN – The vast majority of WWP are sourced from countries of Asian origin with the UK’s largest trading partners within this category being India and Vietnam. Alone, these two countries account for 38.6% of all prawn and shrimp imports into the UK (Seafood 2017 data). Currently, all Bidfood WWP SKUs are produced from raw material that is sourced from these two countries.

FORMATS – WWP products are currently available from Bidfood in a variety of different formats:

- Raw and Whole (SKU 239)
- Raw and Peeled (SKUs 27207, 27423, 1628 and 3572)
- Cooked and Peeled (SKU 61519)
- Value Added (SKUs 61509, 61510, 61511 and 61513)



COUNTS / TERMINOLOGY – each WWP product will be graded based on the number of prawns per unit of measurement (e.g. 16-20) which can vary depending on the format, as summarised below:

- Whole Prawn – per KG (SKU 239)
- Peeled Prawn – per LB (SKUs 27207, 27423, 61519, 1628 and 3572)
- IQF = Individually Quick Frozen (SKUs 27207, 27423, 61519, 1628 and 3572)
- Semi IQF (SKU 239)

As an example, SKU 27207 would be an IQF 16-20 per lb (frozen count) as it is peeled.



GLAZE – This term refers to the amount of water as ice, expressed as a % which has been added to protect the product from “freezer burn”. This process is common with IQF products to protect them during extended periods of cold storage where the effect of freezing conditions can have a profound effect on product quality.

The ice glazing process can also be utilised more excessively as a means to reduce the unit cost if the glaze is uncompensated e.g. a 1kg gross weight product that has a net de-glazed weight of 700gm would be considered uncompensated. By increasing the glaze ratio of the finished product, you are equally reducing the net contents which in turn will reduce the cost of your unit. Whilst this might sound like an advantage, it is in reality a disadvantage given that the process costs money to operate – your net portion cost is in fact cheaper if you were to have a lower glaze %!

ACCREDITATION – The most common accreditation associated with WWP is “Best Aquaculture Practices” (BAP) which is applicable to farm raised shrimp (aquaculture). There are various levels of BAP which are awarded based on the ethical standards assessed at various points from farming to final production. Currently, all Bidfood WWP SKUs will carry some level of BAP.



WHY WARM WATER PRAWNS? – WWP are highly versatile, both in nature and as a food ingredient, whilst being very easy to work with. They can be utilised and presented in a variety of different ways when it comes to menu application affording endless potential for innovation from flavour profiles to presentation as part of the new product development (NPD) process. Prawns and shrimp are often found trending and as a result of this, have the highest penetration rate with 61% of foodservice outlets serving some form of prawn or shrimp. They also have the highest dish prices and continue to see gains in menu share.

WWP tend to appeal to the younger, more contemporary and affluent consumer who are much more used to cooking with modern and ethnic flavoured dishes. This is a key driver of the continued growth of WWP consumption within the UK with an import value of £357m (42 tonnes) in 2017 which was up 25.1% in value terms and 11.2% in volume terms on the year previous. Visible growth of WWP from the retail sector continues to be seen, largely driven by the “natural” WWP format which experienced a 5.2% growth in value sales between January 2018 and January 2019.



TARGET AUDIENCE – WWP are typically supplied into quick service restaurants, full service restaurants, pubs, travel & leisure and workplace/college/universities. Over 80% is channelled into the first three.

WHY PURCHASE WWP FROM BIDFOOD? – New and existing customers will be able to benefit from the consistency of supply and branding which ensures high quality and ethical standards in conjunction with good value for money when it comes to product sourcing.