

CLEVEDON COAST®
Fresh Natural

OYSTERS



NATURALLY GROWN ORGANIC OYSTERS

Premium Clevedon Coast Oysters®

have been grown in the clean, clear waters of New Zealand's Hauraki Gulf for over 21 years. We cultivate, harvest and process only the juiciest, ripest oysters from our two farming areas on the Clevedon Coast and Waiheke Island.

Our oysters are:

- Organically grown in USDA certified waters in the Hauraki Gulf.
- Processed in NZ Food Safety Authority audited premises approved for export to Japan, USA, EU and the rest of the world.

Growing waters are tested weekly for contamination and toxic algae blooms.

When landed, we carefully select oysters that meet or exceed export specifications before distributing them to locations at home in New Zealand and all over the world.

Our commitment at Clevedon Coast Oysters® to a completely natural oyster is a long term philosophy. We take great pride in being recognized as an international leader in the production of great natural oysters.



We have intensive staff training programmes in place, in conjunction with the NZ Seafood Industry Training Organisation, which is lifting the level of skill in our work place. Clevedon Coast Oysters® are actively involved in sponsorship and community participation in the Clevedon Ward of Manukau City.

In 2005 Clevedon Coast Oysters® was the first oyster production company in the world to obtain organic certification.

PRODUCT QUALITY & GRADING



During harvest Oysters are assigned a batch number indicating the farm area and harvest date. This number ensures accurate traceability of all product that leaves the factory.

The factory is located adjacent to the farm. Oysters are transferred directly from the barges to the cleaning and sorting area where a computer controlled machine grades them to size.

Quality control checks are made during processing to ensure packaged product meets high quality control standards.

Each oyster batch is tested for microbial contamination, and weekly growing waters are tested for any naturally occurring biotoxin.

Only Oysters in peak condition harvested during the colder months carry the Clevedon Coast Oysters® brand. During the summer months when oyster condition is variable, we change to our "Summer Harvest" brand. The oysters are fresh and tasty, but do not have the same condition as in the winter.

Oysters are graded before processing by a computer controlled sorter. Different sizes are processed separately.

Final checks are made during processing and packaging to ensure product meets specification. Product is weighed and labelled by batch to ensure traceability.



Standard

60mm-75mm

Premium

75mm-90mm

Large

90mm-105mm

Jumbo

105mm-115mm

PRODUCT PACKAGING



1: FROZEN HALF SHELL BOX

420mm x 325mm x 145mm

Oyster Size	Oysters per Box
Standard Size	12 1/2 Doz (150 pieces)
Large or Premium	10 Doz (120 pieces)



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2: CHILLED LIVE WHOLE SHELL

450mm x 375mm x 240mm

Oyster Size	Oysters per Box
Standard Size	12 1/2 Doz (150 pieces)
Large or Premium	10 Doz (120 pieces)



3

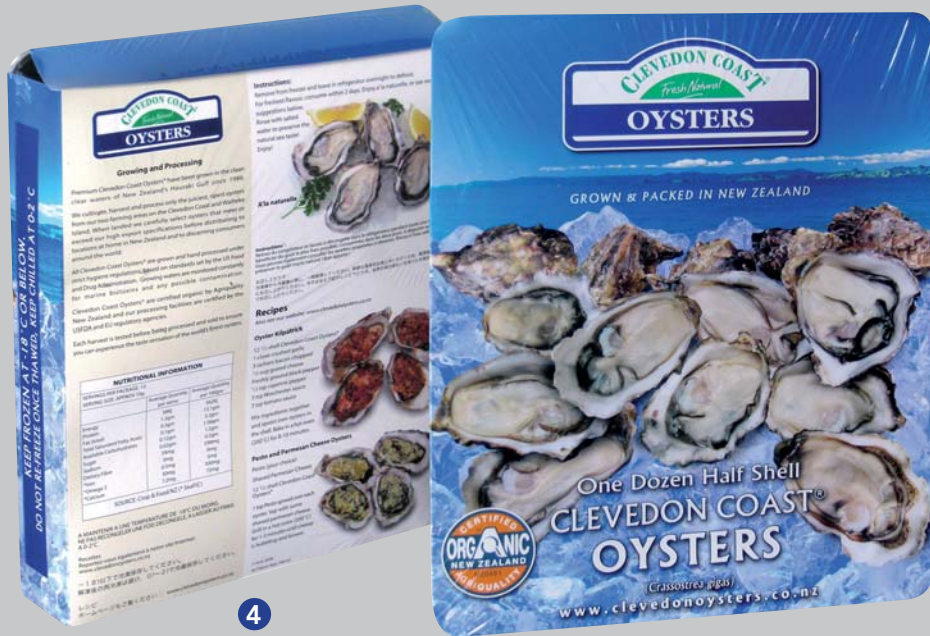
3: CHILLED FRESH HALF SHELL

450mm x 375mm x 210mm

Oyster Size	Oysters per Box
Standard Size	12 1/2 Doz (150 pieces)
Large or Premium	10 Doz (120 pieces)

Oyster Size	Oysters per Box
Standard Size	5 Doz (60 pieces)
Large or Premium	5 Doz (60 pieces)

PRODUCT PACKAGING - Retail



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4: RETAIL FROZEN HALF SHELL PACK

260mm x 210mm x 35mm

Oyster Size	Oysters per Box
Standard Size	1 Doz (12 pieces)



5

5: RETAIL FRESH HALF SHELL PACK

210mm x 150mm x 50mm

Oyster Size	Oysters per Box
Premium	1 Doz (12 pieces)



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6: POTS

100mm x 50mm

Oyster Size	Oysters per Pottle
Premium	1 Doz (12 pieces)

The bulk of Clevedon Coast Oysters® production is chilled half shell oysters for the New Zealand market. They are enjoyed au naturel or with toppings (see www.clevedonoysters.co.nz for recipes) in some of New Zealand's finest restaurants.

Frozen Oysters are produced primarily for export. Oysters are glazed and snap frozen at -40°C to ensure flavours are sealed in. The result when thawed is mouth watering oysters indistinguishable from fresh product.



Clevedon Coast Oysters® featured in opening of the Giant Rugby ball in London.



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www.clevedonoysters.co.nz