



FOR IMMEDIATE RELEASE

## **CONSUMERS BECOMING LOCO FOR “LOCOS” THE CHILEAN ABALONE**

**San Marcos, CA (January, 2013)** – Chilean abalone, which are known as “locos”, have quickly become the Gourmet Import Shop’s #1 seller. This shellfish has a fresh, meaty flavor and tender texture very similar to regular abalone, but can only be found off the coast of Chile. Once a very rare delicacy it has now become more prominent in the United States.

The Chilean locos are wild caught, hand-cleaned and packed within a day by Geomar, a company dedicated to producing the highest quality, sustainable marine products. Geomar also offers other seafood such as sea conch and razor clams, all which are ready-to-eat.



### **About M5 Corporation**

The Gourmet Import Shop is owned and operated by M5 Corporation, a family owned company founded in 2006. For over 6 years, they have sold Geomar’s line of seafood to restaurants and hotels nationwide.

M5 carefully selects each product making sure it is of the finest natural ingredients and produced using the highest quality standards. M5 is dedicated to supporting regional growers and families throughout the world.

### **Press Contact:**

Dave Chan | Phone 760.744.6665 | Fax 760.744.6065 | Email [dave@m5corporation.com](mailto:dave@m5corporation.com)  
M5 Corporation | 1619 South Rancho Santa Fe Rd, Suite C | San Marcos, CA 92078

###