

PRESS RELEASE

FOR IMMEDIATE RELEASE

Heartland Catfish Introduces Hand-Breaded Style Fillets New product line debuts at Seafood Expo North America

Itta Bena, Miss. (March 12, 2025) – [Heartland Catfish Company](#) launches its newest product line, Hand-Breaded Style Fillets. These U.S. Farm-Raised Catfish fillets are available in both 3-5oz and portion sizes. Each fillet is breaded in Heartland’s special recipe, southern cornmeal breading, with select spices for an authentic southern fried catfish. Fillets transition directly from freezer to fryer and require a 7-to-8-minute cook time at 350°F.

The [Hand-Breaded Style 3-5oz Fillets](#) provide a smaller portion of meat that cooks quickly and makes controlling portion size easy. The [Hand-Breaded Style Portion Fillets](#) are cut to fit a standard bun and are great for baskets and other menu items. Both products are ideal for restaurants, concessions, food trucks, convenience stores and quick service applications.

Products offer food service providers a quality protein that keeps food costs low and reduces waste with no shrinkage. Zero prep time adds a level of convenience while minimizing food safety issues as a frozen, breaded option. Each fillet is Individually Quick Frozen (IQF) to preserve freshness and ensure the superior quality of Heartland Catfish year-round.

“This product was tested at a trade show and the feedback of the hand-breading style was so positive we collaborated with production to develop a complete product line,” said Jonathan Mills, VP of Sales & Marketing at Heartland Catfish Company. “Our team is eager to showcase our status as an industry leader with new products that are innovative, taste great and meet the needs of our food service customers.”

Heartland Catfish Company will be showcasing this new Hand-Breaded Style Fillets product line at Seafood Expo North America in Boston, March 16-18, booth #1712. Show attendees can enjoy a taste test of these new Hand-Breaded Style Fillets.

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About Heartland Catfish

Founded in 1996, Heartland Catfish Company has grown into the country’s largest U.S. Farm-Raised Catfish producer and processor and is located in Itta Bena, Miss. Owned by the Tackett Family of Tackett Fish Farms, Heartland Catfish Company is the largest single producer of farm-raised catfish in the United States and sells fresh and frozen catfish products to retailers and food service customers around the country. Follow Heartland Catfish Company on [Facebook](#), [LinkedIn](#), [Instagram](#) and X or visit heartlandcatfish.com to learn more.

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