

## Blast freezing marine 'gold'

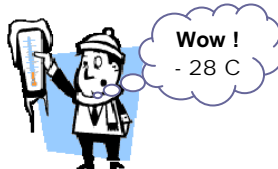
Streaky Bay abalone is destined for the highly lucrative Asian shellfish markets – China preferring the greenlip species with the blacklip cousins destined for Japan. Both markets demand the highest product quality for these delicacies.

Harvested in the pristine cool waters of the Great Australian Bight, the abalone must arrive in perfect condition and presentation for these discerning customers.

Williams Refrigeration Australia was able to provide the solution to these challenges with a WMBF 200 from the new range of dedicated modular Blast Freezers.

**"With more than \$20,000 worth of 'sea steaks' in a load, it is imperative that we are guaranteed 100 percent performance every time"**

The Williams WMBF blast freezer was set up with an extra low temperature shock freeze mode. The abalone is deep frozen enabling it to then be handled and packed at higher temperatures without the delicate abalone lips thawing and risking damage and product loss.



The extra low temperature also hardens a very thin water glaze that is applied to the product which further helps to retain product quality and presentation.

Collecting abalone from the sea is a seasonal task and disrupted by storms and other factors. This leads to sharp peaks in processing demand when conditions are right meaning that loads have to be frozen in as short a time as possible.



For further information on Williams extensive range of reach in and roll in Blast Chillers and Freezers, contact our Australian head office on 1800 338 148 or visit our web site at [www.williamsref.com.au](http://www.williamsref.com.au)



The advanced **AirSmart** technology incorporated in the latest Williams WMBF roll in blast freezers were able to provide the shortest freezing times possible ensuring that peaks in production demand were met.

**"Being miles out in the desert on the great Nullabour plain, reliability was a key factor in choosing Williams"**

And when the abalone are out of season....?  
The Williams 'simple as 123' controller enables them to run different blast freezing programs for freshly caught ocean fish and other seafood products.

For more information on Streaky Bay seafood products visit [www.streakybayseafood.com.au](http://www.streakybayseafood.com.au)