

Handy is giving up something important for Lent 2024



The Lenten season is the time for increased seafood sales, especially for those distributor customers that advertise and promote the best products from HANDY, America's oldest seafood processor.

Handy is offering special billback allowances on our best-selling items to those distributors who advertise and promote Handy's quality seafood products. Simply advertise Handy products on your traditional printed or digital market flyer during the Lenten Seafood Season. Send in the flyer with proof of performance and Handy will pay you per-case billback allowances based on sales of the following items:

• All Grades of Handy Brand Pasteurized Crabmeat	\$\$.60/case
• All Handy & Crab House Brand Crab Cakes	\$1.00/case
• Handy Brand Soft Shell Crabs	\$1.00/case
• Handy Brand Breaded Soft Shell Crabs	\$1.00/case
• Handy Brand Crispy Shrimp Wraps	\$1.00/case
• Handy Brand Agedama Crispy Tempura Shrimp	\$1.00/case
• Handy Brand Coconut Shrimp	\$1.00/case
• Handy Brand Wasabi Seafood Dip Bites	\$1.00/case
• Handy 1/2 Shell Oysters	\$1.00/case

The allowances are valid on sales from distributor flyers distributed from January 15, 2024 through March 30, 2024. Send your proof of performance by May 30, 2024 with a copy of the flyer and the number of cases sold to: Handy Seafood Inc., 700 East Main St., Salisbury, MD 21804 or fax 410-912-0097 or email sales@handyseafood.com.