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News Release

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Authentic Gulf Seafood & Coast Restaurants Celebrated on New Mississippi Gulf Seafood Trail

Biloxi, Miss., June 20, 2014 – The Mississippi Hospitality and Restaurant Association (MHRA) has announced the creation of the Mississippi Gulf Seafood Trail to promote Coast restaurants that serve wild-caught shrimp, crab, oysters and finfish dishes on their menus.

The Mississippi Gulf Seafood Trail is the next phase of MHRA's restaurant marketing effort, building on the success of the "Every Shrimp Has A Tale" campaign in 2013. MHRA has been working on this new dining attraction in conjunction with Mississippi tourism and seafood organizations. Over 40 restaurants from Waveland to Pascagoula have signed up to be inaugural members of the Mississippi Gulf Seafood Trail.

"The Mississippi Gulf Seafood Trail is a celebration of incredible bounty of the Gulf of Mexico. It will provide consumers with the opportunity to connect with restaurants that will be serving the highest quality seafood direct from the Gulf of Mexico," said MHRA Executive Director Mike Cashion.

The Mississippi Gulf Seafood Trail will be promoted during a special today 8-week "Summer of Seafood" campaign running from June 21 to August 15 2014. The campaign will feature daily menu specials, online contests and other incentives to encourage residents and visitors to visit as many of the participating restaurants as possible on the Mississippi Gulf Seafood Trail this summer. Visitors to the campaign's website (www.mississippiseafoodtrail.com) will be able to search restaurants by the type of Gulf seafood they are interested in eating and also by city.

For more information on the Mississippi Gulf Seafood Trail and list of participating restaurants, please visit www.mississippiseafoodtrail.com and the campaign's Facebook page (www.facebook.com/mississippigulfseafoodtrail).

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The Mississippi Hospitality & Restaurant Association's mission is to unify, foster, promote and protect the hospitality and food service industries. The trade association provides restaurant owners and operators with insights from and collaboration with other food industry professionals and provides restaurant and hospitality service providers with a platform to easily reach industry decision makers in Mississippi.



Mississippi Gulf

SEAFOOD

Trail

SUMMER *of* SEAFOOD 2014

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