

# **Different Processing Styles of Prawn**

## **a) Stretched shrimp (nobashi)**

- Increasing the length of peeled and deveined shrimp and minimizing its curling by making parallel cuttings at the bottom.
- Applying pressure using simple mechanical devices is a new technology adopted by the seafood processing industry in recent years.
- Increasing the length by about 1-2 cm depending on the size of the shrimp is possible by this method.
- The stretched shrimp will have better appearance compared to conventional PD shrimp and it also fetches higher unit price.
- The stretched shrimp, because of its increased surface area, will have more pick up of coating during battering and breading and also a good appearance.



Fig: **Stretched shrimp (nobashi)**

### **b) Barbecue**

- Shrimp is washed in chilled water containing 5 ppm chlorine, beheaded, deveined, peeled and again washed in chilled water.
- Bamboo stick is then pierced into the meat from head portion to tail. It is then packed in thermoformed trays under vacuum and frozen at  $-40^{\circ}\text{C}$ .



Fig: Prawn **Barbecue**

### c) **Sushi(Cooked butterfly shrimp)**

- Shrimp is washed in chilled water containing 5 ppm chlorine, beheaded, deveined and again washed in chilled water.
- Bamboo stick is then pierced between the shell and the meat from head portion to tail and then cooked in 1% brine for 2 minutes at 100°C.
- The cooked shrimp is then cooled in chilled water, bamboo stick removed and then peeled completely, including the tail fans.
- The ventral side is then gently cut down length wise completely using a sharp scalpel.

- The cut surface is then gently opened up to form the butterfly shape, packed in thermoformed trays under vacuum and frozen at -40°C.



**Fig: Sushi(Cooked butterfly shrimp)**

#### **d) Skewered shrimp**

- The process is similar to that of barbecue, but piercing of shrimp is carried out in such a way that 4-5 shrimps are arranged in a skewer in an inverted "U" shape.
- It is then packed in thermoformed trays under vacuum and frozen at -40°C.



Fig: Skewered shrimp

### Conclusion

- Marketing of value added products is completely different from the traditional seafood trade. It is dynamic, sensitive, complex and very expensive.
- Marketing surveys, packaging and advertising are a few of the very important areas, which ultimately determine the successful movement of the new product.
- Appearance, packaging and display are all important factors leading to successful marketing of any new value added product.
- The retail pack must be clean, crisp and clear and make the contents appear attractive to the consume.

