



Cannon Fish Company

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Cannon Fish Company Announces New National Sales Team Member

Maurice Mason joins growing team of experienced sales staff.

Kent, Washington – An expert in seafood marketing, from product launch to brand management, has joined the Cannon Fish Company’s growing powerhouse team of experienced sales staff. Maurice Mason will be the national sales representative, assuming national retail, branded sales and new product expansion responsibilities for the national seafood supplier.

Mason’s background includes brokerage experience with Anderson Daymon Worldwide and NAI’A Natural Products in Seattle. At Trident Seafoods, Mason was the Costco marketing manager, harnessing Trident’s resources to bring new products to market, establishing Trident Seafoods as a global food company within Costco Wholesale. Recently, Mason developed products and markets for national chains and club stores as Ocean Beauty Seafoods’ business development manager.

“I’m honored to have the opportunity to utilize my experience and skill set in private label and branded-product development, brand management and sales to support economic development in Western Alaska,” said Mason. As a subsidiary of the Aleutian Pribilof Island Community Development Association (APICDA), “Cannon’s core values as a socially-responsible and proactive steward of the ocean must contribute to the sustainability of our communities, and I look forward to continuing Cannon’s success in this effort.”

“We are enthused about the talents and experience that Maurice will bring to the Cannon Fish Company team as we grow and develop our brand and markets,” said Bob O’Bryant, Cannon Fish Company’s president. “The timing is perfect for Maurice to join the team as we move forward into our future product and market plans.”

APICDA is a non-profit dedicated to sustaining the communities and cultures of rural Alaska villages in the Aleutian-Pribilof region. APICDA is one of six western Alaska CDQ organizations; the program allocates a percentage of all Bering Sea and Aleutian Islands quotas for groundfish, halibut and crab. The CDQ program was established to provide economically disadvantaged coastal communities the opportunity to generate capital to develop stable local economies based upon the fishing industry. APICDA and its subsidiary companies generate proceeds through the management of the quotas to achieve its charitable purpose of supporting the villages of Akutan, Atka, False Pass, Nelson Lagoon, Nikolski and St. George.

Cannon Fish Company is a value-added seafood processing and marketing company that caters to a nationwide network of retailers, restaurants, specialty grocers and institutions acquired by APICDA in August 2013.

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