



# WESTERN ROCK LOBSTER

**WILD CAUGHT WESTERN ROCK  
LOBSTER FROM THE PRISTINE  
ABROLHOS ISLANDS**



## **SINCE 1950**

Starting out in 1950 by a group of rock lobster fishers with a desire to improve the status quo. This unwavering focus on quality and product development has continued for over 70 years.

## **WILD CAUGHT LIKE NO OTHER**

Caught wild every day of the year from the clean and abundant waters of Western Australia, each Western Australian lobster is selected by hand for its quality and vitality.

## **TRULY BOAT TO PLATE**

From a small group of fishers, we've grown to be the largest rock lobster processor in the world. Our unique organisational structure gives us complete product quality control through the supply chain, from the boat to the other side of the globe.

## **YEAR ROUND SUPPLY**

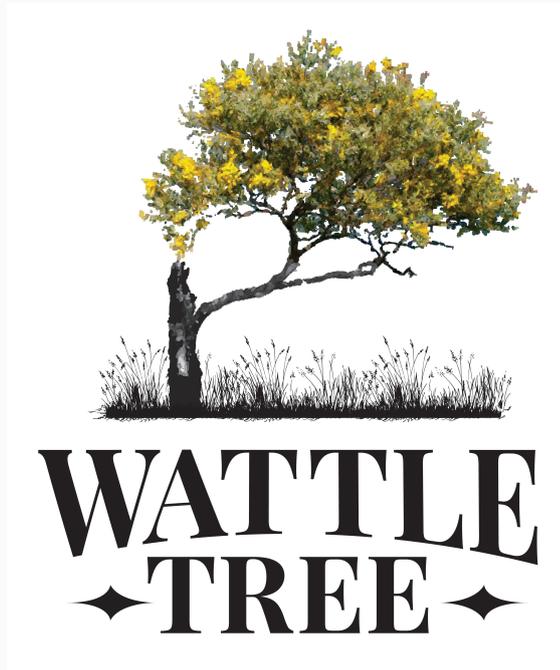
We're optimised to meet the requirements of our clients. With scale and processes to support year round supply to multiple markets.

## **PURSUIT OF EXCELLENCE**

A dedication to product development, quality control and continuous improvement. Our values are integral to who we are as our products.



# **WATTLE TREE WESTERN ROCK LOBSTER**



The Co-operative is 100 per cent owned by fishermen supplying the Co-operative and is operated for the benefit of members and the communities in which they operate. FEI

specialises in the processing and exporting of Western Rock Lobster under the Wattle Tree brand name.

**A UNIQUE  
COMPANY**



# A UNIQUE PRODUCT

A spiny lobster species with no claws, the Western rock lobster holds most of its meat in the tail. The average meat yield is approximately 40%, higher than many clawed lobster species.

High in omega-3 and protein, the Western rock lobster taste profile is light, sweet; it is the ideal texture for sashimi and compliments many cuisines.

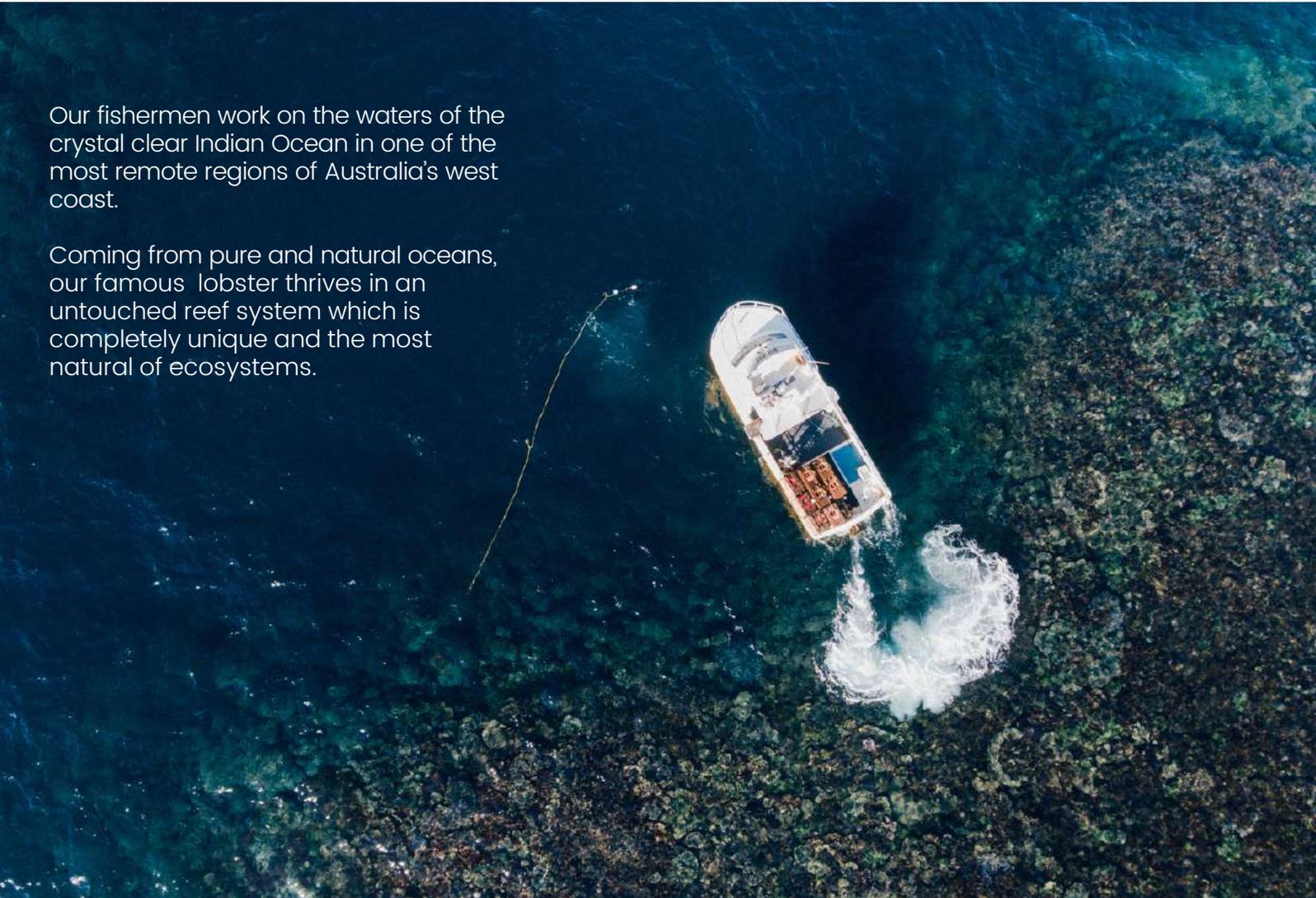
An industry-leading sustainability model means the quota of Western Rock Lobster is carefully managed for sustainability and transparency. There is no "race to fish", as our fishers focus on quality, not quantity.

The Western Rock lobster fishery was the first commercial fishery independently certified as sustainable by the Marine Stewardship Council.



Our fishermen work on the waters of the crystal clear Indian Ocean in one of the most remote regions of Australia's west coast.

Coming from pure and natural oceans, our famous lobster thrives in an untouched reef system which is completely unique and the most natural of ecosystems.



# PRODUCT RANGE





# LIVE

Caught fresh from the crystal clear waters off the coast of Western Australia, each Brolos lobster is selected by hand for quality and vitality.

Wattle Tree live rock lobsters can be ordered in a variety of sizes and packaging configurations.

# SPECIFICATIONS

SIZE GRADE	WEIGHT
AA size	<420 gm
A size	421-490 gm
B size	491-610 gm
C size	611-740gm
D size	741-850gm
E size	851-970gm
F size	971-1220gm
G size	1221-1800gm
H size	>1800gm



# FROZEN

Wattle Tree frozen and chilled lobster is renowned for retaining their freshness; all the quality of live lobster, with the convenience of a prepared product.

Our processing techniques capture in time that last moment of freshness and vitality of the lobster.

## PROCESSED PRODUCT RANGE



Whole raw frozen lobster



Whole cooked frozen lobster



Raw frozen lobster tails



Raw frozen lobster heads





## PROCESSED PRODUCT RANGE

### FROZEN PRODUCT RANGE

With production used-by dates up to 30 months and convenient product packaging configurations, the Wattle Tree rock lobster processed product range is ready for the commercial foodservice industry.

### BESPOKE PRODUCTION

We work with customers seeking a customised solution for their frozen lobster product needs. Whether it's a specific production technique or a unique packaging solution, your account manager will work with you to achieve a bespoke result.



Frozen cooked half split



Frozen raw half split



Cooked and chilled whole lobster



## OPTIMISED SUPPLY CHAIN

The staging process for live product culminates at our purpose-built 80-tonne live storage facility strategically located next to Perth international airport. Covering more than 4000m<sup>2</sup>, this facility is the world's largest rock lobster export facility, capable of holding up to 80 tonnes of live lobster.

The lobster is held in a climate-controlled, computer monitored aquaculture system, in more than 1,200 tonnes of refrigerated seawater.

After final quality checks, lobster is prepared for export and then direct-loading into aircraft containers ready to be transported worldwide; every step in the supply chain has been optimised to minimise transport time and improve arrival results.

## PROVEN QUALITY

We have a quality assurance and research team dedicated to monitoring and analysing the quality of our product.

The team work alongside our supply chain partners such as airlines and customers to ensure that all of our live lobster shipments arrive as fresh as the moment it was caught.



Speak to our business  
development team today.

**+61 0474504818**

[info@feiptyltd.com](mailto:info@feiptyltd.com)

