



POSEIDON

WHY INVEST IN A POSEIDON TANK?

The following is a list of just a few of the reasons why you should own a Poseidon tank.

DISPLAYING FRESHNESS

A well-placed Poseidon tank surrounded by marine or seafood themed decorations and displays is a most attractive feature for any restaurant or supermarket. The modern discriminating customer may hesitate to buy any kind of seafood if they are uncertain as to its freshness. A display of live lobsters, or other seafood such as fish, crabs, and shellfish creates great confidence as to the freshness of the seafood as well as an impulsive desire for it.

STORAGE

It is very difficult to predict the consumption and sales rates of seafood. Most restaurants and stores order only what they can certainly sell within one or two days. Poseidon tanks are an economically sound alternative. Poseidon tanks allow you to order supplies for the whole week and be prepared for any eventuality with no risk of ever being over or under supplied. This applies even more to out-of-town businesses, where regular delivery is not always available.

WEIGHT GAIN

During transportation, lobsters spend a minimum of one or two days out of water. As a result, lobsters lose weight, weaken or even die. In a Poseidon tank, even very weak lobsters are revived, regaining up to 15% of their weight.

INCREASED SALES

It has been proven that seafood sales more than double when there is a display of live seafood. For most businesses, an investment in seafood tanks is returned within a year. Live seafood display tanks are becoming the norm more and more, not only in restaurants and supermarkets specializing in seafood, but in steakhouses, ethnic restaurants, other themed restaurants, hotels, etc. Simply put, live seafood will attract more customers, increasing your sales.

ECONOMY

Live seafood kept in a refrigerator will die in two, maximum three days. Afterwards, it becomes necessary to boil and deep-freeze the seafood. This causes a loss of moisture, flavor, weight and customer satisfaction resulting, ultimately, in lost sales. When you place seafood in a tank, you keep it alive, preserving its moisture, flavor and weight, keeping your customers satisfied and coming back for more.

Before deciding on the kind of tank, be sure to compare the features and performance of the various tanks. There is often a considerable difference between the water-to-lobster ratio and the indicated capacity for lobsters that manufacturers claim for their tanks. There are also vast differences in the quality and performance of filtrations systems. These two aspects alone can cause major variations in tank performance. Also, the time interval between water changes can range from one or two weeks to six months, affecting the amount of labor needed to maintain your tank.

**Poseidon tanks are the most advanced and reliable tanks,
Guaranteeing quality seafood.**

Manufactured by:



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