

Maison BeauSoleil

Simply Unique



profile

la Maison BeauSoleil

La Maison Beausoleil Inc. is a Canadian business that has been established in New Brunswick since 1999. BeauSoleil oysters are produced all along the Atlantic coast to the northern limit of the species' natural habitat.

La Maison BeauSoleil is aware of the importance of the health of the coastal ecosystem in relation to the profitability and quality of our product. This is why – in partnership with our producers – we are always seeking to work as much as possible in harmony with our environment. To do this, we only cultivate our oysters in ideal growing conditions and follow the code of practice of the Professional Shellfish Growers Association of New Brunswick.

The “La Maison BeauSoleil” designation is reminiscent of the producers of fine French wines who envelop their products with care in order to bring out the most desirable and refined flavours. It’s this same philosophy of distinction that drives our work – and also that of our partners. We can therefore offer our clients a premium-quality product throughout the year... a product of which we can be proud.

BeauSoleil knows that the farming of such an in-demand product as the oyster relies on an environment that is healthy, clean and conducive to growth. Our grow-out sites meet these conditions and we want to keep them that way.



technique

farming our oysters

Our oysters are cultivated a few centimetres below water level in floating bags. The movement of the oysters due to waves and daily tides – combined with a tight control over the density of the oysters in the bags – promotes the better shape of the BeauSoleil oyster, while at the same time producing a shell that is strong and clean. At maturity, the BeauSoleil oyster provides a better meat yield and an exquisite taste.

The production cycle begins by collecting spat (small oysters) in the sea. The oysters are then



transferred to our grow-out sites where they will be maintained near the surface of the water throughout the summer. For the winter, they will be transferred to deeper waters. This is why the BeauSoleil oyster is a completely natural product. By maintaining a tight control on our grow-out methods, we end up with a high-quality, refined product.



Canada

Toronto

USA

Montreal

Boston

Maison BeauSoleil

NB

quality

refined oysters

The efficiency of the grow-out technique developed by La Maison BeauSoleil is due to the fact that the oyster is maintained at an optimal depth in order to benefit from excellent sources of nutrition and oxygen. Water movement at the surface also allows for a natural cleaning of the oyster, leading to a product that is very clean and easy to handle.

Quality-control efforts for BeauSoleil oysters also extend to the processing plant. Upon delivery to the plant, our oysters

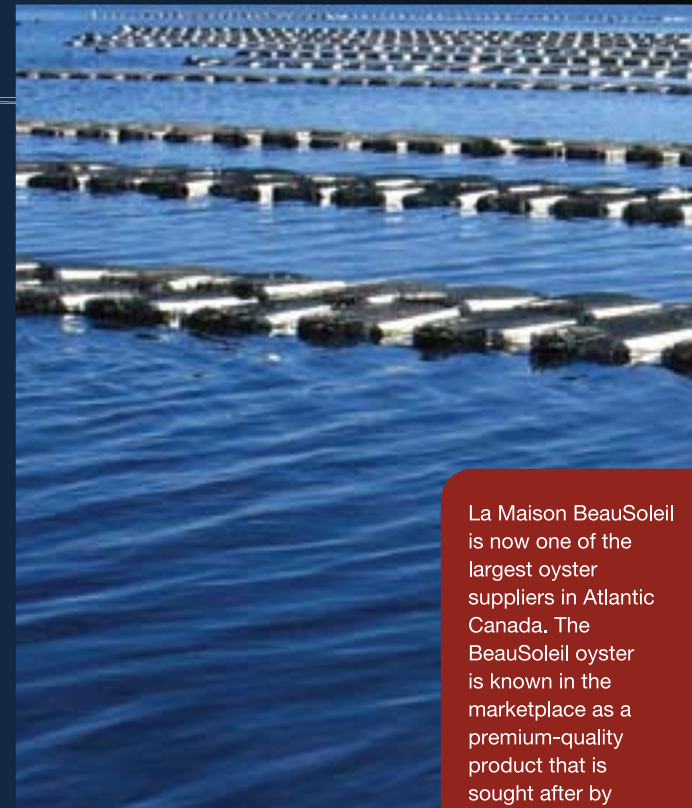
are calibrated and then proceed to visual sorting in order to ensure uniformity upon packaging. All stages of production follow a certified quality management program (HACCP – Hazard Analysis Critical Control Points) in order to ensure that a quality product reaches the consumer. Quality control standards at grow-out sites are very strict in Canada. Several government and private agencies inspect our grow-out sites, oysters and our procedures for processing and transportation.

storage

conserving the oyster

We package our oysters one at a time, deep valve down, in order to minimize the loss of moisture and to ensure the highest possible quality. Thus, when it leaves our facilities, the BeauSoleil oyster is at its best. In order for consumers to fully appreciate the flavour, we recommend eating the oysters within two weeks of packing.

Like all other shellfish, the oyster is a living thing that needs to be maintained in conditions that avoid any loss of quality. They should be allowed to breathe in their wrapping, bags or plastic wrap and kept in a cold area (between 0 to 4°C or 32 to 39° F). The refrigerator is an ideal place as long as the oysters are covered by a damp paper towel.



Maison BeauSoleil

Négociant en huîtres produites en suspension
Suspension-grown oyster producer

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La Maison BeauSoleil is now one of the largest oyster suppliers in Atlantic Canada. The BeauSoleil oyster is known in the marketplace as a premium-quality product that is sought after by connoisseurs.

La Maison BeauSoleil adheres to the strictest of quality control measures. It is this dedication and our ongoing quality research that find their way on to the plates of BeauSoleil oyster customers.

