



150 North State St
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FOR IMMEDIATE RELEASE

Broulim's Welcomes Edgar Hansen, Deck Boss of The Northwestern from Discovery Channel's The Deadliest Catch, During Seafood Sale

Rigby, ID (Sept. 22, 2011) – Broulim's Wild Alaska Seafood Sale offers great values on seafood and a great opportunity to meet Edgar Hansen, deck boss of The Northwestern from The Deadliest Catch on the Discovery Channel.

Hansen will only be at the Rigby location at 150 North State Street between 9 a.m. and 4 p.m. on Saturday, Sept. 24. The seafood sale will also occur at the Broulim's location in Rigby with prices effective from Sept. 21 to Sept. 27.

A large selection of king crab legs, snow crab, sockeye salmon fillets, Coho salmon and Halibut will be available. Chef Hai, from Pacific Seafood, will be providing seafood cooking demonstrations and other in-store experts will be on hand to provide cooking tips and helpful recipe ideas.

The store's meat department will be hosting a crab cake eating contest and other store departments will also have hot deals on a variety of delicious items. Plus, shoppers will be able to pick up case lot order forms for the sale arriving the following week.

"We are very excited about this event and are anxious to welcome Edgar to our community," said storeowner Dick Broulim. "We encourage all of our friends and neighbors to visit the store and stock up on the best seafood around."

For additional quotes, facts or interviews, please contact Mike Smith at 208-390-2274.

Broulim's has been serving Southeastern Idaho families for almost 90 years. With a commitment to fresh foods and exceptional service – Broulim's wants to be your first choice when it comes to feeding your family. With more than 600 well-trained associates, we are confident that you will have an exceptional experience when shopping with us.

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