



MRS. PAUL'S FISH FILLETS COME DRESSED FOR DINNER. NOT WINTER.



Some fish fillets taste so heavily coated, you'd think they were dressed for winter. But not Mrs. Paul's fish fillets.

Mrs. Paul's Crunchy Light Batter is crisp, golden and delicious. Unlike most other brands, it doesn't taste doughy or greasy. It's made with natural ingredients. And it's not too thick.

So our batter doesn't disguise the fillets inside. One crisp crunch and you're enjoying the just-caught flavor of our mild and flaky fish. Only Mrs. Paul's fish fillets are frozen right at sea. Before the freshness gets away.

To get a fish fillet any milder or lighter tasting than Mrs. Paul's you'd have to start by traveling up north to catch the fish yourself.

Now that's something you need a heavy coat for.



Mrs. Paul's You can taste the care.