



BROLOS

AUSTRALIAN LOBSTER

AUSTRALIA | WILD & SUSTAINABLE | CAUGHT IN THE
WATERS OF WESTERN AUSTRALIA



GOOD THINGS COME TO THOSE WHO WAIT..

Named after the Abrolhos Islands, Brolos Australian Lobster are wild caught every day of the year from the clean and abundant waters of Western Australia by the fishers of the Geraldton Fishermen's Co-operative.

Isolated and undeveloped, families of Brolos fishers have lived in modest fishing camps on the Abrolhos Islands for generations. On the islands, the pace of life slows, measured by the gentle lapping of the tide and the familiar sound of a grapple fly from the fishing boats that hug the crystal-clear waters.

The Brolos fishermen are protectors of this special place in the world, and take every measure to make sure the environment and fishing stocks remain healthy and viable for generations to come.



THE ABUNDANT ABROLHOS

The Abrolhos Islands lie 60 kilometres west of Geraldton on the Western Australian coast and consist of 122 islands that extend from north to south across 100 kilometres of ocean.

Around half of the juvenile Western Rock Lobster population is carried on the gentle Leeuwin current along the West Australian coast to find a home in the majestic Abrolhos Islands.

The clean, nutrient-dense waters of the islands provide the perfect environment for Western Rock Lobsters to thrive. The Western Rock Lobsters spend years in these pristine waters that envelop the low-lying coral islands of the Abrolhos atoll before reaching legal catching size.

Dining on a diet of small fish and crustaceans, the Western Rock Lobster develops their unmistakable and luxurious flavour profile that is enjoyed by diners around the world.



TRULY BOAT TO PLATE

Established in 1950, the Geraldton Fishermen's Co-operative is 100% owned by fishers and license holders who supply Lobsters all year round.

From a small group of fishers, we've grown to be the largest Rock Lobster producer in the world. The Co-operative's unique organisational structure and year-round Lobster availability give us complete product quality control through the supply chain, from the boat to the customer's plate.

Brols Lobster is the premium partner of choice for customers globally. Brols Australian Rock Lobster is sold to wholesalers, retailers, and food service businesses in Australia and over 20 other countries.



WESTERN ROCK LOBSTER

(Panulirus cygnus)

Western Rock Lobsters are part of the Spiny Lobster family. They get their name from the hundreds of tiny forward-pointing spines that cover their head and body. Their head has two large antennae protruding from it, which serve as a navigation, communication, and defence tool.

Naturally, wild-caught Lobster shells vary from deep maroon to light red, with some white and pale Lobsters in early Summer.

The Western Rock Lobster takes around four years to grow to legal catching size and can grow up to 3+kg in size, with most of the meat located in the tail of the Lobster.

The Marine Stewardship Council's certified sustainable status for the Western Rock Lobster fishery has been in place since 2000 and ensures Brolos Lobster is sourced sustainably, protecting marine environments and fish populations for the future.



CULINARY NOTES

Each Brolos Australian Lobster is hand-selected by our fishers from a sustainable fishery, ensuring we bring you the best.

FLAVOUR

Western Rock Lobster flesh is firm, has a sweet medium and rich taste, and has a pronounced crustacea flavour of prawn and scallop. The aroma is reminiscent of seaweed with a sweet iodine zing on the palate.

TEXTURE

The texture of raw Western Rock Lobster is creamy and rich. When cooked the Lobster has a crisp, firm texture with a luscious mouthfeel.

NUTRITION

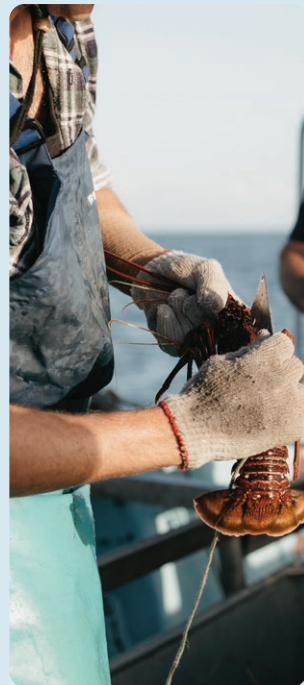
Naturally high in protein. Omega-3 and low in fat. Whether enjoyed directly from the ocean or purchased from a supermarket shelf, our production techniques don't include adding sugar or extensive preservatives to ensure the nutritional benefits of the Western Rock Lobster are retained naturally.

OUR COMMITMENT TO SUSTAINABILITY

Proudly the first Marine Stewardship Council certified fishery in the world

The Western Rock Lobster commercial fishing industry is a world leader in ecological sustainability. Our fishery was the world's first to be certified by the Marine Stewardship Council (MSC) for sustainable fishing practices.

Brolos Australian Lobster products have been MSC-certified since March 2000. Each year, GFC plays a lead role in setting Total Allowable Commercial Catch (TACC) to ensure the fishery remains protected for future generations. Voluntary restrictions in TACC by the commercial sector demonstrate the strong commitment of industry to the protection of this valuable resource.



SAFE QUALITY FOOD, GUARANTEED.

Geraldton Fishermen's Co-operative is committed to maintaining rigorous food manufacturing standards at our frozen production facilities. We are proud to be certified by the Safe Quality Food (SQF) program, which verifies our compliance with global food safety and quality standards. This certification reflects our dedication to producing safe, high-quality foods.

FISH FOR THE FUTURE

Geraldton Fishermen's Co-operative is proud to be part of the world's first fishery to receive the Marine Stewardship Council's independent certification for sustainable fishing practices. The MSC's certified sustainable status for the western Rock Lobster fishery has been in place since 2000 and ensures Brolos Lobster is sourced sustainably, protecting marine environments and fish populations for the future.



PRODUCT RANGE

Whether live or frozen products, wholesale, food service or retail, our stringent quality controls and use of innovative technologies ensure premium quality Lobster products.

With an extensive range of Brolos Rock Lobster products, there is something to suit every dish and occasion.



COOKED & CHILLED
LOBSTER



COOKED FROZEN
LOBSTER



COOKED FROZEN
LOBSTER HALVES



COOKED FROZEN
LOBSTER TAILS



LIVE
LOBSTER



RAW FROZEN
LOBSTER



RAW FROZEN
LOBSTER HALVES



RAW FROZEN
LOBSTER TAILS



RAW FROZEN
LOBSTER HEADS

BROLOS AUSTRALIAN LOBSTER RETAIL RANGE



COOKED WHOLE
LOBSTER
740g / 1 piece



RAW WHOLE
LOBSTER
740g / 1 piece



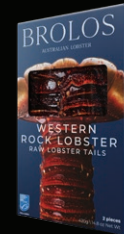
RAW WHOLE
LOBSTER
490g / 1 piece



COOKED LOBSTER
HALVES
400g / 2 pieces



RAW LOBSTER
HALVES
400g / 2 pieces



RAW LOBSTER
TAILS
420g / 2 pieces



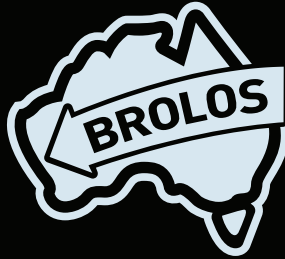
RAW LOBSTER
TAILS
360g / 2 pieces

BESPOKE PRODUCTS

Beyond our range of Western Rock Lobster products, Brolos Australian Lobster offers bespoke and customised production solutions to meet customer's specific ambitions.

Our production teams have extensive experience creating unique Rock Lobster product solutions to exact specifications.





**GERALDTON
FISHERMEN'S
CO-OPERATIVE**

Rock Lobster Exporters

BROLOS

AUSTRALIAN LOBSTER

Speak to our Business Development team today.

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