

October 25, 2015 8:00 a.m. UPDATED A DAY AGO

# Groups aim to make lobster a tailgate staple

By Crain's Detroit Business



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University of Michigan

An event to introduce lobster tails and other Canadian and New England seafood as football tailgate staples along with hot dogs, hamburgers, brats, chicken and beer is scheduled for before the **University of Michigan's** Nov. 7



Photo by CRAIN'S ARCHIVES

Lobster and other seafood will be on the menu at an upcoming **University of Michigan** tailgate.

game against **Rutgers University** in Ann Arbor.

"Lobstertailgate & Salmon too!" will be held at **Pioneer High School** near Michigan Stadium.

Fans are being invited to sample lobster and salmon dishes.

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**Michael-Ann Rowe**, host of the **PBS** show "Off the Beaten Palate," will be among chefs and seafood industry experts cooking and answering questions.

Canadian seafood firms **Cooke Aquaculture** and **Paturel International**, along with the province of New Brunswick's **Canada Fisheries Department**, are the event sponsors.

The goal is that those who participate or attend the event will become advocates for adding seafood to football events, said Tom Quinn, president of Dearborn-based **TQ Marketing Services** which has been inviting local seafood industry professionals to the event.



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