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Manatee County companies haul in business from Deadliest Catch captains

Bradenton, FL – Two Manatee County companies have landed a pretty big fish: graphic design and label printing for a new product launched by Johnathan and Andy Hillstrand, captains of the Time Bandit fishing boat on Discovery Channel's Deadliest Catch reality TV show. The celebrity captains watched the presses run at Sarasota Labels in Manatee County on July 6 for the first 35,000 labels for the brothers' Capt. John's Bloody Mary Mix. The label was designed by Trinity Design Group, also located in Manatee County.

"This is a perfect example of how so many of our existing businesses have a national and international reach," said Eric Basinger, executive director of the Economic Development Council, Manatee Chamber of Commerce (EDC). "The Hillstrands have big plans to grow their food product line, and two Manatee County businesses are in on the ground floor of what may become a worldwide brand, which translates into new dollars coming into the community."

Capt. John's Bloody Mary Mix is being produced and packaged in Lakeland. Regional distribution will begin in Sarasota/Bradenton through Brand Imports while the Hillstrands develop a nationwide strategy for manufacturing and distribution.

"As we thrash around in merciless waves or smash ice off the Time Bandit's rigging with sledgehammers, we dream of coming back to the warmth of Manatee County," said Johnathan Hillstrand. "We have made many friends in the area and consider it our second home, and wouldn't consider anywhere else in the country to start our new venture. Andy and I look forward to a lasting relationship with the community, and who knows, as we get older and wiser we may consider fishing for crab in the Gulf."

"We are extremely excited to have helped to create the Hillstrands' new brand, and are also working on a crab trap design for their corrugated packages," said Robert Smithson of Trinity Design Group. "This and many other food and beverage products they are producing will keep us busy."

About the EDC

The Economic Development Council, a division of the Manatee Chamber of Commerce, is the sole organization responsible for developing and implementing programs designed to attract new value-added businesses and to assist in the retention and growth of targeted existing businesses in Manatee County. Information: www.ManateeEDC.com.

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