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Note: [Media Kit Link](#) for photos, videos, report, SMEs

Shrimp Mislabeling Exposed in Mobile Restaurant Market

New DNA testing reveals gaps in compliance with Alabama's seafood labeling laws

Mobile, AL – August 28, 2025 – In a city where shrimping fuels culture, cuisine, and coastal tourism, new DNA testing by SeaD Consulting has revealed potentially 1 in 4 Mobile restaurants misrepresent the shrimp they serve to customers.

Genetic testing, conducted with SeaD Consulting's patented Rapid ID Genetic Hi-Accuracy Test ([RIGHTTest™](#)), on one shrimp dish served at each of 44 randomly selected Mobile-area restaurants showed that while the majority were serving authentic wild-caught U.S. shrimp, nearly a quarter of sampled restaurants were not.

Key Findings

- **77% (34/44)** restaurants sampled were confirmed to be serving wild-caught domestic/Gulf shrimp.
- **23% (10/44)** restaurants sampled served non-U.S. shrimp despite menu claims, staff assurances, or marketing.
- **Only 1 of 10 restaurants** serving imported shrimp in the sample survey displayed the required signage disclosing imported seafood items.

Under **Alabama's seafood labeling laws**, the roughly 25% of the restaurants tested serving imported shrimp should have posted signage disclosing imported shrimp. Instead, only one complied. The new law, which went into effect October 1, 2024, requires restaurants to disclose whether seafood is domestic or imported and whether it is wild-caught or farm-raised on the menu listing for dishes they sell or on "conspicuous signage" plainly visible to diners and patrons.

“With Mobile’s proud tradition of shrimping, our consumers deserve honesty,” said **Alabama Representative Chip Brown**. “This report shows why our state’s labeling laws matter — so diners know what’s on their plate, and our shrimpers aren’t undercut by misrepresentation.”

Restaurants Verified for Serving Gulf Shrimp

The following Mobile-area restaurants were confirmed to be serving authentic U.S. shrimp:

1. **Baudean's Seafood Restaurant** 3300 River Road, Dauphin Island Pkwy, Theodore, AL 36582
2. **Baumhower's Victory Grille** 3206 Joe Treadwell Dr, Mobile, AL 36606
3. **Bayou Seafood Company** 13450 N, 13450 Wintzell Ave, Bayou La Batre, AL 36509
4. **Big Time Diner** 4936 Cottage Hill Rd, Mobile, AL 36609
5. **BLUEGILL Restaurant** 3775 Battleship Pkwy, Spanish Fort, AL 36527
6. **Bob's Downtown Restaurant** 263 St Francis St, Mobile, AL 36602
7. **Catalina Restaurant** 14060 S Wintzell Ave, Bayou La Batre, AL 36509
8. **Dauphin's Casual Fine-Dining** 107 St Francis St Suite 3400, Mobile, AL 36602
9. **Debris PoBoys & Drinks** 276 Dauphin St, Mobile, AL 36602
10. **Dockside Seafood Restaurant** 1102 De Soto Ave, Dauphin Island, AL 36528
11. **Half Shell Oyster House** 3654 Airport Blvd, Mobile, AL 36608
12. **Happy Tails Seafood** 4880 Lakeland Dr, Mobile, AL 36619
13. **Heroes Sports Bar & Grille** 273 Dauphin St. Mobile, AL 36602
14. **Islander's Restaurant & Bar** 1504 Bienville Blvd, Dauphin Island, AL 36528
15. **Kitchen of the Sea** 12610 US-90, Grand Bay, AL 36541
16. **Kraver's Seafood** 2368 Leroy Stevens Rd, Mobile, AL 36695
17. **Lartigue's on the Hill** 4464 Old Shell Rd, Mobile, AL 36608
18. **Miguel's Beach'n Baja** 202 Lemoyne Dr, Dauphin Island, AL 36528
19. **Moe's Original BBQ** 4672 Airport Blvd, Mobile, AL 36608
20. **Pirate's Bar & Grill** 100 Orleans Dr, Dauphin Island, AL 36528
21. **R & R Seafood** 1477 Battleship Pkwy, Spanish Fort, AL 36527
22. **Rooster's Tacos & Tequila** 211 Dauphin St, Mobile, AL 36602
23. **Southbound Restaurant & Bar** 5075 Hwy 188 Coden, AL 36523
24. **Southern Shells** 10120 Grand Bay Wilmer Rd, Grand Bay, AL 36541
25. **Squid Ink Eclectic Eats & Drinks** 102 Dauphin St, Mobile, AL 36602

26. **T.P. Crockmier's** 250 Dauphin St, Mobile, AL 36602
27. **The Boiling Pot** 3704 Airport Blvd, Mobile, AL 36608
28. **The Breakfast Spot** 119 Dauphin St, Mobile, AL 36602
29. **The Carriage Wine & Market** 1522 Bienville Blvd, Dauphin Island, AL 36528
30. **The Lighthouse Restaurant** 12495 Padgett Switch Rd, Irvington, AL 36544
31. **The Royal Scam** 72 S Royal St, Mobile, AL 36602
32. **The Seafood House** 751 Azalea Rd Mobile, AL 36693
33. **The Shrimp Lady** 5523 US-43, Satsuma, AL 36572
34. **Wintzell's Oyster House** 605 Dauphin St, Mobile, AL 36602

Misrepresentation Findings

Of the restaurants not serving U.S. wild-caught shrimp:

- The majority described their shrimp as Gulf, local, or domestic either verbally or on menus.
- One implied Gulf or wild-caught sourcing through branding or marketing.

Because seafood mislabeling can occur at any point in the supply chain, some restaurants may genuinely believe they are serving domestic shrimp. However, testing what ultimately reaches the consumer's plate is the only way to verify authenticity.

"Shrimping is the cultural lifeblood and economic backbone of many Gulf and South Atlantic communities," said **Blake Price, Deputy Director of the Southern Shrimp Alliance**.

"SeaD's testing confirms most Mobile restaurants are supporting our shrimpers — but even one in four getting it wrong is too many. Diners should have confidence in the source of their food, and our shrimpers deserve a level playing field."

Impact and Next Steps

Imported shrimp — often produced under unregulated or poorly regulated labor and environmental conditions — undermines Alabama's shrimp industry, damages consumer trust, and misleads diners who pay premium prices for what they believe is local seafood.

Follow-up testing is planned to measure compliance as Alabama's new seafood labeling law takes hold.

About the Southern Shrimp Alliance

The Southern Shrimp Alliance (SSA) represents shrimp fishermen, processors, and businesses in the eight warmwater shrimp-producing states: Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, and Texas. SSA funds multi-state investigations into seafood mislabeling to protect the domestic shrimp industry and consumers.

About SeaD Consulting

SeaD Consulting collaborates with seafood producers, researchers, governments, and environmental advocates to promote sustainability and truth in seafood sourcing. SeaD holds the patent for the RIGHTTest™ (Rapid ID Genetic High-Accuracy Test) and leads landmark studies across the Gulf and beyond.

For more on the investigation, photos, B-roll, SME interviews, and access to the full report, visit the [Media Kit](#) or contact Glenda Beasley at 512.750.5199.

Disclaimer

SeaD's testing and reporting is intended to be used as an investigatory tool to assist the restaurant industry's fight against seafood mislabeling and is not intended for use in any legal proceedings, nor may SeaD's data, testing, or reporting be used in any legal proceeding without the express written authorization of SeaD.

#KnowYourShrimp #SeaDConsulting #SouthernShrimpAlliance
