

Sea Whistle Halibut Averøy Island, Norway

Just when you're missing the full, thick fillet and buttery taste of fresh halibut, Sea Whistle Halibut from Averøy Island are here. Fresh from the northwest coast of Norway, Sea Whistle Halibut is poised to be the star of your winter menus.

The Scene

Averøy Island, on the northwest coast of Norway, sits at the entrance to The Great Atlantic Road, nine miles of the most startlingly beautiful coastline in Norway. Averøy is a community of just over 5,000 people with a long tradition of fishing, and halibut has been the prized fish from its waters.

The Farm

Founded in 1995, the farm has predominantly supplied the European market — until now. The company has developed an integrated fish-farming operation. This enables them to maintain full control over the entire production process, from brood stock and juveniles to finished products. For broodstock, the farm is the owner of Norway's biggest male halibut, a 70 kg bruiser named Harald. The fish begin their growth in tanks and finish in ocean pens. Their feed contains no colorants, preservatives, land animal byproducts or hormones.

The Fish

Thick, bright white, silky and with just a whisper of the sea on the finish, Sea Whistle Halibut from Averøy Island is a welcome diversion on winter menus. It's sashimi grade, perfect for a wide range of preparations, and is the star of the traditional Bergen Fish Soup, (think the cool blond counterpart to a saucy, temperamental bouillabaisse).

Fish are 5-7 and 7-10 kg.



CleanFish is
“an ingenious
way to aid tiny,
eco-minded
fisheries.”

FOOD & WINE
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Awards

Sea Whistle Halibut from Averøy Island won the 2009 Taste of Norway awards

Meet CleanFish

CleanFish is a company, an aspiration and a movement to promote seafood that's the best of the season, better every season. We bring together artisan producers — both fishermen and farmers — and champion them in the marketplace under traceable, transparent brands. Our network of artisans are stewards of their fisheries, and we are stewards of their stories as we connect producers to chefs and consumers in a celebration of fish you can trust with a difference you can taste.

Keep In Touch

For a complete list of CleanFish products and videos, please visit: www.cleanfish.com

Want to talk fish and sourcing with a fellow chef? chefs@cleanfish.com

Want waitstaff talking points, to partner on an event, or get help spreading the word on the deliciously responsible choices you're making? marketing@cleanfish.com

THE FACTS:

Latin Name	<i>Hippoglossus hippoglossus</i>
Origin	Averøy Island, Norway
Form & Size	3-5, 5-7, 7-10 kg Whole fish 20 kg boxes, catch weight
Availability	Year round
Taste Profile	True full-flavored halibut taste
Health	Fish are not treated with hormones or prophylactic antibiotics.
Feed	Feed comprised of fishmeal oil with some vegetable matter. Contains no land animal byproducts.
Husbandry	Begins life in nursery, spends one year in tanks, then a further 2.5 years in sea cages.
Harvesting	CO2 narcosis combined with water temperature close to 0 dg Celsius, before the gills are gutted, and bleed.

Sea Whistle™

The European Collection

Sea Whistle, *Ascophyllum nodosum*, is a kelp found throughout the northeastern Atlantic. From under the waves, along the rocky coast and the sandy beaches, its strands flow through the region.