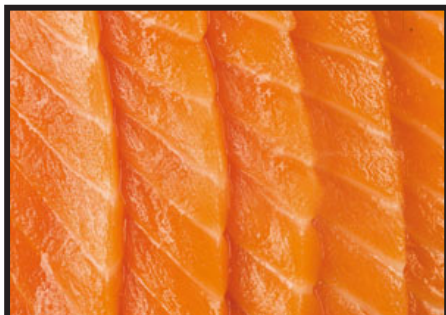


FORTUNE FISH COMPANY

THE SEAFOOD SPECIALISTS 

NEW ZEALAND KING SALMON FARMED



DESCRIPTION:

New Zealand King salmon is the only salmon species sea farmed in New Zealand. King salmon, sometimes known as Chinook, is native to the northern Pacific Ocean and the largest of the Pacific salmon family. King Salmon are adapted to life in both fresh and salt water. In the wild they swim up rivers from the sea to breed. New Zealand King Salmon are carefully raised replicating the salmon's natural life cycle. The sea pens in New Zealand are strategically positioned in remote areas where tides flush water in from the deep Strait and the temperature and water quality is just right.

EATING QUALITIES:

New Zealand King salmon is a good-sized fish that can be harvested depending on market requirements. The flesh is firm, moist, and oily and has a large flake. King salmon's attractive orange/red color, delicate texture and characteristic rich favor, make it very appealing when served either raw, cooked, or smoked.

FARMING METHODS:

New Zealand King Salmon eggs are selectively collected and fertilized. Once they are hatched and develop into fry, the fish are transferred to raceways where they can grow. As they grow larger at a time when they normally would migrate to the ocean, they are transferred to the sea farms. The salmon are left to grow until ready to harvest in the pure natural untreated waters of the sea. The feed is sourced internationally to provide them with a healthy, balanced diet. Innovative feeding methods are used to avoid waste and improve growth rates. The salmon are not genetically modified and are farmed in a very natural and wholesome way.

NUTRITIONAL INFORMATION

Per 3.5 ounce portion

Calories	306
Total Fat	21.5 g
Protein	18.3 g
Sodium	30 mg
Omega-3	3.4 g

COOKING METHODS

Bake
Broil
Fry
Grill
Sauté
Smoke
Poach

HANDLING

Whole fish should be packed in flaked ice. Whole fish and fillets should be stored in a drain pan in the coldest part of the walk-in. Fillets should also be covered in ice although with a barrier, so the ice never touches the flesh.

FORTUNE FISH COMPANY

1068 Thorndale Avenue
Bensenville, IL 60106
T:630.860.7100
F:630.860.7400
www.fortunefishco.net

