



FJORD TROUT

BY LERØY





LERØY HISTORY

It all started in 1899 when the fisherman-farmer Ole Mikkjel Lerøen started selling fish at the local fish market in Bergen. The fish was hauled to market in a corf behind his rowing boat, a journey that could take 6 to 12 hours, depending on prevailing winds and currents. Today, Lerøy is one of Norway's largest seafood exporters supplying more than 1 million seafood meals every day to over 60 markets worldwide.

GOOD ENVIRONMENT

A healthy and happy Fjord Trout is essential. We take special care of our natural resources so that we can continue to harvest seafood in the future. Sustainable feed and farming operations are vital, and we insure that the raw material for our feed is only from sustainable and regulated fisheries.

FJORD TROUT

Far north on the edge of Europe you find Norway, home to countless deep fjords and cold, clear waters. The treasures of the sea have given life to Norway's coasts and fjords for thousands of years. In these waters you find the bright red Fjord Trout with its unique and pure flavors.



AND THE WINNER IS:

FJORD TROUT was the official fish at the chef competition *Bocuse d'Or 2003*. [Winners includes Terje Ness (1999), Charles Tjessem (2003) and Bent Stiansen (1993)].

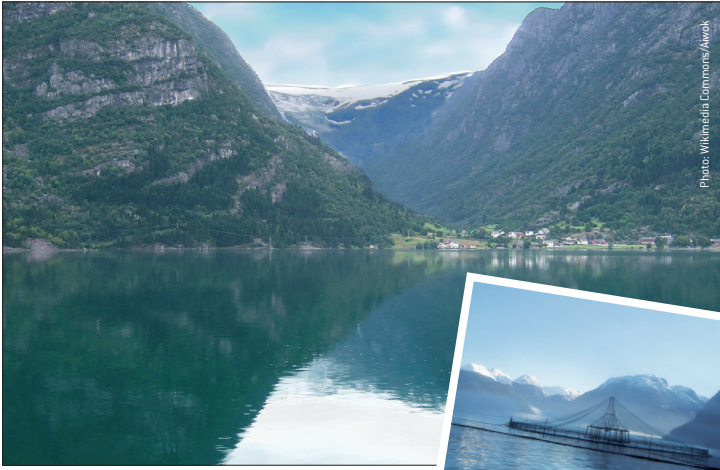


Photo: Wikimedia Commons/Awosk



Photo: Sjerroll Havbruk

EXCLUSIVE

Crystal clear water from the 10,000 year old Folgefonna glacier ensures perfect conditions for Lerøy Fjord Trout. Growing up at Mauranger in Hardanger, our fish spend their first year in fresh water from the glacier to become the 'Jewel of the Norwegian waters'. After one year it is transferred to farms in fjords that are more than 400meters deep. Combining melting water from the glacier and water from the salty sea, all our farms enjoy good currents and optimal water quality.

RICH, FRESH TASTE

Fjord Trout distinguishes itself from freshwater trout not only by being a seawater species, but also by size (2kg+). The flesh has a unique red color with a healthy sheen, and is firm yet tender and very mellow. It yields delicate and pure flavors, both raw and cooked. The soft texture and exceptional mouth feel is also a signature of the inimitable "fjord quality".

QUALITY STANDARD FOR NORWEGIAN FJORD TROUT



Our Fjord Trout complies with the highest Quality Standard for Norwegian Fjord Trout (NS-9412-2010) and we deliver everything from fresh whole fish to our renowned Fossen smoked range. Each fish has full traceability and quality documentation. The Quality Standard ensures Fjord Trout of consistently high level of quality and is registered by the Norwegian Food Safety Authority. Production facilities are subject to control by an independent third party.

FJORD TROUT

Jewel of the Norwegian Waters



PREMIUM EVERY TIME

Fjord Trout is produced in limited quantity, but Lerøy is Norway's largest producer and can offer a full range of Fjord Trout products, year round. We control the whole value chain from smolt through farming and processing. This enables us to guarantee a premium high quality product every time you receive a shipment. From harvest to markets in the Far East, fresh Lerøy Fjord Trout can arrive in as little as 72hours.

SUPERIOR FJORD TROUT

- Color:** Appealing strong red color.
- Texture:** Soft texture and exceptional mouth feel.
The flesh is firm, yet tender and very mellow.
- Cooking:** Low temperature ensures the best results.
- Taste:** Distinct quality and aspects of its flesh makes it perfect for raw and marinated recipes; tapas, sushi, appetizers...
- Nutrition:** Significant nutritional content including vitamin B12 and omega-3
- Sizes:** + 2 kg (up 7 kg)



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