

FORTUNE FISH & GOURMET

THE SEAFOOD & GOURMET SPECIALISTS



DESCRIPTION:

Atlantic Halibut, *Hippoglossus hippoglossus*, has a unique history in Norwegian culture that goes back thousands of years. As early as 6000 years ago, during the Stone Age, halibut had been elevated to a high status. Images of halibut have been found carved into rock walls in Norway (probably to bring good fortune to fishing expeditions). Images of halibut are so numerous that it is clear its status as the grandest of all fish - the only saltwater fish to be invoked and worshipped by Norwegian ancestors. When Pacific halibut season is over, fresh Norwegian halibut is available.

EATING QUALITIES:

Farm-raised Norwegian Halibut have a full-flavored true halibut taste. The flesh is thick, meaty, and firm with a sweet, yet rich flavor. This thick, bright white halibut is perfect for a wide range of preparations. Its robust bone structure is easily removed making both preparation and eating a pleasure.

FARMING METHODS:

This farm raised Atlantic Halibut is a high quality and pure Norwegian product, produced in selected fjords in Rogaland. Every phase of production from breeding to adult is carefully managed. In order to achieve the best possible fish, there are indoor brood stock plants, where the fish spend the first time of their life. This is a very protected environment, with fresh seawater and each fish has its own living quarters. The fish is then moved to southwestern Norway for further growth. And finally, the fish are moved to sea farms in Vassvik and Kjeurda in Hjelmeland in Ryfylke where the fish grow for 5 years before being processed.

SOLD AS:

Head on, H&G, Fillets, Steaks, Cheeks, Portions

NORWEGIAN HALIBUT FARMED



NUTRITIONAL INFORMATION

Per 3.5 ounce portion

Calories	179
Total Fat	2.2 g
Protein	20 g
Sodium	63 mg
Cholesterol	32 mg
Omega-3	2 g

COOKING METHODS

Bake
Broil
Fry
Grill
Sauté
Poach
Smoke
Sushi

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.

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