

ŌRA KING®

A UNIQUE BREED OF KING SALMON FOR CULINARY EXCELLENCE



FRESH WHOLE ŌRA KING SALMON

Ōra King is the culmination of a classical breeding program that has spanned two decades and is designed to yield only the highest quality King salmon with the most appealing taste, texture and color.

Sustainably raised with selective grading and careful handling, the New Zealand King Salmon Company allows only its finest quality King salmon to be labeled Ōra King – those that best represent the superior culinary attributes of this unique breed.

Within hours of harvest, highly trained staff prepare the salmon for dispatch to the customer. Each salmon is individually handled to remove the gills, viscera and kidney line and carefully cleaned.

Master Graders then carefully review each salmon for size, color and quality. Once graded, an individually numbered Ōra King gill tag is attached to each fish, to allow for authenticity of origin and traceability for customers.



PRODUCED BY:
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Origin	Marlborough Sounds, New Zealand Raised in marine net pens
Processing and Filleting	Nelson, New Zealand
Formats	Whole fish in size grades of 3-4kg, 4-5kg and 5-6kg (subject to seasonal variations)
Trim	Gilled, gutted and cleaned.
Pack size	2 - 5 whole fish, dependent on fish size, packed into a specially designed Ōra Chill carton, a polystyrene-free insulated container.
Certifications	Best Aquaculture Practices (BAP) 4-star Monterey Bay Aquarium Seafood Watch "Green / Best Choice" Vancouver Aquarium Ocean Wise Recommended Kosher and Halal
Tasting notes and appearance	Vibrant orange flesh Bright, silver skin Delicate, soft scales Rich, marbled flesh High oil content with luxurious, rich texture and flavor



**Monterey Bay Aquarium
 Seafood Watch**

