

Wild Style by The Alaska Seafood Marketing Institute

Availability Section Transcript

V/O: Fresh, frozen and smoked...

Canned and pouched...

Wild Alaska Salmon is available in many forms.

In foodservice, value-added solutions can help reduce labor...

And make smart menuing easier.

Alaska seafood processors will work with foodservice operators to provide custom, value-added products.

Ready-marinated...

Breaded and battered...

And salmon burgers...

Are just a small portion of what's available.

Whatever the form, quick processing and proper handling immediately following the catch are critical.

Just hours after harvesting, whole fish are flash frozen, and then glazed, to seal in just-caught flavor.

Glazing creates a thin coat of ice made from a mixture of fresh water and corn syrup. By sealing air away, this further preserves flavor, flesh color, texture and

nutritional value.

Seafood quality cannot be improved once the fish leaves the water. It can only be maintained.

In Alaska, that quality is locked in—suspended in time—using flash freezing technology. The result? Today’s best tasting, highest quality seafood is often frozen.

All five species are available frozen year ‘round.

The availability of fresh salmon, of course, is seasonal.

King is available year round.

Sockeye season starts in May.

Keta, Coho and Pink all kick off in June.

The same great taste and health benefits of fresh and frozen Alaska Salmon can also be found in canned and pouched form.

Canned salmon offers more than just rich seafood flavor. It’s also a top source of nutrients, ahead of canned tuna, turkey, and chicken.

Three species of salmon are available canned or pouched: Sockeye—more commonly called Red in canned form—Keta (or Chum), and Pink. All make excellent choices for pastas, salads, burgers, soups, sandwiches and appetizer spreads.

Wild Alaska Salmon. Five species to fit every need and budget... in forms to fit every application.

QUIZ

Correct answers are highlighted.

1. Once they've been prepared, whole salmon are often flash frozen and glazed. Why glazed?

- a. To seal in just-caught flavor. Glazing creates a thin coat of ice that, by sealing air away, further preserves flavor.
- b. To seal air away, promoting greater food safety.
- c. To seal in just-caught flavor. Glazing helps generate even greater flavor by adding a thin coat of sauce that, when cooked, enhances flavor.
- d. To individually seal each fish so that handling doesn't diminish texture.