

Wild Style by The Alaska Seafood Marketing Institute

Species Section Transcript

V/O: King...

Sockeye...

Coho...

Keta...

And Pink...

With five species of Wild Alaska Salmon, there's a fish to meet every price and every performance need.

The flavor of each is distinct, and is determined by two factors:

Fat content...

And the environment in which the fish lives...

The fats in Wild Alaska Salmon are predominantly unsaturated, including Omega-3s, the kind that study after study has shown to reduce the risk of coronary heart disease.

As for the environment, the icy, pure waters of Alaska, and the natural diet they provide, give wild Alaska Salmon unparalleled flavor.

Consider King Salmon.

Also known as Chinook, they are prized for their color, high oil content, firm

texture and succulent flesh.

Alaska King Salmon are most often served in upscale, white tablecloth restaurants.

The Sockeye—or Red Salmon—is the second most abundant of the species.

This distinct, deep red flesh retains its color throughout cooking, and brings dramatic impact to any presentation.

Their high oil content makes for a succulent texture and rich flavor.

Sockeye are most often served in upscale restaurants.

Orange-red color... firm texture... delicate flavor...

This is Coho, or Silver Salmon.

The fat content is less than King or Sockeye, but still relatively high. Combined with their size and excellent color retention, this helps makes Coho Salmon popular in a number of foodservice applications.

For these first three species—King, Sockeye and Coho—it's their high fat content that makes them so well-suited for all methods of cooking... grilling, broiling, sautéing, baking, poaching, steaming and smoking

Keta are popular in nearly every foodservice segment. They combine economy, tempting orange-pink color, and delicate flavor.

They also have the meatiest, firmest texture of all of the five species of Alaska Salmon.

And with a lower oil content, Keta—also known as Alaska Chum—are excellent

for smoking.

Pink.

It's a name that captures the rosy-pink flesh of the smallest species of salmon.

Because they are also the most abundant and economical salmon, Pinks are showing up in a variety of menu applications.

Their texture is tender, the flavor delicate.

Like Keta, the lower oil content of Pinks requires extra care in cooking. It's recommended that Pinks be treated much like trout.

For all five species of Alaska Salmon, searing is recommended. Starting at high heat helps seal in the fish's natural moisture.

Just remember that salmon continues to slowly cook after it has been removed from the heat. When the center color becomes slightly translucent, and the meat flakes, it's ready to eat.

King...

Sockeye...

Coho...

Keta...

And Pink...

Five species of Wild Alaska Salmon... Countless opportunities for the creative chef to excel.

QUIZ

Correct answers are highlighted.

1. What is it about King, Sockeye and Coho Salmon that makes them especially well-suited for all methods of cooking, including grilling, broiling, sautéing, baking, poaching, steaming and smoking?

- a. Large size
- b. High fat content**
- c. Popularity among consumers
- d. Excellent color retention

2. Which species of Wild Alaska Salmon are the most economical?

- a. Keta and Pink.**
- b. King and Sockeye
- c. Coho and Silver.
- d. Red and King.

3. What are the five species of Wild Alaska Salmon?

- a. King, Sockeye, Coho, Keta and Pink.**
- b. King, Sockeye, Chinook, Keta and Pink.
- c. King, Sockeye, Coho, Orange-Red and Pink
- d. King, Sockeye, Red, Coho, Keta and Pink.