ALASKA SEAFOOD: the big appeal of smaller portions
CALL IT THE NEW MATH: Smaller portions equal big value, healthy appeal and major customer satisfaction, especially when used to showcase wild Alaska seafood. Versatile, delicious and sustainably abundant, Alaska seafood is a true premium ingredient, serving as the centerpiece of high-quality signature dishes that can be featured in smaller portion sizes, and priced in more affordable ways. And that means that customers can continue to dine out and feel good about what they’re eating.

From refreshing Rice Paper Wrapped Alaska Salmon Rolls to exotic Tamarind Glazed Alaska Rockfish and rich Creamy Alaska Crab Penne Pasta Bake, these smaller-size recipes allow for fewer ingredients, lower food costs and greater menu versatility, without sacrificing flavor, quality or customer appeal.

With wild Alaska seafood, big flavor comes in small bites.
Research among consumers reveals that using the word Alaska on a menu leads to much higher order likelihood. When used in combination with other appetizing descriptors, menu items gain an even greater appeal.

Be sure the description is vivid and enticing enough to make a guest’s mouth water. Always explain what the major ingredients are in a particular dish, and use ethnic names if they fit, to pique further interest.

Here are a few descriptions that can add to the appeal of your Alaska seafood menu items.

**Alaska Seafood Flavor/Texture Descriptions:**

<table>
<thead>
<tr>
<th>TENDER</th>
<th>DELICATE</th>
<th>SWEET</th>
<th>SAVORY</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUCCULENT</td>
<td>VELVETY</td>
<td>LEAN</td>
<td>HEARTY</td>
</tr>
<tr>
<td>RICH</td>
<td>MILD</td>
<td>JUICY</td>
<td>BUTTERY</td>
</tr>
</tbody>
</table>

**Preparation Descriptions:**

<table>
<thead>
<tr>
<th>PREPARATION</th>
<th>DESCRIPTION</th>
</tr>
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<tbody>
<tr>
<td>Steamed</td>
<td>Ginger-Steamed</td>
</tr>
<tr>
<td>Grilled</td>
<td>Flame- or Wood-Grilled</td>
</tr>
<tr>
<td>Roasted</td>
<td>Pan- Oven- Flame- or Slow-Roasted</td>
</tr>
<tr>
<td>Crusted</td>
<td>Herb-Crusted or Panko</td>
</tr>
<tr>
<td>Sauté</td>
<td>Olive Oil or Butter Sauté</td>
</tr>
<tr>
<td>Broiled</td>
<td>Herb-Butter Finish</td>
</tr>
<tr>
<td>Marinated</td>
<td>Citrus-Soy Marinade</td>
</tr>
<tr>
<td>Rubbed</td>
<td>Spicy Ancho-Rubbed</td>
</tr>
<tr>
<td>Blackened</td>
<td>Cajun-Spiced</td>
</tr>
<tr>
<td>Glazed</td>
<td>Miso-Glazed</td>
</tr>
<tr>
<td>Seared</td>
<td>Pan-Seared</td>
</tr>
<tr>
<td>Poached</td>
<td>Broth-Poached</td>
</tr>
<tr>
<td>Spiced</td>
<td>Moroccan-Spiced</td>
</tr>
<tr>
<td>Infused</td>
<td>Pesto-Infused</td>
</tr>
<tr>
<td>Dusted</td>
<td>Caribbean Jerk-Dusted</td>
</tr>
<tr>
<td>Cured</td>
<td>Lime-Cured</td>
</tr>
<tr>
<td>Stir-Fried</td>
<td>Thai Curry Stir-Fried</td>
</tr>
<tr>
<td>Pan-Fried</td>
<td>Southern Crisp Pan-Fried</td>
</tr>
<tr>
<td>Deep-Fried</td>
<td>Beer-Battered or Tempura</td>
</tr>
<tr>
<td>Charred</td>
<td>Wok-Charred</td>
</tr>
<tr>
<td>Smoked</td>
<td>Pan-Smoked, Cold/Hot-Smoked</td>
</tr>
<tr>
<td>Stuffed</td>
<td>Crab Meat Stuffing</td>
</tr>
</tbody>
</table>
ginger-soy infused steamed alaska halibut

Serves 10

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Quantity</th>
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</thead>
<tbody>
<tr>
<td>Soy sauce</td>
<td>½ cup</td>
</tr>
<tr>
<td>Mirin (Japanese rice wine)</td>
<td>½ cup</td>
</tr>
<tr>
<td>Five-spice powder</td>
<td>1 Tbsp.</td>
</tr>
<tr>
<td>Scallions, cut in 1-inch pieces</td>
<td>10 ea.</td>
</tr>
<tr>
<td>Alaska Halibut fillets</td>
<td>10 ea.</td>
</tr>
<tr>
<td>(4-6 oz. portions)</td>
<td></td>
</tr>
<tr>
<td>Ginger, julienned</td>
<td>¾ cup</td>
</tr>
<tr>
<td>Limes, wedged</td>
<td>2 ea.</td>
</tr>
</tbody>
</table>

1. Whisk together soy sauce, mirin and five-spice powder. Reserve.
2. Place halibut fillets on top of scallions in steamer.
3. Drizzle fish with sauce; top with ginger.
   Steam until opaque throughout, adding water to steamer, if necessary, to prevent scorching.
4. Serve fish with some of the steaming liquid spooned over. Garnish with a lime wedge.

SUGGESTED SIDE | Marinated Fresh Ginger Slices
Greek Grilled Alaska Cod

Serves 10

Cucumber, ½-inch dice 2 cups
Scallions, minced ¼ cup
Extra virgin olive oil 2 Tbsp.
Red wine vinegar 2 Tbsp.
Salt and pepper to taste
Alaska Cod fillets 10 ea.
(4–6 oz. portions)
Greek seasoning mixture, prepared ¼ cup

1. Combine cucumbers, scallions, olive oil and vinegar. Season with salt and pepper to taste. Reserve.
2. Sprinkle cod with Greek seasoning mixture and grill until opaque throughout.
3. Spoon cucumber salad over fish to serve.

Suggested Side: Kalamata Olive, Tomato and Red Onion Relish
Rice paper, wrapped Alaska salmon rolls

SERVES 10

Rice paper, 8-inch size 10 ea.
Red leaf lettuce, shredded 5 cups
Blend of fresh Thai basil, mint leaves and cilantro, chopped ¾ cup
Rice vermicelli (thin rice noodles), cooked 1 ½ cups
Alaska Salmon fillets, 4 oz. strips, poached or grilled, and seasoned 2 ½ lbs.

1. Soak rice paper sheets in warm water (about 100°F) until pliable, about 10 seconds. Lay flat on clean work surface to assemble rolls.
2. Place ½ cup lettuce, 1 Tbsp. basil blend and 2 Tbsp. vermicelli in the bottom third center of the rice paper.
3. Top with a salmon strip.
4. Fold the bottom of the rice paper up over the filling snuggly, then fold in sides and roll up like a spring roll.

SUGGESTED SIDE
Hoisin-Chili Peanut Sauce
alaska kingdom crab bites

SERVES 10

Spinach leaves, large 50 ea.
Alaska Crab Meat 30 oz.
Ginger, minced ¾ cup
Lime, whole, ¼-inch dice (rind on) 3 ea.
Peanuts, roasted and chopped 1½ cups
Red or green chili peppers, seeded and slivered 2 ea.

1. On serving plate or in shallow bowl, place five spinach leaves with leaves facing upward, if possible, or place single spinach leaves on appetizer plates.
2. Assemble bites by dividing crab into small compact mounds on spinach leaves.
3. Top each with ginger, lime, peanuts and chili peppers.
alaska halibut romesco

SERVES 10

Red bell peppers, large, quartered and roasted 2 ea.
Tomatoes, large, halved and roasted 1 ea.
Almonds, toasted ¼ cup
Sherry vinegar 2 Tbsp.
Extra virgin olive oil ¼ cup
Alaska Halibut fillets (4–6 oz. portions) 10 ea.
Salt and pepper to taste

1. Blend peppers, tomatoes, almonds, vinegar and olive oil in food processor until sauce is almost smooth.
2. Sauté halibut on presentation side until light brown.
3. Season fillets with salt and pepper.
4. Place fish presentation side up in heat-proof pan; spoon sauce on top of fillets.
5. Bake at 400°F for 10–15 minutes until opaque throughout.

SUGGESTED SIDE | Grilled Bell Pepper Medley
### Tamarind Glazed Alaska Rockfish

**Serves 10**

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Quantity</th>
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<tbody>
<tr>
<td>Tamarind pulp or paste</td>
<td>½ cup</td>
</tr>
<tr>
<td>Cane syrup or corn syrup</td>
<td>½ cup</td>
</tr>
<tr>
<td>Orange zest</td>
<td>1½ Tbsp.</td>
</tr>
<tr>
<td>Coriander, ground</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Parsley, chopped</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Alaska Rockfish fillets (4-6 oz. portions)</td>
<td>10 ea.</td>
</tr>
</tbody>
</table>

1. Blend tamarind, syrup, zest and coriander in a bowl; stir in parsley.
2. Grill or sauté rockfish, glazing with syrup the last few minutes of cooking.
grilled alaska salmon focaccia sandwich

SERVES 10

Alaska Salmon fillets (4–6 oz. portions) 10 ea.
Extra virgin olive oil as needed
Salt and pepper to taste
Focaccia rolls 10 ea.
Basil-garlic mayonnaise 1 cup
Arugula 5 cups
Bell pepper strips, roasted 2 1/2 cups

1. Brush salmon lightly with olive oil. Season with salt and pepper.
2. Grill fish just until opaque throughout.
3. Assemble sandwich: Brush cut side of bread with Basil-garlic mayonnaise, then stack roll bottom with 1/2 cup arugula, 1/4 cup peppers and a salmon fillet. Cover with focaccia roll top.
alaska pollock burrito

SERVES 10

Mexican seasoning, prepared 2 Tbsp.
Alaska Pollock fillets 10 ea.
(4–6 oz. portions)
Black beans, cooked 5 cups
Lettuce, shredded 5 cups
Pepper–jack cheese, shredded 5 cups
Cilantro, chopped 1½ cups
Flour tortillas, 10-inch size 10 ea.
Chipotle–seasoned sour cream or salsa

1. Sprinkle Mexican seasoning over fillets. Cook over medium heat just until opaque throughout; flake.
2. Assemble burritos with ½ cup each black beans, lettuce and cheese and 2 Tbsp. cilantro. Top with fish. Roll up tortillas, burrito–style. Serve with chipotle sour cream or salsa.

SUGGESTED SIDE | Spiced Tortilla Chips
creamy alaska crab penne pasta bake

SERVES 10

Cream sauce with herbs 32 oz.
Gruyere cheese, shredded 10 oz.
White cheddar cheese, shredded 10 oz.
Penne pasta, cooked 40 oz.
Alaska Crab Meat 2 1/2 lbs.
Seasoned dry breadcrumbs 1/2 cup

1. Heat convection oven to 400°F.
   Fold together the sauce, cheeses, pasta and crab.
2. Transfer 2 cups mixture to individual baking dishes.
3. Top each with breadcrumbs.
4. Bake until heated throughout and top is golden brown, about 20 minutes.

SUGGESTED SIDE | Roasted Beet and Arugula Salad
grilled tandoori alaska cod

SERVES 10

Alaska Cod fillets (4-6 oz. portions) 10 ea.
Salt and pepper to taste
Tandoori spice paste 2 Tbsp.
or curry powder
Plain Greek Yogurt 1/2 cup
Ghee (clarified butter) 1/4 cup

1. Season cod with salt and pepper.
2. Blend tandoori paste, yogurt and ghee. Marinate fish in tandoori mixture, 30-60 minutes.
3. Grill fish until opaque throughout.

SUGGESTED SIDE | Cucumber Raita and Charred Red Onions
Fresh seafood stored at 30°F to 40°F will best maintain its freshness. At these temperatures, it will keep approximately twice as long as seafood stored above 40°F.

Seafood is equally suited to both dry cooking methods (such as searing and grilling) and moist methods (like poaching and simmering).

Seafood cooks quickly and doesn’t need to stay on the heat as long as other proteins. Remove when just opaque throughout. Remember seafood continues to cook slightly once it’s removed from the heat.

Fish cooks best over a medium-hot fire; shellfish require a hot grill.

When grilling, always start fish with the skin side up. This allows the natural fat carried beneath the skin to be drawn into the fillet, keeping it rich and moist.

Cook fish approximately 10 minutes per inch of thickness, turning once during cooking. Previously frozen seafood may require less cooking time.

To sauté or pan-sear, place the fish in a heated pan, skin side up, and cook, uncovered, 3 to 4 minutes or until browned. Turn the fish over, season with spices, and continue to cook an additional 3 to 4 minutes.

For roasting and broiling, preheat broiler/oven to medium-high heat (450°F). Brush both sides of fish with oil and place on a spray-coated broiling pan. Cook 8 to 10 minutes. Flip only very thick portions.

When steaming, line the steamer with lettuce, onion, herbs or citrus (without covering all of the holes) to keep seafood from sticking. Add seafood, cover loosely and steam 4 to 5 minutes.

Poach fish in a liquid temperature around 175°F to 185°F for maximum flavor, and cook 4 to 6 minutes.