



SWAP MEAT
FOR ALASKA SEAFOOD

The Case for More Seafood
in Foodservice





TODAY'S FOODSERVICE CUSTOMER DESIRES:

- Eating healthy foods without sacrificing flavor
- Knowing where their food comes from
- Feeling good about their food choices for the environment

To answer these consumer demands, menu seafood.

Foodservice operators and chefs know that seafood is a delicious, healthy and sustainable alternative to other proteins, but how do you get customers to buy in? And how do you take an ingredient category with a reputation for premium pricing and tricky handling and turn it into a popular, accessible menu option that fits within an affordable cost structure?

Take a more casual approach with
SWAP Meat® for Alaska Seafood

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any existing menu specialties based on red meat, poultry or other land-based animal proteins can be recreated using fish or seafood.

Though protein portion sizes will be the same, this strategy creates a completely different menu item utilizing the same inventory and prep but for the seafood – an extremely efficient way to offer more variety with minimal impact on the kitchen and the environment, but maximum appeal for customers.

How **SWAP Meat**[®] for Alaska Seafood works

Feature seafood in casual and familiar ways by simply swapping it in for another protein in existing menu specialties, and watch your seafood sales build.

SO MANY TYPES OF FISH TO CHOOSE FROM:



FIVE SPECIES OF SALMON

King, Sockeye, Coho, Keta, Pink

WHITEFISH

Halibut, Cod, Pollock, Sole/Flounder,
Sablefish/Black Cod, Rockfish, Surimi Seafood

SHELLFISH

King, Dungeness and Snow Crab,
Weathervane Scallops, Spot Prawns, Oysters





GOOD For The Body

Seafood's health benefits are just too numerous to count evidenced by the mountains of medical studies that show how seafood improves overall health. However, most Americans fall short of eating the recommended amount of seafood. The United States Department of Agriculture (USDA), American Heart Association (AHA) and the World Health Organization (WHO) – all recommend two servings per week because seafood is low in total fat, high in protein, and rich in vitamins and minerals, like selenium, vitamin D, omega-3 fatty acids, and B vitamins. At a time when

Americans are told to limit so many foods, seafood is among the handful of foods Americans are encouraged to eat more often.

Additionally, the Dietary Guidelines Advisory Committee to the USDA and Department of Health and Human Services (HHS) recommends a diet that is lower in red and processed meat. This trend is really catching on— research from the Technomic C-O-P Seafood & Vegetarian Consumer Trend Report 2015 shows that 72% of consumers who eat more seafood than two years ago do so for health reasons and 50% do so in lieu of eating meat.

– SEAFOOD –

“It’s the one animal protein that’s rarely mentioned in the endless reports about big agriculture and hunger crises. It’s the protein that’s healthiest for your body; low in cholesterol, brimming with brain-boosting omega-3 fatty acids and nutrients like riboflavin, iron, and calcium. It’s one of the most ancient foods, and it’s most likely the last wild creature that you’ll eat, the last pure exchange between Earth and your dinner plate.”

*– Excerpt from
The Perfect Protein*





GOOD For The Planet

- In his book, *The Perfect Protein*, Andy Sharpless, the CEO of the environmental non-profit, OCEANA points out that wild capture fish are caught without fertilizer, pesticides, antibiotics or freshwater. Combine that with the generally low carbon footprint of most fisheries compared to the protein alternatives, and you have “The Perfect Protein.”

SOURCE: <http://cfoodu.org/what-is-the-environmental-impact-of-our-food/>

From fisherman to supplier, chef to diner—we all have a role to play ensuring that sustainable seafood lands on our plate. In Alaska, sustainable seafood is so critical that it is written into the state Constitution mandating that “fish...be utilized, developed and maintained on the sustained yield principle.” In this way, Alaska promises to provide wild-caught seafood for generations to come.

But did you know that wild capture fisheries have a huge environmental advantage over land-based proteins because they require almost no natural resources to produce?

Because fish live wild in the natural environment as they have since the beginning of time, there is no need for fertilizers, pesticides or antibiotics.

Environmentalists and scientists alike recognize how little impact seafood has on the environment:

- For 40g of wild capture seafood produced there is no use of fertilizer, pesticides, antibiotics, nor is there any soil loss, and virtually no use of water.

SOURCE: Dr. Ray Hilborn, University of Washington*



- Peter Tyedmers, a professor at Dalhousie University’s School for Resource and Environmental Studies (SRES) in Halifax, Nova Scotia, who has been studying the world’s food systems for 15 years has found “when it comes to nitrogen and phosphorous, greenhouse gases, and other global-scale phenomena, absolutely most seafood is much better than most terrestrial animal production.”

SOURCE: <http://www.outsideonline.com/2046606/eating-right-can-save-world>

*Marine biologist and fisheries scientist known for his work on conservation and natural resource management.



GOOD For The Menu



When it comes to seafood, consumers turn to restaurants to get it – Americans spend about half their food budgets outside the home, and for seafood it’s even more– 67% according to NOAA Fisheries. SWAP Meat is the perfect answer for giving consumers what they want. Recent research from Datassential and Technomic provides great insight into what today’s foodservice patrons are looking for when it comes to seafood:

- 54% of all consumers and 62% of millennials are looking for a wider variety of seafood offerings on the menu.*

- 2/3 of seafood consumers say that seafood is just as filling as meat*
Plus, with Alaska Seafood being **the number one brand among proteins on all U.S. menus,**** operators already know that menuing seafood from Alaska helps boost their bottomline – 94% of consumers are more likely to order a fish/seafood dish when **“Alaska”** is included in the menu description! **

SOURCE:

* Technomic C-O-P Seafood & Vegetarian Consumer Trend Report 2015

**Datassential 2016

WILD ALASKA ROCKFISH NACHOS



INGREDIENTS

Wild Alaska rockfish fillets, 4 to 6 oz. ea. (If rockfish fillets are small you might need 2)	3 lbs.
Taco seasoning, prepared	8 Tbsp.
Jack/Cheddar cheese blend, shredded	4 cups
Black beans, prepared, hot	2 ² / ₃ cups
Pico de gallo, prepared	1 ¹ / ₂ cups
Sour cream	1 cup
Guacamole, prepared	1 cup
Corn tortilla chips, prepared	1 ¹ / ₂ lbs.
Cilantro, chopped	8 Tbsp.

METHOD

Fish:

1. Sprinkle each side of the Alaska rockfish with $\frac{1}{2}$ Tbsp. of the taco seasoning.
2. Hold covered under refrigeration until needed.

One Serving:

1. Grill or griddle 1 portion of Alaska rockfish 2-3 minutes on each side, turning carefully.
2. Mound 3 ozs. of tortilla chips on a serving plate.
3. Sprinkle with $\frac{1}{3}$ cup of black beans, then flake the grilled fish evenly over the chips, then cover evenly with $\frac{1}{2}$ cup of cheese.
4. Place in hot oven or under salamander and cook until the cheese melts.
5. Remove and evenly distribute 3 Tbsp. pico de gallo, 2 Tbsp. sour cream and 2 Tbsp. guacamole over the melted cheese.
6. Garnish with 1 Tbsp. chopped cilantro.
7. Serve.

Makes: 8 Portions

Swapped Meat: Ground Beef or Chicken

SMOTHERED WILD ALASKA CRAB GARLIC FRIES



INGREDIENTS

Wild Alaska crab, 4 oz. ea.	2 lbs.
Garlic butter, prepared	1 lb.
French fries, cooked golden brown	4 lbs.
Mozzarella cheese, shredded	2 cups
Cheddar cheese, shredded	2 cups
Parsley, flat leaf, chopped	1/2 cup
Parmesan cheese, grated	2 cups

METHOD

One Serving:

1. In a sauté pan, heat 2 ozs. garlic butter, add 4 ozs. lightly chopped Alaska crab, and toss to heat through.
2. Place 8 ozs. of cooked French fries in a bowl, add the garlic tossed crab and all the butter.
3. Toss well, place onto a serving plate.
4. Sprinkle with 1/4 cup each shredded mozzarella and cheddar cheeses and place in hot oven or under salamander until cheese melts.
5. Remove, garnish with 2 Tbsp. grated parmesan cheese and 1 Tbsp. chopped parsley.
6. Serve.

Makes: 8 Portions

Swapped Meat: Bacon or Ground Beef

WILD ALASKA HOT NASHVILLE POLLOCK



INGREDIENTS

Wild Alaska pollock, 4 to 6 oz. ea.	3 lbs.
Buttermilk	2 qts.
Eggs, large	4 ea.
Hot sauce of choice	1 cup + 6 Tbsp.
Cayenne pepper	3/4 cup
Black pepper, ground	12 Tbsp.
Flour, all-purpose	8 cups
Canola oil	1/2 cup
Dill pickle chips	24 ea.
White bread, sliced	16 ea.

METHOD

Marinade:

1. In a bowl blend the buttermilk with the eggs, 1 cup hot sauce, 4 Tbsp. each cayenne and black pepper. Divide into 2 bowls and hold under refrigeration until needed.

Seasoned Flour:

1. In a bowl blend the flour with remaining cayenne pepper and black pepper. Divide into 2 portions and hold covered until needed.

Seasoned Oil:

1. In a bowl blend the oil with remaining hot sauce. Hold covered until needed.

One Serving:

1. Set up breading station: buttermilk marinade, seasoned flour, buttermilk marinade, seasoned flour
2. Place 1 portion of Alaska pollock in the buttermilk marinade, let sit 1-2 minutes. Remove shaking off excess.
3. Place into seasoned flour, pressing the flour onto the fish.
4. Return to the second marinade bowl, coat well, and shake to remove excess.
5. Place into final seasoned flour, pressing well.
6. Place fish in 350° deep fryer and cook 3-5 minutes until golden brown and cooked through.
7. Place one piece of white bread on serving plate, top with fish.
8. Stir seasoned oil, and drizzle 2 Tbsp. over fish.
9. Add second piece of bread to serving plate, top fish with 3 dill pickle chips.
10. Serve.

Makes: 8 Portions

Swapped Meat: Chicken

WILD ALASKA SALMON FAJITAS



INGREDIENTS

Wild Alaska salmon, 4 to 6 oz. ea.	3 lbs.
Chili powder, prepared	1 cup
Olive oil	16 Tbsp.
Red bell pepper, julienne	12 oz.
Green bell pepper, julienne	12 oz.
Red onion, julienne	12 oz.
Mushrooms, sliced	12 oz.
Tortilla, corn or 8" flour, warm	24 ea.
Pico de gallo, prepared	16 oz.
Guacamole, prepared	16 oz.
Black beans, hot	8 cups
Lime, wedge	8 ea.
Cilantro, chopped	8 Tbsp.

METHOD

Fish:

1. Sprinkle 1½ tsp. of chili powder on each side of the Alaska salmon.
2. Hold covered under refrigeration until needed.

One Serving:

1. Place 1 portion of seasoned Alaska salmon on hot grill, grill 2-3 minutes, carefully turn, finish cooking.
2. Add 2 Tbsp. olive oil to sauté pan, add 1 Tbsp. chili powder, heat.
3. When pan is hot, add 1½ oz. each, red and green bell pepper, red onion and sliced mushrooms. Sauté 3-4 minutes until vegetables are al dente.
4. Place vegetables on a serving plate and top with grilled fish.
5. Surround with ramekins filled with 2 oz. each guacamole and pico de gallo, and 3 oz. of black beans.
6. Add 3 tortillas and garnish the plate with a lime wedge and sprinkle with 1 Tbsp. chopped cilantro.
7. Serve.

Makes: 8 Portions

Swapped Meat: Beef, Chicken or Pork

WILD ALASKA SOLE PARMESAN SANDWICH



INGREDIENTS

Wild Alaska sole fillet, 4 to 6 oz. ea.	3 lbs.
Flour, all-purpose	3 cups
Eggs, large	8 ea.
Italian bread crumbs, prepared	4 cups
Hoagie style roll, 8"	8 ea.
Garlic butter, prepared, softened	16 Tbsp.
Parmesan cheese, grated	2 cups
Provolone cheese, sliced	16 ea.
Marinara sauce, prepared, hot	2 cups

METHOD

1. Set up breading station: flour, 4 beaten eggs, 2 cups bread crumbs, 4 beaten eggs, 2 cups bread crumbs.

One Serving:

1. Season 1 portion of Alaska sole with salt and pepper, place in flour, coat well, and shake off excess.
2. Place in eggwash, coat completely, shake off excess.
3. Place into bread crumbs, pressing to coat well, shake off excess.
4. Place into second dish of eggwash, coat completely, shake off excess.
5. Place into second dish of bread crumbs, pressing to coat well, shake off excess.
6. Place into 350° fryer and cook 3-5 minutes until golden brown and cooked through.
7. Split hoagie roll and spread 1 Tbsp. garlic butter on each cut side.
8. Sprinkle $\frac{1}{4}$ cup grated parmesan evenly over the buttered bread.
9. Cut 2 slices of provolone cheese and lay 2 pieces over each piece of bread to cover end to end.
10. Place into hot oven or under the salamander to toast and melt the cheese, remove.
11. Place fried sole on the heel, top with hot marinara sauce, and close with crown.
12. Cut sandwich on bias and serve.

Makes: 8 Sandwiches

Swapped Meat: Chicken

WILD ALASKA SNOW CRAB NOODLE SOUP



INGREDIENTS

Wild Alaska Snow crab, 3 oz. ea.	1 1/2 lbs.
Chicken broth, strong, prepared	6 cups
Egg noodles, cooked, cold, 3 oz. ea.	1 1/2 lbs.
Celery, sliced 1/4" thick, par steamed	40 ea.
Carrot, sliced 1/4" thick, par steamed	40 ea.
Dill, fresh, chopped	1 tsp.

METHOD

One Serving:

1. Place 12 oz. chicken broth in soup pot, with 5 slices each carrot and celery and bring to a boil.
2. Add 3 oz. cooked egg noodle and 3 oz. lightly chopped Alaska Snow crab.
3. Simmer 2-3 minutes until everything is heated through.
4. Pour into serving bowl, garnish with 1/8 tsp. fresh dill.
5. Serve.

Makes: 8 Portions

Swapped Meat: Chicken

MIXED PEPPERCORN CRUSTED WILD ALASKA HALIBUT



INGREDIENTS

Wild Alaska halibut fillet, 4 to 6 oz. ea.	3 lbs.
Mixed peppercorns, fresh cracked	8 Tbsp.
Butter, softened	1 lb.
Shallot, minced	4 tsp.
Tarragon, fresh, fine chop	8 tsp.

METHOD

Fish:

1. Sprinkle 1 Tbsp. of mixed cracked peppercorns evenly over each piece of Alaska halibut, covering all sides. Hold under refrigeration until needed.

Butter:

1. Place softened butter in bowl, and blend in the shallots and tarragon, making sure to get as even a distribution as possible.
2. Place on a piece of plastic wrap, roll and twist the ends in opposite directions to form a tight log.
3. Hold under refrigeration until needed.

One Serving:

1. Take one portion of Alaska halibut and place on a hot grill, cook 4-6 minutes, turn and cook 4-6 minutes or until cooked through.
2. Remove to serving plate.
3. Take butter from refrigeration, cut off a 1 oz. piece and place it on top of the cooked fish.
4. Place the plate briefly under the salamander to begin melting butter, remove and serve.

Makes: 8 Portions

Swapped Meat: Beef Filet, New York Strip or Rib Eye

OVEN ROASTED WILD ALASKA COD SANDWICH



INGREDIENTS

Wild Alaska cod fillet, 4 to 6 oz. ea.	3 lbs.
Italian seasoning, prepared	8 Tbsp.
Broccoli rabe, trimmed, chopped	1 lb.
Olive oil, extra virgin (EVOO)	1 cup
Garlic, chopped	2 ² / ₃ Tbsp.
Crush red pepper	1 tsp.
Fennel seed, lightly crushed	2 tsp.
Provolone cheese, sliced	16 ea.
Hoagie style roll, 8"	8 ea.
Italian salad dressing, prepared	1 cup

METHOD

Fish:

1. Sprinkle 1/2 Tbsp. Italian seasoning on each side of the Alaska cod fillets.
2. Hold covered under refrigeration until needed

One Serving:

1. Place 1 portion of Alaska cod on an oven proof pan and place in 425° oven for 6 minutes or until cooked through, remove.
2. Heat a sauté pan with 2 Tbsp. EVOO, 2 tsp. chopped garlic, 1/8 tsp. crushed red pepper and 1/4 tsp. crushed fennel seed, and cook 1 minute.
3. Add 2 ozs. broccoli rabe, toss and lower heat and cook 3-4 minutes.
4. Split 1 hoagie roll, drizzle each cut side with 1 Tbsp. Italian dressing
5. Cut 2 slices of provolone in half, placing 2 pieces on each cut side of roll covering end to end.
6. Place roll in oven or under salamander to melt cheese and heat, remove.
7. Place fish on heel of roll, top with cooked broccoli rabe, and close with crown.
8. Slice on bias and serve.

Makes: 8 Sandwiches

Swapped Meat: Pork

WILD ALASKA COUNTRY FRIED SALMON



INGREDIENTS

Wild Alaska salmon fillet, butterflied, 4 to 6 oz. ea.	3 lbs.
Buttermilk	2 qts.
Eggs, large	4 ea.
Flour, all-purpose	8 cups
Salt	3 Tbsp.
Black pepper, ground	3 Tbsp.
Garlic powder	3 Tbsp.
Cayenne	3 Tbsp.
Baking powder	6 Tbsp.
Hollandaise sauce, prepared, hot	2 cups
Flat leaf parsley, chopped	8 tsp.

METHOD

Marinade:

1. In a bowl blend the eggs with buttermilk. Divide into 2 equal portions and hold under refrigeration until needed.

Seasoned Flour:

1. In a bowl blend the flour with salt, black pepper, garlic powder, cayenne, and baking powder. Divide into 2 portions and hold covered until needed.

One Serving:

1. Set dredging station: buttermilk, seasoned flour, buttermilk, seasoned flour
2. Place 1 portion of butterflied Alaska salmon into buttermilk marinade and let sit 1-2 minutes.
3. Remove, shake off excess and place into seasoned flour, pressing well to coat.
4. Place back into second dish of buttermilk, coat well, and shake off excess.
5. Place into second tray of seasoned flour, pressing well to coat.
6. Place in 350° fryer and cook 3-5 minutes until golden brown and cooked through.
7. Place on serving plate, nappe with 2 oz. prepared Hollandaise sauce, garnish with 1 tsp. chopped parsley.
8. Serve.

Makes: 8 Portions

Swapped Meat: Beef or Pork

LOADED WILD ALASKA SURIMI SEAFOOD POTATO SKINS



INGREDIENTS

Wild Alaska surimi seafood	20 oz.
Old Bay seasoning	5 1/3 Tbsp.
Potato skins, prepared, hot	40 ea.
Jack/Cheddar cheese blend, shredded	8 cups
Tomato, diced	4 cups
Green onion, chopped	1 cup
Sour cream	6 2/3 Tbsp.

METHOD

Surimi Seafood:

1. In a bowl toss the Alaska surimi seafood with the Old Bay seasoning to coat.
2. Hold covered under refrigeration until needed.

One Serving:

1. Place 5 hot potato skins on an oven proof platter.
2. Evenly distribute 1 cup of shredded cheese into the 5 skins.
3. Place 1/2 oz. of the seasoned Alaska surimi seafood in each skin.
4. Place in hot oven or under salamander to melt cheese and heat surimi seafood through, remove.
5. Place skins onto serving plate.
6. Place 1/2 tsp. of sour cream into each skin.
7. Sprinkle the plate evenly with 1/2 cup of diced tomato, 2 Tbsp. chopped green onion and serve.

Makes: 8 Portions

Swapped Meat: Bacon

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