



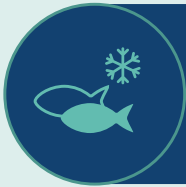
Wild, Natural & Sustainable®

FROZEN SEAFOOD QUALITY

Science based research about Alaska Seafood

PERCEPTIONS THAT FRESH SEAFOOD IS ALWAYS SUPERIOR TO FROZEN remains a misconception, yet research shows that consumers find frozen seafood to be as good as, if not better than fresh (never frozen) products. Many are unaware of the benefits to both quality and nutrition offered by freezing. This study sought to gauge perceptions of frozen seafood quality upon blind testing of the Alaska sablefish and Alaska coho salmon.

METHODS



Two Alaska species of wild Alaska seafood: **coho salmon** and **sablefish** (among other species) were stored for 2 years in commercial (-30°C/-22°F) and home grade (-18°C/ -0.4°F) freezers for a period of 2 years.



Every 6 months, portions were thawed and prepared for consumers to rate them. Consumers were selected from the Portland, OR metro area who enjoy seafood, with a new group of 120 individuals performing each test.

→ Testers tasted 'blindly,' not knowing anything about the product being tested or what was being measured.



Tastings were done at the 0, 6, 12, 18, and 24 month periods, with testers rating them 0-9 in terms of likability. Metrics included appearance, aroma, saltiness, sweetness, texture, and overall quality



Software combined answers on various metrics into a mean liking score for species in each freezer type, and measured on the 9 point (0-9) hedonic scale. Anything above a 7 in mean liking values is considered to be an excellent product by industry standards in studies of this type.

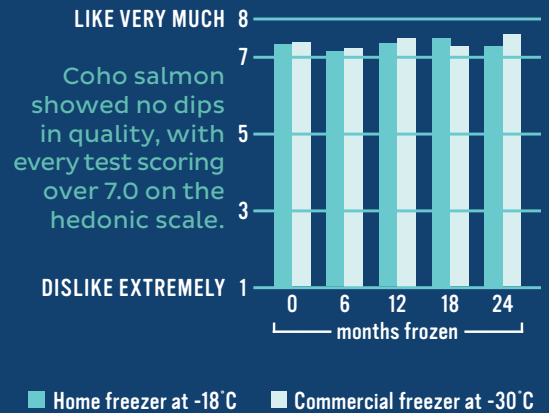
CONCLUSION

After 2 years, results show that the attributes tested including the appearance, color, aroma, texture, flavor, sweetness, saltiness, overall texture, firmness, oil content, aftertaste and overall quality **were liked equally or more** than when served before freezing at the start of the study.

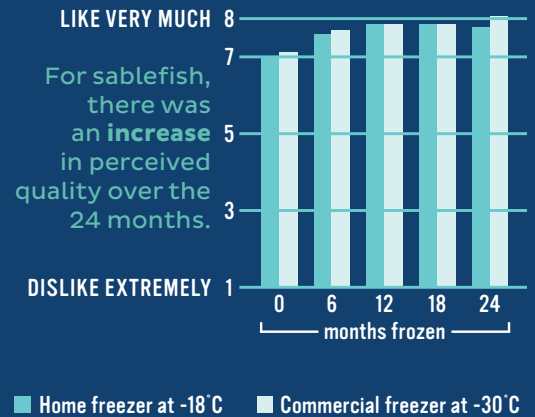
Learn more at alaskaseafood.org

RESULTS

Frozen coho salmon over 24 months time: **NO SIGNIFICANT DIFFERENCES IN CONSUMERS' OVERALL LIKING** from time 0 months to time 24 months



Frozen sablefish over 24 months time: **CONSUMER LIKING INCREASED SIGNIFICANTLY** from time 0 months to time 24 months



TAKE HOME

Wild Alaska coho salmon and sablefish can be stored for up to **TWO YEARS** without any loss of quality in **APPEARANCE, AROMA, TASTE, TEXTURE, or OVERALL QUALITY!**



2 YEARS