

NEW ZEALAND KING SALMON

a taste of...
UNTOUCHED
WATERS

*Raised to natural perfection
in untouched waters.*



The surest way to produce superb eating salmon is to raise them in natural surroundings where the water is pure, food safety is assured and human intervention is minimal.

New Zealand's remote waters, our strict bio-security procedures, low stocking densities and absence of any native salmon species means that New Zealand is free from the usual diseases and pests found elsewhere. We can raise our salmon naturally without having to resort to chemicals or antibiotics.

Of course, it also helps when you start out with a species as desirable as New Zealand King Salmon. The perfect all-rounder, New Zealand King Salmon are renowned for satisfying the sensory expectations of salmon lovers everywhere with their brilliant colour and full fresh taste.

In addition to their healthy and sustainable upbringing, New Zealand King Salmon offer consumers significant health and nutritional benefits. As a species, our King (or Chinook) Salmon offer the highest natural oil content of all salmon varieties, including beneficial Omega 3. The high natural oil content also imparts added taste, tenderness and a delicate texture to New Zealand King Salmon.

As the world's largest supplier of this impressive species, New Zealand is able to offer consistent supplies of quality New Zealand King Salmon to its international clientele.

For consumers who appreciate excellent taste in their salmon but also like to know it comes from the world's purest coastal water, New Zealand King Salmon is the salmon of choice.

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ENVIRONMENTAL SUSTAINABILITY

The New Zealand Finfish Aquaculture Environmental Code of Practice (2007) directs best industry practices throughout the hatchery, growing and harvesting cycle to minimise potential effects on the environment.

"The New Zealand salmon industry achieves a first class rating amongst global producers. Born out of inherent resource based attributes displayed by the natural marine environment in combination with a highly dedicated, quality focused sector, New Zealand salmon is synonymous with the words healthy, pure, and natural. Farms are compliant to one of the most robust regulatory frameworks in the world, developed through partnership and choice."
Global Trust Certification Ltd

QUALITY ASSURED

New Zealand King Salmon are handled with care throughout the processing stage to ensure consumer safety and optimum product quality. From the farm, the Salmon are transported directly to state-of-the-art processing plants. All processing plants in New Zealand are required to meet the international HACCP (Hazard Analysis Critical Control Point) quality standards. Government regulatory authorities inspect and monitor processes for compliance with health and access requirements of consuming countries.

TRACEABILITY

The New Zealand Salmon industry has the advantage of knowing where each of its fish has derived from, with traceability back to the farm where it was raised.

CULINARY BENEFITS

- Consistent year round supply.
- New Zealand King Salmon has the highest natural oil content of all Salmon varieties, which imparts added taste, tenderness and a delicate texture.
- New Zealand King Salmon is versatile in application and appeal – enjoyed raw or cooked.

PRODUCT FORMS

- New Zealand King Salmon is available in varying frozen and chilled product forms from whole Salmon through to custom sized single-serve fillets.
- A range of natural and conveniently packed hot and cold smoked salmon products are available.

WHERE TO BUY

New Zealand King Salmon is distributed worldwide. Please visit www.purenzsalmon.com for a directory of exporters and more information including recipes and storage and handling instructions.