

# ÖRA KING™

A UNIQUE BREED OF KING SALMON FOR CULINARY EXCELLENCE

## ○ From the clearest water in the world

Öra King salmon begin their lives in the fresh water from Te Waikoropupu Springs, which has been verified as the clearest water in the world. Within their first year, the young salmon are carefully transferred to the Marlborough Sounds, where they will grow to maturity in its cool water and swift currents.

## ○ A unique breed of salmon

Öra King is the culmination of a classical husbandry program where only the finest King salmon with the best culinary traits are selected from generation to generation.

## ○ Culinary attributes / tasting notes

Öra King salmon have a distinctive appearance with bright silvery skin, a round body, thick belly and short tail section for exceptional yield and even cooking. The high oil content delivers a pleasantly rich, luscious taste with a clean finish and an elegant, silky texture.

## ○ Sustainability

At Öra King our hatcheries, sea farming and processing operation are “Best Aquaculture Practices” certified by the Global Aquaculture Alliance (the first company in the Southern Hemisphere to achieve this). Furthermore, Monterey Bay Aquarium’s consumer guide, Seafood Watch has given New Zealand King salmon a “Best Choice” rating for consumers. Vancouver Aquarium’s Ocean Wise conservation program also recommends Öra King as a sustainable seafood option.

## ○ Traceability

We control every step of the process from the egg to the finished product. Each Öra King salmon is traceable not only back to its specific farm, but to its birth at the hatchery. An individually numbered gill tag is attached to each fish to allow for authenticity of origin and traceability for customers.

## ○ Naturally high source of Omega-3

Öra King salmon have the highest oil content of all salmon and are a naturally rich source of healthy long chain Omega-3 fatty acids.

## FROM THE MARLBOROUGH SOUNDS OF NEW ZEALAND

### ○ High oil content and long-chain Omega-3s

### ○ Subtle, clean flavor and a rich, velvety texture

### ○ Traditional breeding program focusing on the best culinary traits of the prized King salmon

### ○ A sustainable seafood choice with BAP

(Best Aquaculture Practices) certification and a “Best Choice” (Green) rating with Monterey Bay Aquarium’s Seafood Watch program.

