



Icelandic Arctic Char

Salvelinus alpinus



Raised in cold, clean Icelandic waters

The char is a tough native Arctic species which can live in cold, inhospitable waters. Our Icelandic Arctic char is farmed in Iceland without the use of antibiotics, the use of prophylactic medicines or using any land-animal by-products. Our producers use free flowing arctic waters from the Icelandic mountains mixed with clean geothermal waters to provide the perfect temperature for char growth.

Icelandic Arctic char is raised with the utmost respect to the environment. No antibiotics are used in raising these char and come from native Icelandic broodstock. These char are also raised with a very low carbon footprint.

Monterey Bay Aquarium
Seafood Watch



**BEST
CHOICE**

Icelandic Arctic Char

Often compared with salmon or trout, arctic char is a distinctly unique fish, with delicate, light pink flesh. Its succulent texture is very tender and has an elegant, mildly sweet flavor. The flavor of arctic char is less intense than salmon.

Though often compared to salmon or trout, Arctic Char has its own distinctive qualities:

- delicate, light pink flesh
- a mild, buttery, sweet flavor
- a rich source of omega-3 fatty acid

Our Arctic char are raised in farms powered by geothermal generated energy and fed by icy cold Icelandic mountain water. The feeds mimic that of their wild cousins and the resulting fat content of our fish ranges between 5% and 15%.

It is perfect for both cooked and sashimi preparations. It is a superior fish, both sweet and sophisticated, making it suitable for all gourmet markets.

Farmed Arctic Char has the “Best Choice” recommendation by the Monterey Bay Aquarium’s Seafood Watch program.

Available whole dressed - fresh weekly.



Photo: Polly Legendre

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