



# Princess

premium salmon farmed by  
**Pure Norwegian Seafood**  
*Salmo salar*



## Pure Norwegian Seafood's premium farmed salmon

Farming premium salmon involves making a set of choices around selecting the right broodstock, the right diet and creating the best possible environment of proper rearing. The following elements are a snapshot of what is needed to make Pure Norwegian Seafood's truly premium salmon.

1. Start with strong fish - Princess salmon starts with the expert farmers selecting superior genetic roe. These carefully selected salmon grow in low density pens with absolutely no chemical treatments or antibiotics.
2. Feed them correctly - Princess salmon are fed a diet that consists of 70% marine protein, all sourced from sustainable and traceable sources. Currently, the venerated French quality standard, Label Rouge, requires salmon to be fed a diet that includes 50% marine protein. Princess salmon feed is 20% higher in marine-based protein than what is required by Label Rouge standards.
3. Give them room to grow - Benefits of a diet high in marine protein include producing a lean and physically fit salmon. The special diet along with excellent water conditions are what set the Princess salmon apart from all others. Princess salmon is notably more lean when compared to other farmed Atlantic salmon.

# Princess Salmon - by Pure Norwegian Seafood AS

- No chemical treatments
- No use of antibiotics
- Omega 3-rich - min 15% EPA/DHA
- Bright orange-red color (#28)
- Low fat content and strong muscle development
- Fish welfare guidelines crafted to respect the RSPCA-standard



BY PURE NORWEGIAN SEAFOOD

## Location: Averøy Island, Norway

Farming, harvest and processing occur at this location. Once processed, the salmon is taken directly to Oslo via the Great Atlantic Road which connects the island to the mainland.

## Culinary:

Balanced fat content thanks to the marine-based diet.

The muscle development is key in delivering a firm salmon fillet.

Bright color, lean texture ensures it performs well with all culinary preparations including raw/sashimi uses.



## Buena Vista Seafood

Dale Sims (415) 994-4761

Joe Koran (813) 203-1619

Justin Van de Pitte (530) 575-2714

