



MARLBOROUGH  
KING SALMON

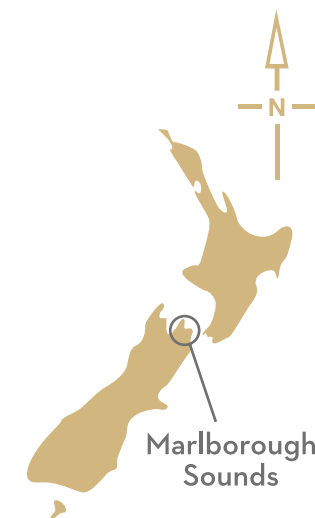


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## Our Marlborough King Salmon

Raised in the crystal clear waters of New Zealand's Marlborough Sounds, Regal Marlborough King Salmon is known for its incredible flavour, colour, texture and healthy omega-3 fatty acids.

So when you choose Regal Marlborough King Salmon you can be sure you're enjoying some of the finest salmon in the world.



Product of New Zealand

*Sunrise in the Marlborough Sounds*

*Crystal clear waters  
of Te Waikoropupū Springs*

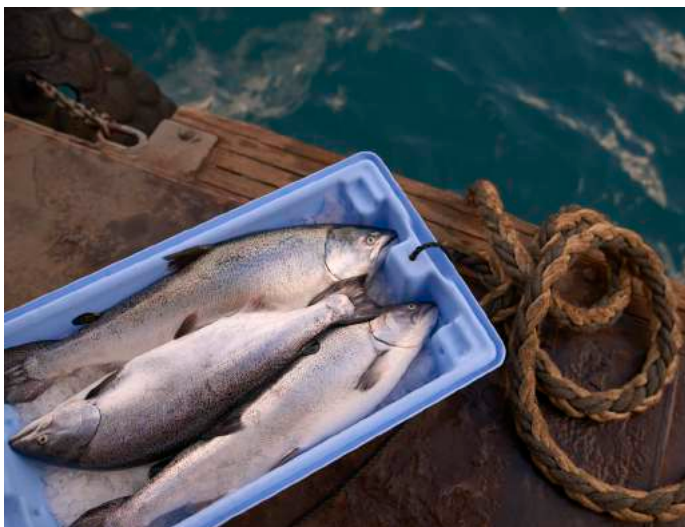
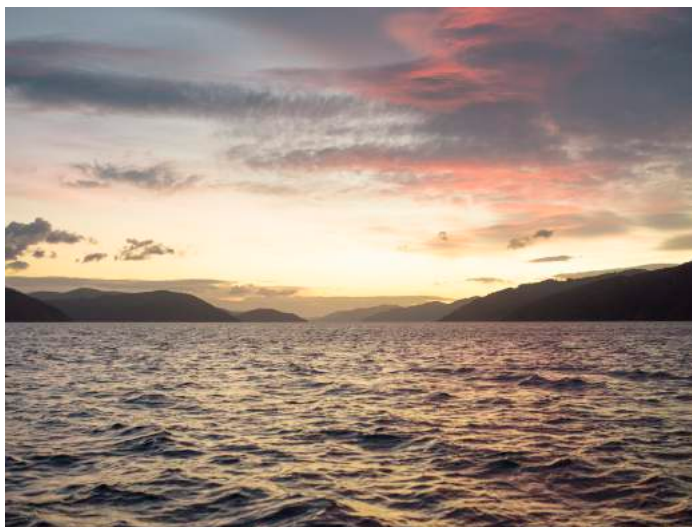


## A Sustainable Story

Not only the best in terms of taste and nutritional quality, our King salmon are farmed in one of the most sustainable ways possible.

Nurtured from birth in crystal clear waters flowing from Te Waikoropupū Springs near Takaka, our salmon begin life in protected isolation. When they are ready, they are transferred to sea farms in the Marlborough Sounds. The cool, deep, clear waters of the Sounds are ideal for salmon production. Our salmon have plenty of room with stocking rates resulting in only 2% of the sea farm volume being occupied by salmon and the remaining 98% being water.

Regal Marlborough King Salmon has achieved the world-leading Best Aquaculture Practices (BAP) certification from The Global Aquaculture Alliance. In addition, the New Zealand King salmon industry received the Monterey Bay Aquarium Seafood Watch Green/Best Choice rating in 2015, the only marine-farmed salmon to achieve this rating.





*Te Pangu Salmon Farm, Marlborough Sounds*



# Creating the World's Best Salmon

Our salmon is available in a wide variety of cuts and styles to suit every occasion. The range includes wood roasted and cold smoked salmon, Artisan, fresh whole salmon, fillets, Fresh Cuts and Smoked Salmon & Potato Cakes.

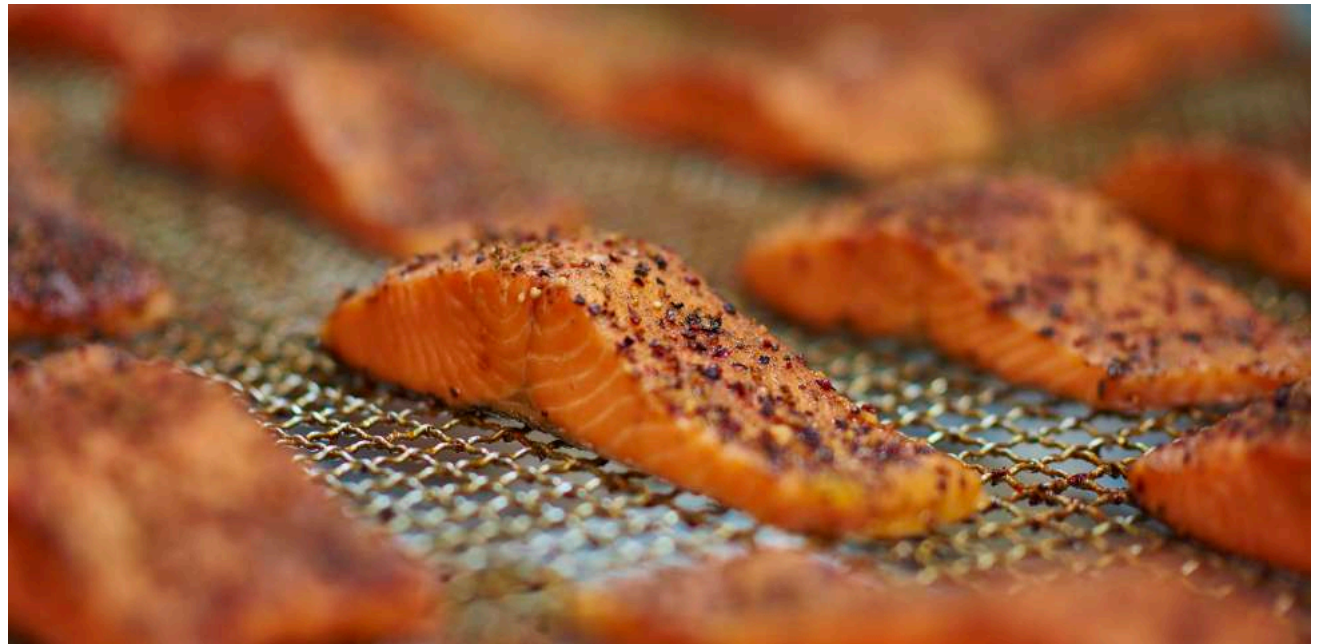


## WOOD ROASTED SALMON - *DELICIOUSLY SATISFYING*

The Regal Wood Roasted Salmon range is slowly roasted over aromatic beech wood, either au natural or with a subtle flavouring.

Our Regal Wood Roasted Salmon has a fragrant fusion of smoky aromas and sea salt, with a luxuriously buttery taste. The golden exterior of the salmon flakes easily to reveal a soft orange-pink hue that characterises the rustic nature of this product.

Regal Wood Roasted Salmon is a delight to eat hot or cold, on its own or in pasta or salad dishes.





### COLD SMOKED SALMON - *DELICATELY COMPLEX*

Our Regal Cold Smoked Salmon is cured in a dry salt and sugar mix, smoked at a low temperature in a natural beech wood and then sliced.

With its vibrant colour and sea-salt aroma, each delicate sliver has a velvety texture which delights the palate and melts in your mouth to leave a lingering, sweet smokiness.

The unique qualities of Regal Cold Smoked Salmon adds elegance to any dish and is ideal for delicate finger foods and canapés where taste, texture and visual impact are important.

### ARTISAN - *CRAFTED SOPHISTICATION*

The Regal Artisan Range is our salute to a traditional, more considered approach to crafting fine foods. We've taken the finest hand-selected New Zealand King salmon, cured it with premium sea salt, and smoked it for several hours using native manuka wood chips. The result is rich in aroma, vibrant in colour, and sophisticated on the palate.

Salmon lovers will instantly realise that this is the finest quality salmon, lovingly crafted through every moment of the curing and smoking process.

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### FRESH SALMON - *PURE PERFECTION*

The delicate texture of fresh Regal salmon evokes the purity of its place of origin; the cool, deep sea waters of the Marlborough Sounds.

With its generous marbling, Regal salmon is vibrant in colour. In taste, our salmon has a creamy mouth feel reminiscent of ripe avocado. The layers of salmon have a buttery texture, almost velvety, and melt away in the mouth.

Fresh Regal salmon is perfect for sashimi and sushi, oven baking, poaching, pan-frying or grilling. Also available in our convenient Fresh Cuts range.

### SMOKED SALMON & POTATO CAKES - *A CLASSIC COMBINATION*

Succulent Regal King Salmon from the Marlborough Sounds, delicious locally grown potatoes and a sprinkle of garlic and black pepper. These gluten free, hand-made cakes are a natural source of omega-3, and are a healthy and nutritious mid-week meal.

Regal Smoked Salmon & Potato Cakes are the ideal meal for the whole family, perfect in a healthy burger or served with a simple, fresh salad.





*Barbecued Regal Salmon and Potato Cakes with Silver Beet Coleslaw*

*Smoked Regal King Salmon Buns*





*Regal King Salmon, Courgette & Sweet Chilli Pizza*



# Salmon: The Super Food

## LONG CHAIN OMEGA-3 FATS

As well as being a superb and nourishing food rich in protein, vitamins and minerals, Regal Marlborough King Salmon is a natural source of healthy long chain omega-3 fatty acids. Omega-3 fatty acids are considered an essential fatty acid, necessary for human health, which the body cannot produce itself.

Omega-3 fatty acids can be broken down into three types:

1. Eicosapentaenoic acid (EPA) - from marine sources
2. Docosahexanoic acid (DHA) - from marine sources
3. Alpha-linolenic acid (ALA) - from plant sources

There is far more evidence supporting the health benefits of marine-based EPA and DHA over ALA, both of which salmon contain high levels of. Some of these health benefits include:

- Reduction in cardiovascular disease
- Lowered cholesterol levels
- Lowered blood pressure (particularly among those with elevated blood pressure)
- An improvement in rheumatoid arthritis
- Improved cognitive/mental function

## RECOMMENDATIONS

	Adequate Intake* (mg/day)	Suggested Dietary Target** (mg/day)
Female	90mg	430mg
Male	160mg	610mg

\*Adequate Intake (AI) = minimum recommended intake level for adults

\*\*Suggested Dietary Target (SDT) = optimal levels of intake that could help reduce the risk of chronic disease

Because Regal salmon is such a wonderful source of highly nutritious marine-based omega-3 fats, just one 100g serving will provide enough omega-3 to cover three days of your needs for women and two days for men.

Food Source	Approximate omega-3 content (EPA + DHA)	Number of days' worth of omega-3 (compared to the SDTs above)
100g Fresh Regal Salmon	1380mg	3.2 days (women) 2.3 days (men)
100g Smoked Regal Salmon	1620mg	3.7 days (women) 2.7 days (men)



*Regal King Salmon with Salad Greens, Cherries  
& Roasted Eggplant Dressing*





## Cooking/Storage Tips

### HOW MUCH?

Regal salmon is a rich and satisfying meal so a large serving is not required. Most supermarkets and fish shops will cut whole fillets to the weight or size you require. Allow 125g - 150g for fresh salmon or 50g for smoked salmon per person.

### COOKING

Fresh salmon is cooked when it no longer looks translucent and becomes a cloudy, pink colour on the outside. Wetness in the internal portion of the fillet signifies a juicy piece of salmon, not that the fillet is undercooked. Salmon cooks very quickly and should flake easily when tested with a fork. It is quite safe to serve salmon rare and can also be eaten raw\* with the appropriate hygiene precautions.

Salmon is extremely versatile and can be cooked virtually any way you like whether you are oven baking/roasting, barbecuing, grilling/pan-frying, steaming, poaching, or even cooking it in your microwave.

For detailed instructions visit [regalsalmon.co.nz/buying\\_cooking](https://regalsalmon.co.nz/buying_cooking)

### STORAGE

Fresh Regal salmon will keep in a fridge (at less than 4°C) for 3 to 4 days perfectly well. Keep whole salmon lightly covered with foil or cling film to prevent it drying out. For storage and shelf life on smoked products see back of pack.

If freezing fresh salmon, put salmon steaks and fillets in individual sealable freezer bags making sure as much air as possible is removed and freeze. To ensure that the salmon freezes quickly, lay the freezer bags flat on the shelf, rather than in piles on top of each other. If frozen in a sealed freezer bag, salmon will last up to six months in the freezer. You should always defrost seafood in the fridge and bring to room temperature before cooking/serving.

\*Pregnant women should avoid eating chilled pre-cooked seafood products (unless eaten hot) and uncooked seafood.





*Regal King Salmon, Labne & Pomegranate Canapés*

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## FAQs

### WHAT DO YOU FEED YOUR SALMON?

Our feed contains ingredients based on the nutritional requirements of wild salmon. The feed carries Certificates of Analysis from registered laboratories, is certified GMO and BSE-free, and all ingredients are fully traceable. The feed consists of fish meal (sourced from sustainable fisheries), fish oil, animal protein and oil, vegetable protein meals, wheat/starch and vitamins and minerals including the natural antioxidant Astaxanthin. All protein sources we use in our feed are from those also used for human consumption.

### DO YOU DYE YOUR SALMON?

Our salmon feed contains Astaxanthin which is naturally found in algae and krill and is an essential micronutrient for salmon. It is so important to the salmon that they have evolved the capacity to store it in their muscle tissue and that's what makes salmon pink. Salmon use it to protect their precious omega-3 oils and ultimately it protects their eggs. Because it is such a powerful antioxidant, Astaxanthin is also used in other foods for human consumption, including dietary supplements.

### HOW DO YOU DEBONE SALMON?

Before cooking a salmon fillet, it's always a good idea to check it for pin bones. To do so, lay the fillet on a flat work surface and run your fingers down its length. If pin bones are present you should feel their tips.

If you locate a bone, slide a hand under the fillet and lift the fillet slightly so it bends causing the bones to protrude. Grasp the end of the bone with fish tweezers and pull, wiggling it gently until it pulls free. Repeat until the fillet is bone-free.

### IS IT EXPENSIVE TO EAT REGAL SALMON?

You don't need much – Regal salmon is very filling and affordable. Your healthy meal of 125gms will cost you around \$3 to \$5. You can also add smoked or fresh salmon to pasta and pizzas to make your meal go further.



WHAT'S THE DIFFERENCE BETWEEN KING SALMON AND ATLANTIC SALMON?

In most cases, Kiwis tend to think of all salmon, simply as salmon. However, that is not the case. With other salmon available in New Zealand supermarkets, anyone concerned with food provenance needs to know the difference between high-quality fresh salmon produced right here in New Zealand and salmon sourced offshore.

Our King salmon is grown and nurtured locally in the cool, deep waters of the Marlborough Sounds, then harvested and delivered to retailers within 48 hours. By comparison, Atlantic salmon is imported (mostly frozen) and can take several weeks to get to New Zealand from places such as Norway or Australia. This, combined with a difference in oil content, means the eating characteristics of the product differ compared to King salmon. King salmon is often referred to internationally by top chefs as offering a superior eating experience. For more differences between King and Atlantic salmon, please see table opposite.

By name-checking Regal Marlborough King Salmon or King salmon, you are supporting good quality, local New Zealand produce.



New Zealand King salmon		Imported Atlantic Salmon
Vibrant apricot, shiny, deep marbling	Appearance	Soft peach colour, often pale, less distinct fat lines
Rich yet delicate	Flavour	Mild, slightly bland
Firm, pleasant bite, silky, buttery, melts in your mouth	Texture	May become mushy when thawed, lacks structure. Firm when cooked
Fresh	Format	Thawed and frozen
New Zealand	Source	Norway and Australia
Highly versatile. King salmon has a higher oil content that makes it easy for home cooks to produce good results. See cooking section for more details.	Cooking	Shorter cooking time. Can produce good results when pan fried or barbequed but must be closely monitored as can dry out quickly because of it's lower oil content



*Hérons at Te Pangu Salmon Farm, Marlborough Sounds*







# MARLBOROUGH KING SALMON



#regalsalmon

For more information visit [regalsalmon.co.nz](http://regalsalmon.co.nz)

All information true and correct as at 30.05.2016

