

# Wild Yukon River Smoked Salmon

*It's not just salmon, it's Yukon salmon!*



## A NEW 'TAKE' ON AN OLD TRADITION

Kwik'pak Fisheries is proud to introduce our new Yukon Smoked Salmon products which are based on a 10,000 year old tradition. Once your customers try these delicious, versatile and nutritious ready-to-eat smoked salmon varieties, they will keep coming back for more.

## A GIFT FROM WILD ALASKAN WATERS

At the mouth of the Alaskan Yukon River, where it empties into the Bering Sea, Yupik Eskimo families still embrace fishing as a way of life. The salmon they catch must navigate up to 2,000 miles of cold, pristine, water, swimming against incredible currents from the mouth of the river to as far away as British Columbia. These fish are "genetically programmed" to store oil for this rigorous journey. For the consumer, this translates into extraordinary amounts of healthy oils, fats and Omega-3s.

## Our Products



Traditional Yukon Keta Strips

### Traditional Yukon Keta Strips

Traditional Yukon Keta Strips are processed in much the same way that Yupik families have been preserving their catch for thousands of years. Cold smoked and dried, these are a great snack or can be thinly sliced for a delicious hors d'oeuvre.



Yukon Keta Candy

### GARLIC AND PEPPER INFUSED SMOKED YUKON KETA (NOT PICTURED)

The Garlic and Pepper Infused Smoked Yukon Keta are hand portioned, cured in our special brine with a spice rub and then hot smoked. The mild garlic and pepper flavors will quickly become a favorite.

### YUKON KETA CANDY

These hand cut strips, made from the highly regarded Yukon Keta, are marinated in our own special brine and hot smoked. They have a salty, sweet taste, which, combined with the natural oils of the fish will keep your customers coming back for more. And, it makes a healthy choice for after school snacks.



Old Style Smoked Yukon Keta

### OLD STYLE SMOKED YUKON KETA

Our Old Style Smoked Yukon Keta come from fish that have been carefully selected for their rich meat color and natural oils. They are hand cut, brined and hot smoked using our age-old recipe. These moist, flaky portions will transform your favorite recipe into a masterpiece.

**NUTRITIOUS AND DELICIOUS** Yukon Salmon are very special fish with their own unique flavor. They are high in rich Omega 3s – in fact higher than almost any other salmon or seafood. They maintain these healthy oils even through the smoking process, have no trans-fats or carbohydrates and are an excellent source of protein.



**SERVING** Kwik'pak's smoked salmon products are versatile and easy to prepare. And because they go a long way as an ingredient, they are easy on the family budget. They are fully cooked, ready to eat and easy to serve. They can be consumed straight from the package as a quick, nutritious snack, which is a great way to encourage kids to eat fish. Or try tossing them into salads, omelets, chowders and pastas or serve as an appetizer.

**SUSTAINABLE** Kwik'pak Fisheries' smoked salmon products come from a sustainable fishery, managed by the Alaska Department of Fish and Game. In addition to being certified by the Marine Stewardship Council and Global Trust, salmon from the Yukon River also meet and are certified to the rigorous United Nations Food and Agriculture Organization (FAO) standards.

**TRACEABLE TO THE SOURCE** Kwik'pak Fisheries works with the leading global food traceability company, Trace Register, which allows buyers and consumers to trace our products back to their source at the mouth of the Yukon River. This enables our customers to know that the fish they have purchased is authentic wild Yukon River Salmon. Each package of smoked salmon carries a Trace Code on the back of the package along with the web page to visit – [www.kptrace.com](http://www.kptrace.com).

**Nutrition Facts**

Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 5g	10%	Total Carb 5g	10%
Sodium 50mg	10%	Dietary Fiber 5g	10%
Total Crap 5g	10%	Protein 5g	10%
Cholesterol 5mg	10%	Sugar 5g	10%
Salmon 5oz	10%	Preservatives 5g	10%
Wild Caught 5g	10%	Vitamins C, D, E	100%
		Calcium 5g	10%

**USE OR FREEZE BY**

2011	2012	2013
1 9 10 11	1 2 3 4 5 6 7 8 9 10 11 12	1 2 3 4 5 6 7 8 9 10 11 12
13 14 15 16 17 18 19 20 21	22 23 24 25 26 27 28 29 30 31	

**701-103104**

**www.kptrace.com**

**PACKAGING** Our Yukon Keta Candy and Traditional Keta Strips are available in 6-oz. labeled retail packs as well as bulk 2.5 pound bags. The Old Style Yukon Keta comes in 4-oz labeled retail packs. All are packed in 15# cases.



**INGREDIENTS** Wild Yukon Keta Salmon, Salt, Brown Sugar and Natural Wood Smoke. Smoked and Ready-to-Eat. No preservatives or coloring added. Product is Gluten Free.

**STORAGE** Product is shipped frozen and can be stored frozen for up to 12 months. It should be sold within 45 days after thawing and consumed within 30 days after the packages are opened.

**SHIPPING** Products are shipped frozen from Seattle, WA where we maintain inventory so orders can be filled and transported quickly to your location.



Wild, Natural & Sustainable®

PRODUCT OF THE USA

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"Living to fish, fishing to live."

