

Nutritious By Nature

The color, texture and flavor characteristics of our wild salmon come from their natural marine diet and annual migrations in the cold North Pacific.



Wild Sockeye Salmon
Deep red-orange color, firm texture, robust flavor.



Wild King Salmon
Bright orange-red color, delicate flaky texture, rich flavor.



Wild Ivory King Salmon
Creamy-white color, delicate flaky texture, rich flavor.



Wild Silver Salmon
Peachy-orange color, moist texture, delicate flavor.



Wild Alaskan Halibut
White color, delicate texture and flavor.



Wild Alaskan Sablefish
White color, buttery texture and flavor.



Pacific Albacore Tuna
White color, lean firm texture, distinct flavor.



Wild Alaskan Cod
White color, delicate texture, lightly sweet flavor.

Our Guide to Preparing Wild Salmon & Seafood

Our prices reflect the living wages paid to fishermen, who in turn support their families and communities that depend on fishing income.

The Rewards of Simplicity

There are many ways to cook seafood, but when you start with high quality ingredients we believe a simple preparation is best. We do it the same way fishermen have for centuries, with simple ingredients that enhance flavor but don't overpower, like a light marinade of olive oil and our favorite herbs and spices. When you cook with Vital Choice seafood, less is always more.



Our rule of thumb is "if you think it's almost done, it's done."

Grilling

- Clean and preheat grill. Oil lightly when hot.
- Lay marinated fish directly over heat source, skin side up. Fish should sizzle when it hits the grill.
- Check after 2-3 minutes by gently lifting the fish to look for grill marks. When grill marks form, slide a spatula under the fish, flip and cook the other side. Turn 90° to produce crosshatch marks, if desired.
- Check again after 2-3 minutes. Cook just until opaque throughout.

Grilling On Wood Planks

Native Americans in the Pacific Northwest pioneered the art of grilling fish and game on wood planks, which preserves moisture and imparts wonderfully subtle wood notes to grilled food. On your grill, try Vital Choice Cedar or Alder Grilling Planks and experience the flavor of a timeless Northwest tradition.

- Heat grill to medium-high.
- Place pre-soaked plank on grill and preheat for 5 minutes, or until bottom begins to darken.
- Carefully flip plank over and arrange salmon or other fish on top.
- Cooking times will vary depending on the heat of your grill and thickness of fish, but can range from 5 - 10 minutes, just until salmon is opaque throughout.

Quick-Thawing Seafood Safely

For the freshest results, we suggest thawing your fish for half an hour or so before preparation. Immerse unopened packages in cool water for about 20 minutes to thaw. During this time, prepare ingredients and preheat your oven or grill. Once thawed, remove fish from package, rinse under cool water, and pat dry.

When Is Your Fish Done?

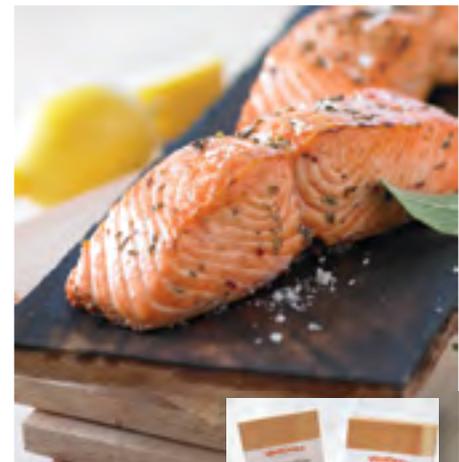
When prepared properly, wild salmon can be a wonderfully delicious meal, but nothing can strip it of its natural flavor and nutrition faster than over-cooking. For best results, remember that your fish will continue to cook for a few minutes after removal from the heat source. To get it just right, check with an instant-read thermometer. Fish is medium-rare when the internal temperature reaches 125°F and well done at 145°F.

Applying Marinades & Rubs

- Thaw fish thoroughly, rinse, pat dry and coat with favorite marinade or dry rub.
- Apply barbecue, teriyaki or fruit sauces just before fish is done cooking to prevent burning.

A Favorite Marinade Preparation

- Once thawed, brush all sides with a light coating of olive oil mixed with our organic salmon marinade or other herbs of your choice.
- Cook immediately, or refrigerate in zip-lock bag until needed within 12 hours.



Vital Choice Organic Salmon Marinades

2-oz. package

NSM101 Salmon Marinade Mix **\$10**

NSM103 No Salt Salmon Marinade Mix **\$10**

3.5-oz. package

NSM104 Lemon Pepper Seasoning Blend **\$11**

Vital Choice Grilling Planks

3 planks per package

NGP103 Cedar Grilling Planks **\$13**

NGP113 Alder Grilling Planks **\$13**

Guaranteed safe, worry-free frozen shipments Our wild fish and seafood are vacuum-packed or iced glazed, and flash-frozen at the peak of freshness and flavor. Your order will arrive carefully packed with plenty of dry ice in an insulated cooler or environmentally friendly thermal packaging. Thaw or store in your freezer to enjoy later.

Broiling

- Preheat oven to broil.
- Drizzle 1 tablespoon olive oil into a medium heat-proof skillet.
- Place salmon skin side down and gently rub olive oil on the top of fish and season.
- Broil in the oven for 8 minutes per inch of thickness.
- Cook just until opaque throughout.

Baking

- Preheat oven to 350 °F.
- Place marinated fish in baking dish and cook for 8-10 minutes. Time will vary depending on portion thickness.
- Remove from oven when fish begins to flake easily with a fork. Cook just until opaque throughout.

Slow Oven Roasting

- Preheat to 250°F.
- Coat fish with desired marinade or seasoning.
- Place fish in roasting dish on center rack of oven for 20 minutes.
- Using a fork to flake open the thickest section check the interior. Cook just until opaque throughout.

Steaming

- Use a wire steamer basket or vegetable steamer, and bring about 1" of water to a boil in pot.
- Turn off heat; place steamer basket in pot. If desired, line steamer with lettuce, onions, herbs or citrus to keep seafood from sticking.
- Add seafood.
- Return liquid to a boil and cover loosely.
- Cook just until opaque throughout.

Sautéing

- Preheat oiled pan to medium-high.
- Add marinated/seasoned seafood, skin side up.
- Shake the pan immediately after adding seafood, and then leave undisturbed until the appropriate color develops.
- Flip fish and cook just until opaque throughout.



Slow roasting works well for larger portions.



Steaming is ideal for shellfish and delicate seafood portions.

In The Kitchen

Discover new recipes, get great cooking tips and learn more about Vital Choice products with our free video series, only at vitalchoice.com/inthekitchen



Preparing Sushi, Sashimi & Tataki

We suggest slicing fish to desired thickness while still partially frozen. Serve with wasabi, pickled ginger and our wakame seaweed salad.

Our Guarantee

At Vital Choice we are committed to your satisfaction. If you are not fully satisfied with your purchase we will replace your product or issue a refund. Please let us know within thirty days of purchase.

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