



## PRINCE WILLIAM SOUND

### WILD ALASKA SOCKEYE

Prince William Sound is home to all five species of Pacific salmon. Every year from June through September they return to our protected coastal waters in order to spawn. The unmistakable color and taste of these fish can be attributed to the rich waters in which they thrive. As they feed and grow to adults in the open ocean they retain the rich nutrients of their diet of small crustaceans and plankton as heart healthy omega-3s and flavorful oils. Prince William Sound is fed by multiple glaciers which contribute to the cold, pristine water environment that wild salmon require in order to be healthy.

Our fleet is proud to bring this incredible natural superfood to the plates of people all over the world.

6 lb average, range 4-6 lbs



*Oncorhynchus nerka*

### Prince William Sound Sockeye

*Big runs, full flavor*

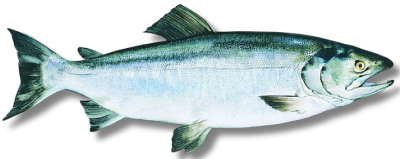
*Highly abundant and sustainable, this salmon species has the full flavor, firm texture and deep red color that makes it the poster child for wild Alaskan Salmon. A Summer BBQ favorite that goes great on the grill!*

#### Nutrition

*Serving size: 7oz*

- Calories: 325
- Fat: 12 g
- Protein: 58 g
- Omega-3: 1825 mg

8 lb average, range 2-12 lbs



*Oncorhynchus keta*

### Prince William Sound Keta

*The people's choice*

*Mild in flavor and modest in price, Keta salmon, also known as Chum salmon, are a little-known secret that deserves to be more widely shared. The mild flavor makes this a friendly fish choice. Great to use in fillets for smoking or flaked in burgers and patties.*

#### Nutrition

*Serving size: 7oz*

- Calories: 325
- Fat: 10 g
- Protein: 55 g
- Omega-3: 1708 mg

3 lb average, range 2-6 lbs



*Oncorhynchus gorbuscha*

### Prince William Sound Pink

*Alaska's most abundant*

*The most abundant salmon species harvested in Alaska, this fish will often be found canned or smoked. Its mild flavor and low fat content make it an excellent salad topper or burger. Perfect for introducing new palettes to wild salmon flavor.*

#### Nutrition

*Serving size: 7 oz*

- Calories: 325
- Fat: 10 g
- Protein: 52 g
- Omega-3: 1310 mg

Source: USDA national nutrient database for standard reference, release #28/ Rounded per FDA guidelines





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## The Place

Prince William Sound is like no other place in the world. Surrounded by spectacular glaciers and mountains, and shielded from the open ocean by barrier islands, this unspoiled sound of Alaska's south central coast is home to a vast variety of wildlife. Salmon thrive in these pristine, glacially fed waters. To preserve the sound's rich diversity, our fishery upholds the highest standards of quality and sustainability treating each fish with the upmost of care.



## Quality Handling from Net to Plate

Prince William Sound salmon are handled with extreme care on their journey from net to plate. From the moment they are harvested out of the net by fishermen they are chilled in fish holds. The most popular method of chilling is known as "slush icing" which is a mixture of flaked ice and sea water that allows the fish to float so as to reduce bruising.

These fleet-wide standards ensure consistent quality throughout the season. Prince William Sound salmon are delivered in small batches to be processed and shipped within a matter of hours to stores and restaurants.

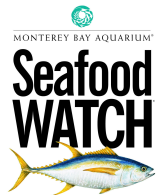
Quality extends beyond harvest and shipment. Knowledgeable fishmongers and dedicated chefs are the final link connecting consumers to the best salmon in the world.

## The Harvest



Wild Prince William Sound salmon are harvested by a fleet of independent fishermen. Each vessel represents a small business. Methods of harvest include drift gill net and set gill net. This commercial fishery occurs in the ocean before the salmon reach freshwater. Each catch is handled minimally, delivered quickly and inspected individually at processing facilities throughout the region.

Fishing is limited via time and area and is managed scientifically by Alaska Department of Fish and Game to ensure abundant future salmon stocks.



For additional information, recipe ideas, video and more follow us on social

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