



ALWAYS WILD. NEVER FARMED.

A Guide to *Wild* Alaskan Seafood

We've packed this guide with interesting facts about our seafood along with some tips and recipes to help you enjoy all the deliciousness of healthy, sustainable, wild-caught seafood.





FISH FACTS | TIPS | RECIPES

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Wild Alaskan Seafood: What makes it different?

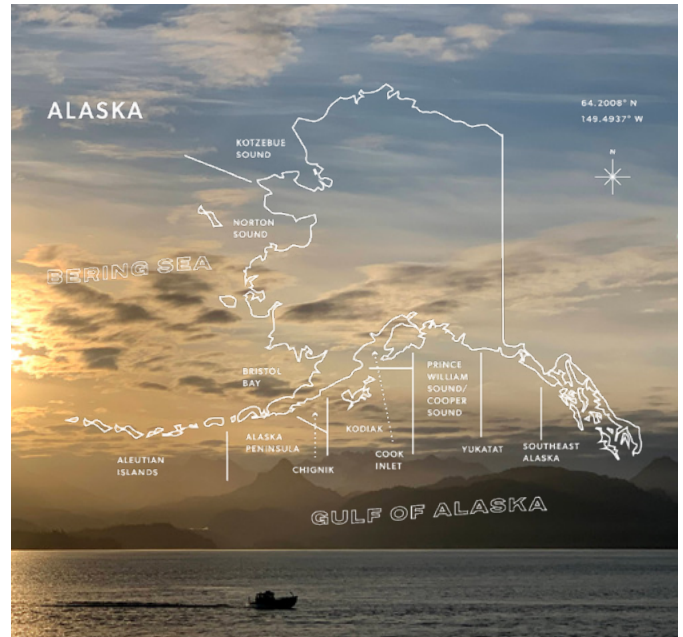
The seafood you get from us is always wild and never farmed. Learn about what difference this makes.

Alaska's Golden Standard

Alaska has the best-managed fisheries in the world. Any fish that makes its way from Alaska to your plate is wild-caught, never farmed. That's because finfish farming was banned in the state in 1990. This legislation protects the state's critical fishing industry.

Alaska is so serious about protecting its wild fisheries that sustainability is written into the [state constitution](#). Finite resources like regional flora and fauna are protected under the Alaskan constitution in order to safeguard the ecosystem in which its wild seafood industry thrives. Alaskan fishermen and agencies are also avid stewards of the industry, hewing closely to quotas that prevent overfishing and complying with restrictions that minimize the impact that the fishing industry has on marine habitats.

Because of these unique fishing practices that are designed to allow a manmade industry to flourish while respecting the balance and abundance of nature, Alaska's wild fisheries have the reputation as the gold standard when it comes to sustainability. We are immensely proud and honored to be part of a natural cycle that will continue to provide for us as long as we continue to respect it.



Why Wild-Caught?

There's a misconception that consuming fish from farms is a good solution to overfishing, since their wild relatives will be left in the sea. But there are hidden, unsustainable tolls to fish farms: Some species of farmed fish are fed fishmeal produced from wild prey fish, which has led to the overfishing of key resources that wild species rely on. This sets up wild fish to compete with farmed fish for the food they need to survive and procreate.

Fish farms have also inevitably become hotbeds of diseases and parasites that need to be managed with chemicals, which actually can end up putting wild species at risk when these contaminants — and sometimes even the farmed fish themselves — can make their way out of their pens and into the habitat of wild fish.

Wild-caught seafood is a clean, lean protein that is rich in essential nutrients and fatty acids. Wild-caught fish can have a role in supporting your well-being. Eating wild-caught fish on a regular basis has been tied to brain health, mental health, and physical health. Researchers have been examining ways in which nutrients found in wild-caught fish — such as omega-3 fatty acids, vitamin D, and selenium — affect immunity building.

A Guide To A Perfect Fillet

Everything you need to get started with your Wild Alaskan fish.

Thawing Your Seafood

Safely preserve the quality, texture, and taste of your seafood by following these steps. Some folks forget this step, and it makes a big difference!

STEP 1

Remove packaging

Take your fish out of the vacuum-sealed packaging. Removing the fish from packaging allows excess moisture to drain away, ensuring the best quality, flavor and texture.

STEP 2

Place in dish under refrigeration

Once the packaging has been removed, place your fish on a rimmed plate or shallow dish in the fridge for 10-12 hours before cooking. Since your fish is surrounded by a protective layer of ice, expect a small amount of water to melt off as it thaws. You can line the dish with paper towels or a clean tea towel to absorb excess water, which will help keep the fillet from sitting in moisture as it defrosts. Alternatively, place your fish on an upside down bowl or rack set over your dish to allow any water to drain away.

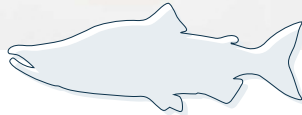


Cooking Tips

- 1. Start with room-temperature fillets.** It helps fish to cook more evenly.
- 2. Dry fillets well.** Before cooking, use a paper towel or a clean dish towel to pat dry. Any excess moisture will cause fillets to stick and won't give you that crispy skin effect if it has skin.
- 3. Make sure your pan is really hot.** Keep the flame around medium to medium-high, but before anything touches the pan, let it get really hot. After, pour in a thin layer of oil and heat until it shimmers. Then add the fish.
- 4. Don't overcook it.** Keep in mind that wild-caught fish, like other proteins, will [continue to cook after taking it off the heat](#), so don't worry if it looks a tad rare at first; it'll likely be perfect by the time you're ready to feast.
- 5. Everyone's stovetop is different.** If you do find that your fillet isn't at the doneness you prefer, simply [cook](#) it for another minute, skin side down, with the lid on the pan.

A Quick Guide To Sockeye and Coho Salmon

All you need to know about two of the most popular wild Alaskan salmon species. Both equally delicious.



Wild Sockeye

Sockeye, also known as “red salmon” is famous for its vibrant red flesh. If you’re looking to impress with a delicious meal that’s also a feast for the eyes, sockeye is a stunning choice.

Sockeye is notable for its robust flavor which holds up great on the grill and with intensely flavored marinades, rubs, and spicy heat-forward spices. You never have to worry about diminishing the flavor of sockeye —its big, bold flavor consistently stands. Whether you’re craving a zesty bento bowl or you’re in a “meat and potatoes” kind of mood, there’s truly nothing better than a perfectly pan-seared fillet of sockeye.



Wild Coho

Coho is also known as “silver salmon” because of their radiant, silvery skin. Its pink flesh isn’t as deeply red as that of sockeye salmon, and it is known to be milder in flavor. This makes it a great option for those who might prefer a more subtle salmon taste.

Coho works nicely with tender herbs, and cooks beautifully when poached or steamed. With a firm flesh, and a bit more dense compared to sockeye salmon, coho holds up well in a variety of different cooking preparations. A fillet of coho will allow gentle cooking methods and elegant flavor profiles to take the spotlight.

Where do they get their color?

Salmon’s red-orange signature color is a reflection of their diet, high in nutritious algae and zooplankton which include tiny crustaceans such as krill. It’s the direct result of an antioxidant compound called astaxanthin, a carotenoid.

Carotenoids are commonly found in red-orange foods like sweet potatoes, carrots, and squash. Whether these carotenoids are plant- or fish-based, the nutrition gets passed all the way up the food chain to us. When we eat salmon, its redness is a great indication of how much astaxanthin we’re eating.



A Guide To Baking Wild Alaskan Salmon

Here are some tips on one of the simplest ways to achieve that perfectly baked salmon.

Baking In The Oven

Salmon is a versatile protein and baking a fillet is one of the best ways to hone in on its rich flavor. A good rule of thumb to figure out cooking time for oven baked wild salmon is 4-6 minutes per half-inch of thickness. Time will vary depending on the thickness of the fillet, so make sure to keep an eye on it.

1. Preheat your oven to 450°F.
2. Pat dry fillets with a paper towel or clean kitchen towel.
3. If you'd like, spread a little melted butter or extra-virgin olive oil on top of the fillet (oil helps lock in moisture). Adding a thin layer of oil on the baking sheet/foil can also help prevent the fish from sticking as it bakes.
4. Add salt and pepper or any seasoning you prefer.
5. Place the fillet on the baking sheet and place on the middle rack of the oven. Check doneness at 4 minutes (to make sure you don't overbake). A reliable test is poking a fork to see if the fish flakes easily.
6. Once done, let the fillet rest in its own juices for a couple minutes before serving.



Why Wild Salmon Cooks Faster Than Farmed Salmon



Wild salmon cooks faster than farmed fish because it is leaner.

In the wild, a salmon journeys out of the fresh, Alaskan tributary of its birth to go on a long, tireless hunt for food in the rough waters of the Pacific. By nature an intensely migratory carnivore, the salmon clocks thousands of miles over its lifetime before finally returning to its birthplace. There, it undertakes a grueling uphill climb to reach its spawning grounds, expending all of the nutrients and energy it has left before finally expiring. It's an epic cycle of life that's been happening for eons.

Because of this physically demanding journey, a wild salmon is a lean machine. Its flesh is significantly leaner than that of farmed salmon, which are often confined to a feedlot where their lifestyles are unnaturally sedentary. The penned up carnivores cannot migrate to hunt; instead, they are normally fed diets supplemented with corn and soy-based feeds.



Sockeye Salmon with Creamy Dill Horseradish Sauce

A simple preparation for big flavors.

PREP TIME	COOK TIME	TOTAL TIME	YIELD
25 minutes	15 minutes	40	2 servings

INGREDIENTS

- 2 (6 oz.) packs of Sockeye Salmon skin-on, thawed and patted dry with paper towels
- 2 tablespoons olive oil, divided
- The juice of half a lemon
- 1 teaspoon salt
- ½ teaspoon fresh ground black pepper
- ½ cup olive oil good or mayonnaise
- ¼ cup fresh horseradish root, finely grated
- ¼ cup fresh dill, chopped
- 1 tablespoon distilled white vinegar
- ½ a shallot, shaved
- More sea salt to taste
- Freshly ground black pepper to taste
- 2 tablespoons chives, finely chopped

INSTRUCTIONS

1. Preheat oven to 400°F.
2. To make the Dill Horseradish Sauce, combine the mayonnaise, grated horseradish, dill, shallots and vinegar together in a small mixing bowl. Season with sea salt and black pepper to taste.
3. Store the sauce in the refrigerator until ready to serve.
4. To prepare the fish, brush a rimmed baking sheet with 1 tablespoon olive oil.
5. Place the salmon fillets skin-side-down on the baking sheet and brush each fillet with the remaining olive oil.
6. Dry and rub the salmon fillets with salt and fresh ground pepper.
7. Pour the lemon juice over the fillets.
8. Roast for 10 to 12 minutes, or until an instant read thermometer inserted into the salmon registers at 135°F to 140°F. Once the salmon is out of the oven, allow it to cool for at least 5 minutes. Then carefully move it to a platter using two spatulas.
9. Pour the horseradish sauce over the top and garnish with crispy onions and chives.

WHEN IS THE FISH DONE?

- The unofficial consensus among foodie blogs is that salmon should be cooked to 120°F to achieve medium rare doneness. This is when a fillet of salmon is at its peak flakiness, with a tender, jewel-toned center.

**Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have a certain medical condition. The FDA recommends an internal temperature of 145°F for cooked fish.*



Yukon Coho Rosti

A crave-worthy and crunchy salmon-potato skillet meal.

PREP TIME	COOK TIME	CALORIES	YIELD
25 minutes	10 minutes	360	4 servings

INGREDIENTS

- 4-5 yukon gold potatoes
- 2-3 white sweet potatoes
- 2-3 tablespoon olive oil, ghee or butter
- 1 small onion, finely diced
- 1 Coho Salmon fillet, oven-baked and flaked (direction on how to oven-bake salmon p.6)
- Bunch fresh dill, chopped
- Handful fresh chives, chopped
- 2 tablespoons flour
- 1/3 cup Parmigiano cheese, finely grated

INSTRUCTIONS

1. Boil potatoes in a large saucepan for 15 minutes until only just tender. Drain and allow to cool.
2. Peel and grate boiled potatoes coarsely.
3. Meanwhile, heat 1 tablespoon oil in a small frying pan and fry the onion for 3-4 minutes until golden. Mix with the coho salmon, herbs, grated potatoes and flour. Season generously to taste.
4. Mold into about 8 fish cakes, press the Parmigiano Reggiano onto both sides of the fishcakes and chill until needed — or make right away.
5. To cook, heat the remaining oil in a frying pan and fry the fish cakes in two batches for about 2-3 minutes on each side until golden.

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A Quick Guide To Pacific Halibut

All you need to know about this mild but mighty Alaskan white fish.

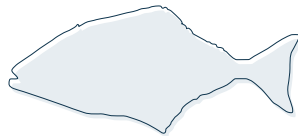
The Iconic Prized Alaskan White Fish

Wild-caught Alaskan halibut is for fish lovers who like to have a white fish option that's mild but mighty. The untrained eye might confuse a fillet of halibut for another species of white fish from Alaska, but one forkful of its large, meaty flakes will set you straight.

This is one of the most prized catches in Alaska for good reason. Compared to a more delicate catch like cod or pollock, the lean and firm fillets are cut from big, massive Pacific flatfish.

Because halibut is so large, it is higher up in the food chain than other species harvested from commercial fisheries. That means it is more susceptible to mercury contamination than a relatively small species like salmon or pollock. For that reason, it contains moderate amounts of mercury that are worth watching if you are pregnant or are planning to become pregnant.

Like many species of flatfish, halibut is incredibly lean. This quality makes it notoriously easy to overcook. If you're still getting the hang of cooking halibut, try using a cooking method that's forgiving: poaching or steaming en papillote.



NOT ALL WHITEFISH ARE ALIKE

Pacific Halibut vs Pacific Cod



FEATURE	HALIBUT	COD
Calories	130	100
Total Fat	1 g	1 g
Total Carbohydrate	0 g	0 g
Protein	30 g	23 g
Calcium	10 mg	10 mg
Potassium	750 mg	370 mg
Flavor / Texture	mild / meaty large firm flakes	mild / tender large flakes
Known For	grilled and hearty dishes, firm texture	fish of choice for chowders, remains tender and flaky

BASED ON SERVING SIZE: 6 oz. (raw)

A Guide To Grilling Pacific Halibut

Pacific Halibut is a delicious white-fleshed fish with a firm, meaty texture, which makes it a great alternative to grilling meat or chicken.

Grilling

PREPPING FOR THE GRILL

1. Remove moisture by letting the fillets sit uncovered on a plate, for about an hour in the refrigerator. Next, carefully pat your halibut with a paper or clean dish towel to pull out any remaining moisture. Now that your halibut is nice and dry, it's ready to be seasoned, whatever your recipe calls for.
2. Make sure your grill is clean, well-oiled and hot so the fish doesn't stick.
3. Preheat it on high 30 minutes before cooking (a 10-minute preheat works if you have a gas range, although we recommend charcoal). Bringing the grill up to temperature will help in caramelizing the halibut while painting those deliciously, defined grill marks.



Tips For The Grill



- Try laying your halibut on a bed of lemon or orange slices to prevent sticking and give your halibut a subtle citrusy flavor.
- Using a fish basket can help your halibut from flaking apart. Flip the basket that holds the fish instead of the fish itself.
- Halibut cooks quickly so the grilling time is pretty short compared to chicken or other meat. Generally, an inch-thick halibut steak or fillet will grill to perfection in about 10 minutes over medium-high heat while thinner cuts can cook in as little time as 5-7 minutes.
- The halibut is ready when it's opaque through the middle and flakes easily with a fork.



Lime-Spiced Pacific Halibut with Herbs in Banana Leaves

Here's a dish that goes all out on presentation and delivers just as much wow-factor with it's bold union of flavors.

PREP TIME	COOK TIME	CALORIES	YIELD
35 minutes	15 minutes	180-200	4 servings

INGREDIENTS

- 4 (6 oz.) packs of halibut
- 2 garlic cloves
- 2 shallots, roughly chopped
- 2 tablespoons fresh ginger, grated
- A 2-inch piece of fresh turmeric, grated (or 3 teaspoons, powdered)
- ½ teaspoon pepper
- 2 tablespoons lime juice
- 3 tablespoons roasted chili paste
- 1 teaspoon brown sugar
- 1 teaspoon salt
- 2 tablespoons fish sauce
- ¼ cup basil leaves, torn
- 4 large rectangular banana leaves
- 5 tablespoons expeller press coconut oil

INSTRUCTIONS

1. Pat fish dry and season with salt and pepper.
2. Make the paste: combine garlic, shallots, ginger, turmeric, pepper, lime juice, chili paste, sugar and salt in a small mortar with a pestle — this will release all the oils. Alternatively, you could use a food processor, and then add the fish sauce.
3. Heat the oil in a wok over medium-heat. Add the paste and cook it until it opens and it's fragrant, 4 to 6 minutes, stirring. Transfer the spice paste to a plate or bowl and let cool.
4. Generously, spread each piece of fish on both sides with the paste.
5. Arrange the banana leaf packages, smooth side down, and grill until lightly browned, 3-5 minutes.
6. Place half of the basil on the banana leaves. Place the fish over the basil and sprinkle the remaining basil over the fish. Wrap the leaves tightly around the fish, secure with string. The fish packages can be prepared several hours ahead and refrigerated until grilling.
7. Grill for 7 min each side-until nicely browned. Serve immediately.

WHEN IS THE FISH DONE?

- Lean fillets of wild-caught fish like halibut can handle higher internal temperatures. When cooking halibut, you'll want to aim for a temperature anywhere between 130°F – 135°F, depending on your personal preference. The fillets will be firm, flake easily with a fork, and nearly opaque in their centers.

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Easy Fish Tacos

This is the easy, no-frills, super-healthy and delicious recipe our founder's wife swears by. (This whitefish recipe can also be made with halibut or pollock.)

PREP TIME	COOK TIME	CALORIES	YIELD
10 minutes	10 minutes	320	4-6 servings

INGREDIENTS

- 2-3 Pacific halibut fillets, thawed and patted dry
- Unsweetened coconut flakes
- Coconut Flour (regular flour, quinoa, almond, or amaranth flour also work)
- 2 eggs, beaten
- Tortillas of your choice (corn, flour, cassava, almond, etc.)
- 1 small avocado, chopped
- Handful arugula (or cabbage slaw, or any other green you like for freshness)
- Juice of half a lemon
- Ghee for light frying (or butter, or any other frying oil of choice)
- Cilantro for garnish
- Salt and pepper

INSTRUCTIONS

1. Cut the halibut into 2-3 inch pieces and place in beaten egg.
2. Cover a large plate with coconut flour and coconut flakes. Season with salt and pepper.
3. Transfer halibut chunks onto plate and coat all pieces evenly with flakes/flour mixture.
4. Heat a pan/skillet on medium-high. Add ghee. When you start seeing little bubbles add the cod pieces and fry lightly for just a few minutes on each side. You should be able to easily see when one side is done, as the pieces start to turn lightly golden.
5. Warm tortillas in microwave or stovetop for a few seconds and transfer to serving plate.

Assemble tacos by placing fried halibut, arugula, avocado, squeeze of lemon and cilantro for garnish.

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A Quick Guide To Pacific Cod

Find out more about this whitefish that we like to call the unsung hero of the sea.

Pacific Cod At A Glance

- Wild-caught Pacific Cod is an incredibly lean protein.
- 23 grams of protein for every 6 ounce serving.
- Each serving is about 100 calories and has 1 gram of fat.
- Approximately 280mg of omega-3 fatty acids per serving — the heart-healthy, brain-boosting fatty acid
- Cod's fatty acid profile is ideal for anyone who wants to integrate anti-inflammatory foods into their diet.
- Contains a good mix of B vitamins including a considerable amount of B12 or cobalamin (*nearly an entire day's recommended intake*). Vitamin B12 may offer benefits that stave off cognitive decline, helping to maintain the the function of your nervous and cardiovascular systems.
- The fillets have natural variation in terms of size, color and shape.



The Easy-To-Please, Least-Fishy Fish

Pacific Cod — versatile healthy protein — is mild in flavor and tender in texture. It's an optimal fish for first-time seafood eaters. Even when cooked simply in butter or olive oil, and lightly seasoned, its taste is subtle enough to take on a wide range of flavor profiles without ever tasting "fishy."

Similar to rockfish, because of its mild flavor, cod will absorb the flavors you choose based on any aromatics you like, or any marinade you have on hand. Cod is a wonderful choice for any genre of cuisine.

Cod is a great species for the amateur cook. Whether pan-fried, poached, baked, broiled, steamed or even grilled, its flesh holds up well, resulting in tender flakes. It also works wonderfully in stews and soups.

A Guide On Broiling Pacific Cod

One of the best (and easiest!) ways to cook is broiling. And using high heat is a simple and always reliable cod preparation.

Broiling

PREPPING FOR THE OVEN

1. Remove moisture by letting the fillets sit uncovered on a plate, for about an hour in the refrigerator. Next, gently pat your cod dry with a paper towel or clean dish towel to remove excess moisture. Now that your cod is nice and dry, it's ready to be seasoned with your preferred seasoning or submerged in a marinade.
2. When ready to cook, turn the broil setting on to high. It should take the oven a few minutes to preheat.
3. Place your cod fillet on a baking sheet with aluminum foil (for easy cleanup) and position it on the top rack of the oven to expose it to a fast and intense blast of heat.



Tips For The Oven



- Try to avoid putting it on the bottom rack, as it won't get the intense blast of heat which is intended when broiling fish. A good rule of thumb is to broil 3-4 inches from the heat for 2-3 minutes depending on the thickness of your fillet. To be safe, check on it early and often so you don't overcook it. You can always pop it back in for another minute or two if needed.
- If you're worried about burning your cod, you can bake it in the oven on a traditional setting at 400 degrees, and pop it in the broiler for the last minute or two to achieve a nice crust on the outside.
- You can tell that the filet is finished by pressing on it lightly with a fork. It should flake easily.



Marinated Pacific Cod with Dill and Turmeric

The firm texture of Pacific Cod is perfect for this Vietnamese inspired saucy quick-braise served over rice vermicelli.

PREP TIME	COOK TIME	TOTAL TIME	YIELD
60 minutes	15 minutes	75 minutes	4 servings

INGREDIENTS

- 4 6-oz Pacific Cod portions — thawed, patted dry, and cut into 2 inch cubes
- 2 sprigs dill
- 2 cloves garlic
- 1 tsp ground turmeric
- 1 scallion, roughly chopped
- 1 tsp fish sauce
- 4 oz rice vermicelli
- 2 cups cucumber, cut into large match sticks
- 2 cups bean sprouts
- 2 cups shredded lettuce
- 1 cup chicken or fish stock
- salt
- cooking oil

INSTRUCTIONS

1. Combine the garlic, scallions, dill and a little salt in a mortar and pestle and smash into a paste. Combine with the fish sauce and turmeric and marinate the fish covered in the fridge for 1 hour.
2. Prep the rest of the ingredients while fish is marinating. Prepare the vermicelli per the instructions and set aside.
3. When ready, fry the fish in a medium pan with some oil for about 1 minute on each side, then add the stock and simmer uncovered for about 15 minutes, occasionally spooning the liquid over the fish.
4. Mix the vermicelli with the cucumber, bean sprouts and lettuce and spoon over the hot fish with some sauce and enjoy.

WHEN IS THE FISH DONE?

- Lean fillets of wild-caught fish like cod can handle higher internal temperatures. When cooking halibut, you'll want to aim for a temperature anywhere between 130°F – 135°F, depending on your personal preference. The fillets will be firm, flake easily with a fork, and nearly opaque in their centers.

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Quick and Easy Baked Cod

This is a meal that's equal parts effortless and elegant. Butter adds flavor and keeps your fillets moist, breadcrumbs toast to a golden crisp, and melted parmesan adds umami to the crunch.

Helpful Tips

- Try to choose fillets that are relatively uniform in thickness to ensure that they'll finish cooking around the same time.
- Save the juices that will collect in the pan as you bake the cod. You can top off your fish with this lightly buttery pan juice before serving.

PREP TIME	COOK TIME	TOTAL TIME	YIELD
5 minutes	10 minutes	15	4 servings

INGREDIENTS

- 4 6-ounce Pacific cod fillets, thawed and patted dry
- 2 tablespoons butter
- ¼ cup breadcrumbs
- 2 tablespoons grated parmesan
- 2 tablespoons garlic, minced
- 2 tablespoons parsley, minced
- ½ lemon, sliced thin
- 1 cup cherry tomatoes, halved
- Extra virgin olive oil
- Salt and black pepper
- Lemon wedges, for serving

INSTRUCTIONS

1. Before you do anything, arrange one of the shelves in your oven so that you can set your cod a few inches beneath the broiler.
2. Then, preheat the oven to 400 degrees. While the oven is heating up, melt butter in the microwave or on the stovetop. Once it's melted, mix it in with the breadcrumbs, garlic, parsley, and parmesan.
3. In a glass casserole dish or on a rimmed baking sheet, arrange your cod fillets so that they have some space, then slip in a few slices of lemon beneath each individual fillet. Season the cod with salt and pepper. Then, top each fillet with a portion of the breadcrumbs, adding another sprinkle of salt on top of the breadcrumb mixture.
4. Scatter the cherry tomatoes around the cod — not on top, since you don't want the breadcrumbs to get soggy from any juices — and give them a sprinkle of salt and pepper too. Drizzle some olive oil over everything in the dish.
5. Place your cod on a middle shelf in your oven and set your oven timer to 8 minutes. If you're working with fillets that are more than an inch thick, up the cook time to 10 minutes.
6. Once your cod is just flaky — if you're using a meat thermometer, its internal temperature should register at around 130 degrees — move your baked cod fish up to the top shelf in your oven and turn your broiler to high. In a minute or so, the high heat of the broiler will turn the breadcrumb mixture on top of your cod into a golden, crunchy crust. Just keep a close eye on things, because it can go from brown to burnt in a matter of seconds.
7. Serve with lemon wedges, and don't forget to spoon any pan juices over your fillets to finish the dish.

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A Quick Guide To Pacific Rockfish

Everything you need to know about this unique, mild, versatile Alaskan white fish you didn't know you needed.

Pacific Rockfish 101

Alaskan Rockfish, also known as Pacific Rockfish, rock cod, red snapper, or Pacific Snapper, is the most common near-shore fish on North America's West Coast.

Rockfish is a versatile white fish that is known to have a robust flavor and lean texture. It's a perfect choice when you are making a fish recipe that doesn't call for any specific type of fish. Because of its firm texture and easily-adaptable flavor profile, Pacific Rockfish is a favorite in Asian and American cuisine.

One of the biggest benefits of Pacific Rockfish is its versatility and incredibly dense nutritional profile. This fish is packed with vitamins, healthy fats, and lean protein.



Health Benefits of Pacific Rockfish



Rockfish has nearly 24 grams of protein in an average serving. It's packed with omega-3 fatty acids (those brain-boosting, healthy fats) and is an excellent source of vitamin D and potassium. It's a nutrient-rich dish that tastes good and you can feel good about eating.

SERVING SIZE: 6 oz. (raw)

Calories	110	Carbohydrate	0 g
Total Fat	2 g	Protein	24 g (48%DV)
Saturated Fat	0 g	Vitamin D	6 mcg (30%DV)
Cholesterol	40 mg (13%DV)	Potassium	540 mg (10%DV)

%DV = Percent Daily Value based on a 2000-calorie diet

The Versatile Whitefish

Take advantage of the versatility of Pacific Rockfish and explore all the delicious ways to enjoy it.

Ideas For Cooking

Pacific Rockfish is easy to prepare, quick to cook, and hard to mess up because it can adapt to so many different types of cuisines and preparations, from soups and stews to dishes that are oven roasted, pan-fried or grilled.

We've included full recipes on the next pages but here are some ideas to showcase the range Pacific Rockfish can take on.

- **Blackened Rockfish** – The main players are ingredients you almost definitely have in your pantry — garlic salt, old bay seasoning, black pepper, cayenne pepper, olive oil and butter. Season both sides of your rockfish filet, cook it up in the melted butter/oil mixture. Cook 3-4 minutes each side on a pan or skillet.
- **Panko Crusted Oven Fried Rockfish** – Because it's oven fried instead of deep fried, this dish is not heavy. Dip the fish in flour, then egg, then panko. Place it in a cast iron skillet with two tablespoons of oil. Bake in the oven at 450°F. Cook 3-4 minutes each side. Be careful of hot oil splattering when flipping the fish.
- **Classic Rockfish Tacos with Tomatillo Salsa** – Toss cut rockfish chunks with salt, pepper and freshly toasted coriander-cumin spice mix. Grill it using a fish basket. Serve it on corn tortillas and top them with fresh tomatillo salsa. ([Sunset Magazine](#))
- **Rockfish with Miso-Nectarine Compote** – Combine miso and mirin and set aside. Blanche nectarines, peel their skins off and cut them into wedges. Remove rough outer layer and green parts of leeks. Then cut lengthwise to clean them and slice thin half moons. Saute leeks in oil at low-medium heat and add nectarines when they're translucent. Cook until leeks soften. Remove from heat, add miso-mirin mixture and a splash of rice vinegar. Set compote aside and prepare the rockfish fillets for grilling. Coat them with oil then season with salt and pepper. Heat grill to medium-high. Oil grill grates, then place fillets on the grill. Cook 3-4 minutes on each side until fish flakes easily. Serve fish with a generous spoonful of the compote. ([Food52](#))





WILD ALASKAN RECIPE

Crispy Baked Pacific Rockfish with Sun-Dried Tomato Pesto

Rockfish is known for its delicate flesh and robust flavor, making it the perfect canvas for this sun-dried tomato pesto sauce.

PREP TIME	COOK TIME	CALORIES	YIELD
30 minutes	15 minutes	360-400	3 servings

INGREDIENTS

- 3 (6-8 oz) packs of Pacific Rockfish, thawed and patted dry
- 2 tablespoons freshly squeezed lemon juice, divided
- 1 teaspoon sea salt, divided
- ¼ teaspoon pepper
- ½ cup panko bread crumbs
- 3 tablespoons fresh parsley, chopped
- 2 tablespoons unsalted butter, melted
- ½ teaspoon garlic powder
- ¼ teaspoon paprika
- 1 (8.5 oz) jar sun-dried tomatoes in oil
- 1 cup fresh basil leaves
- ½ cup parmesan cheese, grated
- ½ cup extra virgin olive oil
- ¼ cup pine nuts
- 3 cloves garlic
- ½ - ¾ teaspoon salt

INSTRUCTIONS

1. In a food processor, combine sun-dried tomatoes in oil, basil, parmesan, pine nuts, garlic, basil and salt.
2. While the food processor is running, slowly add olive oil until emulsified (for thinner consistency, add more oil).
3. Transfer to an airtight container and store in the refrigerator for up to one week.
4. To make the fish, first preheat the oven to 425°F, and line a baking sheet with parchment paper. Set aside.
5. In a small bowl, combine the panko breadcrumbs, lemon juice (reserve about 2 teaspoons), parsley, melted butter, garlic powder and paprika.
6. Use paper towels to pat the fish fillets dry. Drizzle the remaining 2 teaspoons of lemon juice over the fillets, then sprinkle with salt and pepper.
7. Add 2-3 tablespoons of sun dried tomato paste to the top of the fish.
8. Then place 2 to 3 tablespoons of panko topping on top of each piece of fish and press down gently to stick.
9. Bake for 12 to 14 minutes until the fish flakes easily. Serve immediately.

WHEN IS THE FISH DONE?

- Lean fillets of wild-caught fish like cod can handle higher internal temperatures. When cooking halibut, you'll want to aim for a temperature anywhere between 130°F – 135°F, depending on your personal preference. The fillets will be firm, flake easily with a fork, and nearly opaque in their centers.

**Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have a certain medical condition. The FDA recommends an internal temperature of 145°F for cooked fish.*



WILD ALASKAN RECIPE

BBQ Rockfish Sandwich

This dish gives you BBQ, without having to fire up the grill! A sweet and nutty whitefish with tang and crunch in every bite. This recipe was produced in collaboration with Chef Rob Eggleston, Executive Chef of Seamore’s in New York City.

PREP TIME	COOK TIME	CALORIES	YIELD
45 minutes	10 minutes	400	4 servings

INGREDIENTS

- 2 (6-ounce) Pacific rockfish fillet packs
- ½ cup BBQ sauce
- 8 ounces chiffonade green cabbage
- 8 ounces. chiffonade red cabbage
- 8 ounces chiffonade watermelon radish
- ½ cup lime or lemon juice
- 1/8 cup sugar
- 1½ tablespoon fish sauce
- 1 tablespoon gochujang (Korean chili paste), or your preferred red pepper hot sauce, to taste.
- ¾ cup coconut milk
- Fresh picked cilantro leaves
- Fresh picked mint leaves
- 4 sandwich buns

INSTRUCTIONS

1. In a blender, combine lime juice, sugar, gochujang and coconut milk. Blend until smooth and creamy.
2. In a mixing bowl, combine sliced red and green cabbage, watermelon radish and herbs.
3. Add coconut slaw sauce to the mixing bowl of vegetables and stir until combined. Season with salt to taste.
4. Marinade rockfish in BBQ sauce for at least 30 mins before cooking.
5. Roast rockfish at 375° for 5 minutes. Flip halfway through cooking and brush BBQ sauce on the top side as the fish continues to cook.

Once cooked, portion rockfish into 4 uniform servings. Place each serving on a toasted bun and add coconut coleslaw.

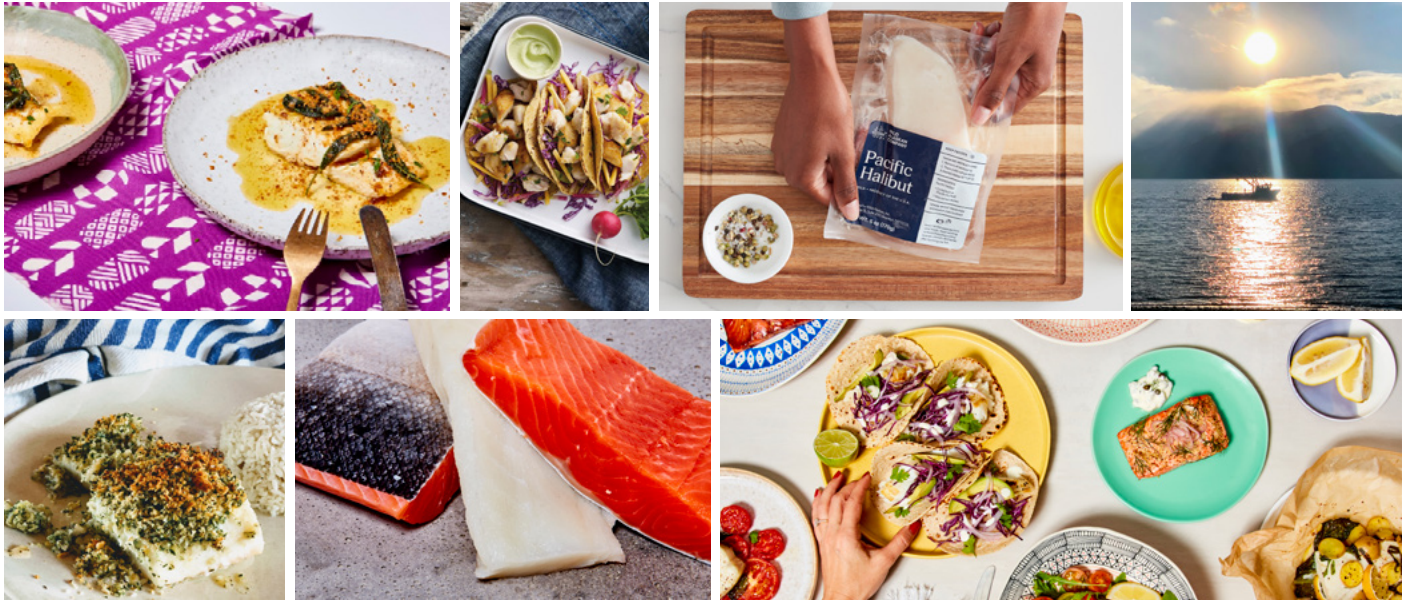
WHEN IS THE FISH DONE?

- Lean fillets of wild-caught fish like cod can handle higher internal temperatures. When cooking halibut, you’ll want to aim for a temperature anywhere between 130°F – 135°F, depending on your personal preference. The fillets will be firm, flake easily with a fork, and nearly opaque in their centers.

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Everything About Everything

If there's still anything you want to know more about our wild Alaskan seafood, you will most likely find it at the link below. Get your "Where?" "What?" "How?" questions answered. You can find out everything from where the seafood is caught, how it's caught, how to cook it and what kinds of dishes are the best way to enjoy them. Discover all about our seafood at: wildalaskancompany.com/seafood



Go *Wild* With Us For Your Seafood

We've made it easy for you to get wild-caught seafood delivered to your door. You've got three generations of wild seafood experience on your side to make sure you're getting the best.

Follow us on our [blog](#) or on [Instagram](#)

EMAIL US	LIVE CHAT
<p>If you have any questions or love fish as much as we do, send us an email at sockeye@wildalaskancompany.com</p>	<p>We're also on live chat every day from 9:30am - 5:30pm across all continental US time zones.</p>

