

# The Story of Skrei®

Since the time the Vikings roamed the seas, the annual arrival of “The Norwegian Miracle” has been cause for celebration. From the Old Norse for “wanderer,” Skrei® is a true culinary delicacy that is as much of a tradition as it is a source of modern culinary inspiration.

## Legendary Flavor

Centuries before the discovery of the New World, Norwegians already recognized Skrei (pronounced “skray”) as a special gift from the seas. It enabled ancient Norse people to live far north in lands otherwise uninhabitable during the long, dark winter.

Vikings dried this white gold and brought it on voyages as a source of nutrition and currency along trade routes. As far back as the 1100s, Skrei was considered so precious that fishermen were ordered to pay a 5-Skrei tax to King Øystein I Magnusson.

## For the Love of the Catch

Each January, just as it has since the beginning of time, a miracle is set in motion. After years spent growing strong in the feeding grounds of the Barents Sea, Norwegian Cod in the prime of life head southward, returning to the Norwegian coast spawning grounds in search of a mate.

There, a determined fleet of Norwegian fishermen braves the year’s darkest, coldest nights and pounding waves to greet the arrival of the “Valentine’s Fish”—as Skrei is lovingly known in Norway due to its quest for a mate and the time of year it arrives.

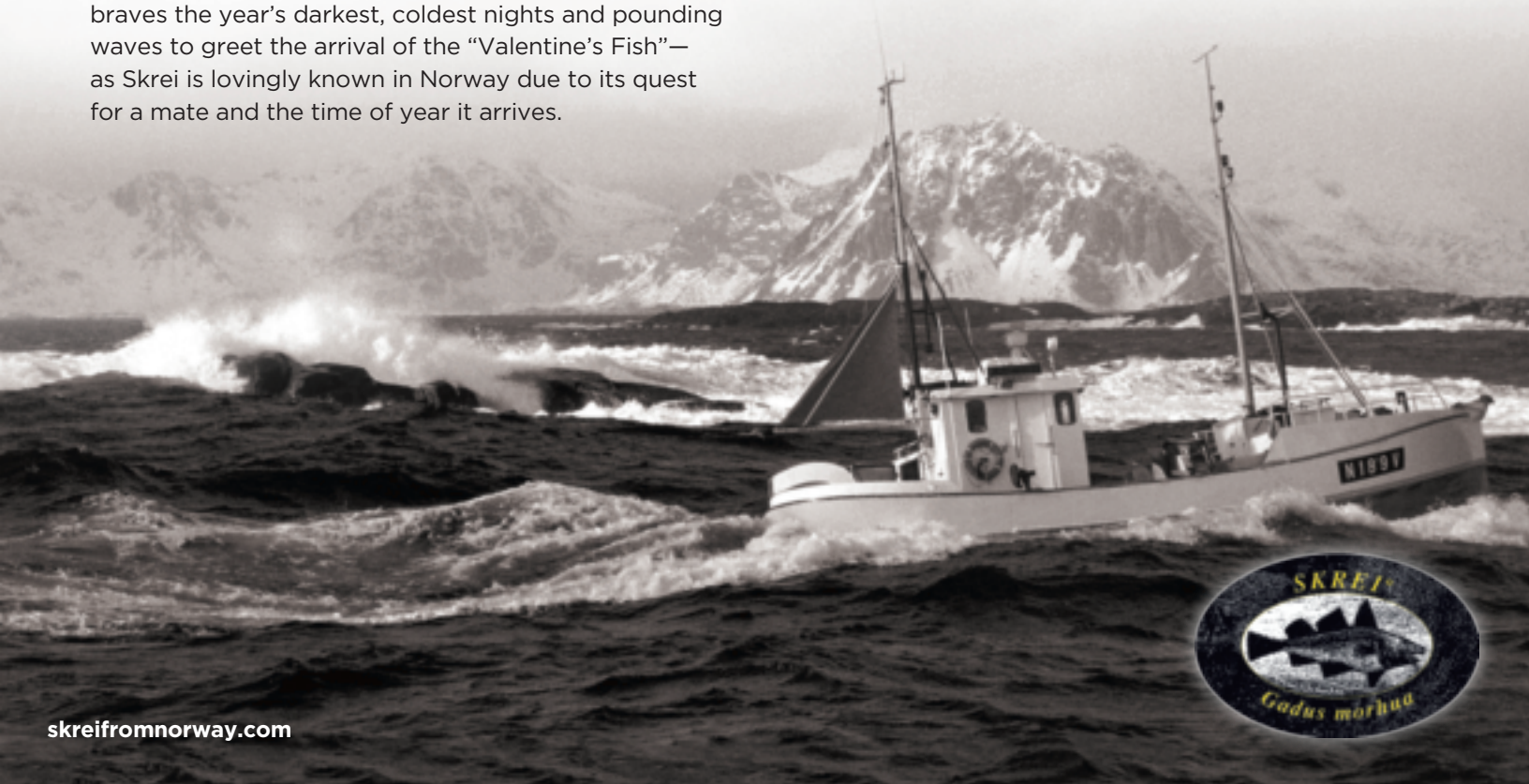
Passionate about their catch, these fishermen take extra care, catching wild Skrei to maintain their immaculate and artisanal quality and to ensure only the finest Norwegian Cod reach you as Skrei.

## A History of Sustainability

The Skrei’s arrival is not taken lightly. Since Norway first enacted cod fishing regulatory controls in 1816, the country has gone to extensive lengths to ensure the longevity and quality of the Norwegian Cod supply.

Of over 400 million Norwegian Cod that migrate each year, only around 10% of those caught will qualify for Skrei branding while 90% will return to their homes in the Barents Sea.

Today, the Norwegian Cod fishery is not only the largest; it’s also one of the most organized and strictly regulated cod stocks in the world. All Skrei is Marine Stewardship Council certified, with strict catch guidelines that ensure a healthy population and environmentally sound process.



# *Chefs Have a Lot to Say About Skrei®*

“Skrei® is a **great addition to my menu**. It’s sustainable, great quality and unique. I enjoy working with it [and] the customers enjoyed it [too] .... People are getting more adventurous with food, so this was a good way for them to [try] new things.”

**Chef Ben Pollinger, Oceana Restaurant in New York City, N.Y.**

“I was very impressed ... it’s fantastic: **glistening**, beautiful cod that’s the freshest I’ve seen for a long time. It breaks into beautiful **translucent flakes**, which is always a sign of quality.”

**Chef Michel Roux Jr., Le Gavroche Restaurant in London, England**

“[Skrei] is an essential fish in the Nordic region and its cuisine. New Yorkers are always looking for **seasonal and high-quality product**, so it was fun ... to combine those elements and serve something authentic, extremely seasonal and new to New York guests.”

**Chef Marcus Jernmark, Aquavit Restaurant in New York City, N.Y.**

“**I am ecstatic about Skrei** ... [it’s] an amazing delicacy. It has impressed me repeatedly ... The flavor is unique. Its white meat is firmer than that of many other fish and it’s suitable for various preparations. I will celebrate this seasonal occurrence together with my guests by serving them refined Skrei delicacies.”

**Chef Cornelia Poletto, Poletto Restaurant in Hamburg, Germany**



# Facts About Skrei®

Skrei® is ultra-premium specialty Norwegian Cod treasured the world over for its beautifully white meat, delicate flake, and extraordinary flavor. Available for only a few short months each year, Norwegian fishermen brave the ferocious seas on the darkest, coldest nights of the year in pursuit of this sought-after catch.

## Only the Very Best Norwegian Cod Are Classified Skrei

In order to be certified, it must be:

- Wild-caught between January and April
- Fully grown (approximately 5 years old)
- Caught in the traditional spawning grounds that line Norway's coast
- In immaculate condition—no nicks, bruises or damage
- Packed within 12 hours of being caught
- Stored between 32° and 39.2°F
- Packed and processed in accordance with strict criteria that guarantee the highest quality

## Taste and Texture

- Beautifully white, light and lean
- Firm flakes
- Delicate, silky-smooth flavor
- Clean taste that comes from swimming in the cold, clear waters of Norway

## Sustainability

- Skrei comes from one of the world's largest and most sustainably managed cod stocks
- MSC certified
- Only 10% of over 400 million migrating cod are caught and branded Skrei

## Nutrition

- Skrei is rich in protein, vitamins (vitamin D), minerals and omega-3 fatty acids

## Historical Importance

- Thought to be one of Norway's first exports, its annual arrival enabled people to inhabit far north areas of Norway when other food wasn't available
- Known as "the Norwegian Miracle," the name "Skrei" comes from old Norse for "the wanderer"
- In Norway, it's also known as the "Valentine's Fish" as a Skrei has prepared its whole life to make the journey to meet its mate at the spawning grounds where it's caught

