

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.

