

ACME SMOKED FISH



CORP.

Smoked Fish






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THE *Finest* SMOKERS OF *Fish* FOR FOUR GENERATIONS



ABOUT US

ACME SMOKED FISH CORP. began in the early 1900's when Harry Brownstein arrived in Brooklyn after emigrating from Russia. He found a job in the smoked fish business as a "wagon jobber," picking up freshly smoked fish from smokehouses with his horse-drawn wagon and hand-delivering them to small grocery and appetizing stores. In 1954, the Brownstein and Caslow families joined forces to build their first smoking operation in the Greenpoint section of Brooklyn, which progressively expanded its capacity to become the largest smokehouse operating under one roof.

In the early years, our products were anonymously sold in the finest appetizing stores serving Jewish foods in New York City, including Zabar's, Russ & Daughters, Barney Greengrass and others. Today, our products are sold across the nation under our Acme, Blue Hill Bay and Ruby Bay brands. Over the years, we have become one of the most respected artisans of smoked fish and pickled herring among culinary experts.



The skill and experience behind our products continue to be carried on by the third and fourth generations of the family.

Our Mission

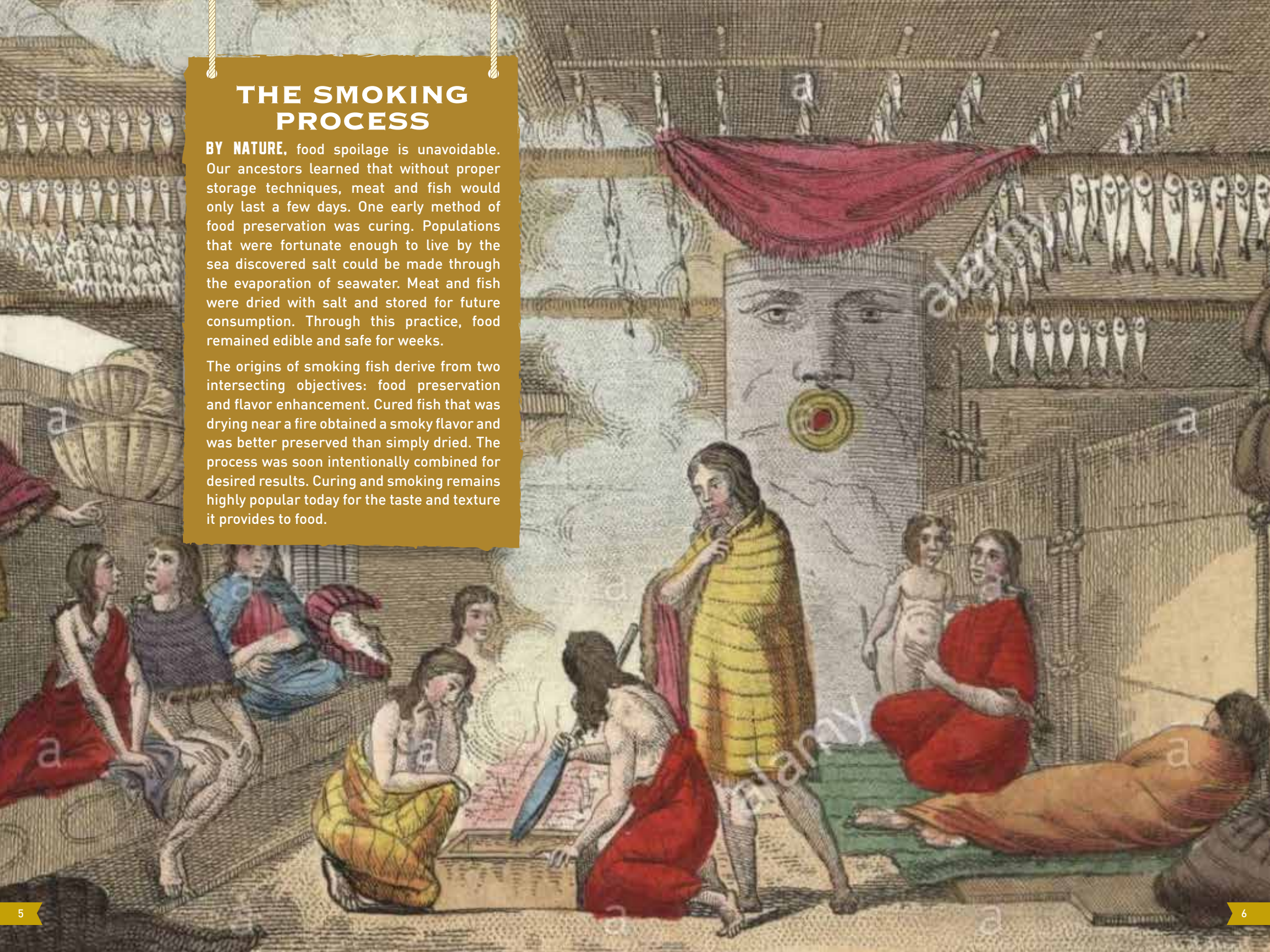
to provide premier
seafood specialties
through superior service,
quality, innovation and
education while preserving
family traditions.



THE SMOKING PROCESS

BY NATURE, food spoilage is unavoidable. Our ancestors learned that without proper storage techniques, meat and fish would only last a few days. One early method of food preservation was curing. Populations that were fortunate enough to live by the sea discovered salt could be made through the evaporation of seawater. Meat and fish were dried with salt and stored for future consumption. Through this practice, food remained edible and safe for weeks.

The origins of smoking fish derive from two intersecting objectives: food preservation and flavor enhancement. Cured fish that was drying near a fire obtained a smoky flavor and was better preserved than simply dried. The process was soon intentionally combined for desired results. Curing and smoking remains highly popular today for the taste and texture it provides to food.



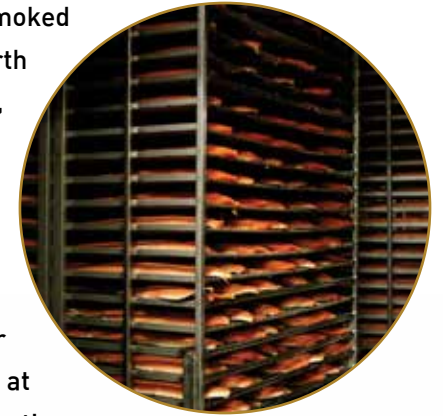
RAW MATERIALS At Acme, we devote a great deal of energy to choosing the right raw materials for our smoked fish. Through extensive testing and audits of supplier practices, we are able to ensure our process begins with fish that is high quality in both freshness and food safety. We examine every lot of fish we receive to check for expected color, texture, smell, etc. as well as test the microbiological activity.



CURING Prior to smoking, each whole fish or fillet is cured with salt for preservation and flavor. The salt helps the fish to maintain moisture and tenderness during the drying, smoking, and cooking process. We employ both wet brining and dry salting methods to cure fish. Depending on the size and fat content of the fish, curing times can range from a couple of hours to several days. Generally, smaller fillets (up to about 4 lbs.) are dry-cured with salt, while whole fish and larger fillets are wet-cured in a brine solution of salt and water.



SMOKING After curing, the fish is naturally smoked by slowly burning our proprietary blend of North American hardwoods, including maple, beech, and hickory, apple woods. We employ both cold-smoking and hot-smoking practices.



COLD-SMOKING Through this process, fish are slowly exposed to smoke, at temperatures that do not exceed 90°F, for up to 20 hours. Because the fish are kept at temperatures well below its protein denaturation limit, the fish fillets maintain a raw-like texture. By law, only tuna, salmon, and sable can be commercially cold-smoked.

HOT-SMOKING Though cold smoked salmon is Acme's most popular item, hot smoking is a universal method of smoking applied to many proteins. Our hot smoked fish species include salmon, whitefish, mackerel, trout, whiting, sturgeon and bluefish. Through this process, fish are smoked at temperatures of 165°F or higher for a few hours (the internal temperature of fish must reach 145°F for over 30 minutes). These high temperatures denature fish protein, and the result is a flaky, firm texture.

PACKAGING is crucial to maintaining the integrity and freshness of fish. Our smoked fish is cooled down to 38°F or below prior to packaging. To extend shelf life, we seal the flavor in convenient vacuum packages. Vacuum packed smoked fish has a shelf life of about 30 days refrigerated, and longer when frozen, but should be consumed within 7 days after opening.

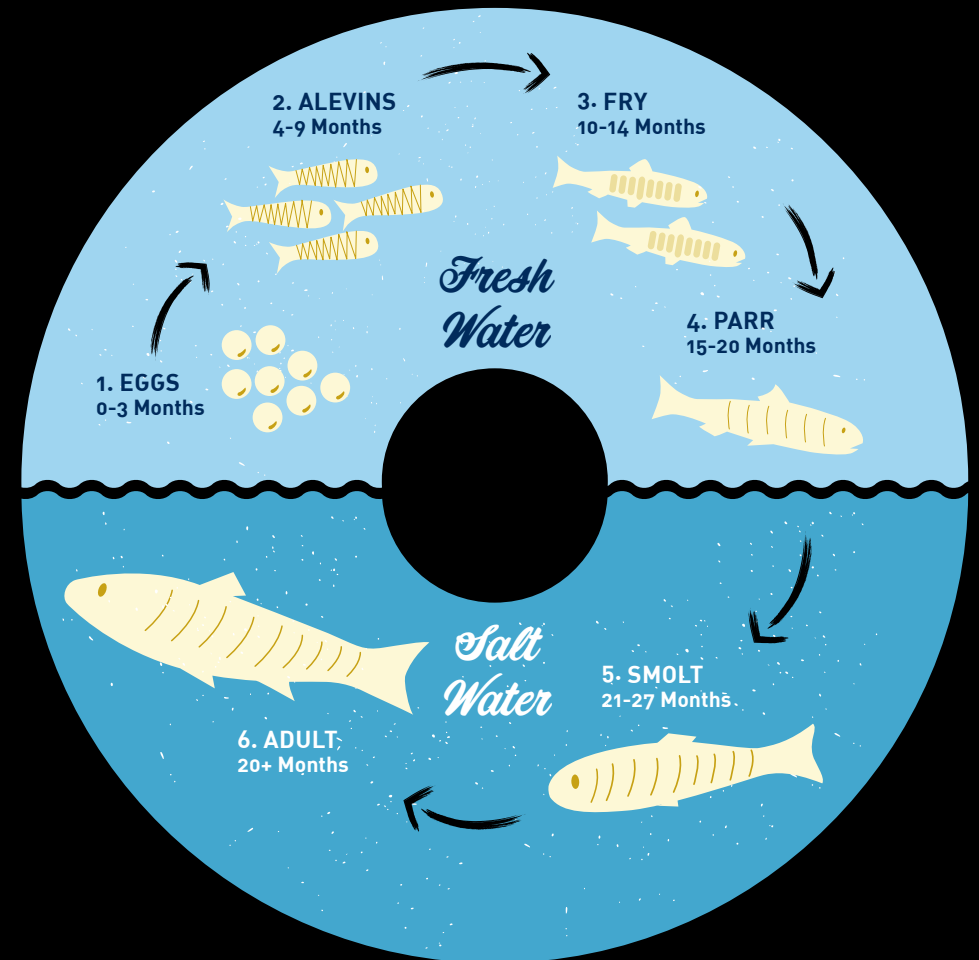


OUR SALMON

THE LIFECYCLE OF WILD SALMON begins when an adult salmon “spawns” and ‘lays its eggs in freshwater rivers or streams, just before they die. After 2-3 months, these eggs hatch into alevins and continue to feed, grow, and mature on their yolk sac. Once the alevin are done feeding on their yolk sac, they start swimming in freshwater and emerge as fry. The majority of salmon fry develop “parr” marks which camouflage them from predators. As parr transition from freshwater to saltwater they go through many physical changes to adapt to the saltwater; this process is known as smoltification. The smolt grow scales and their skin transforms into a silver hue as they continue their seaward migration into adulthood. The salmon move deeper into saltwater, entering the ocean where they spend their 1-8 years living in the ocean. After they are finished growing, the salmon instinctively return to the stream where they were born, to spawn and the life cycle continues.

THE LIFE CYCLE OF FARM-RAISED SALMON begins with selecting the healthiest parent fish for breeding. These “broodstock” fish are brought to the hatchery and eggs are collected for fertilization and incubation. The biggest advantage of farm raised salmon, is the controlled environment to deliver a consistent finished product. This allows growers to monitor the salmon life cycle and make adjustments where needed. The result is a consistent, year round availability of salmon for the global food supply.

Salmon Life-Cycle





WILD SALMON grow and freely roam their natural habitats of freshwater rivers and oceans. They are commonly caught each summer by fishermen in Alaska. Wild salmon are nutritious and delicious, and boast high levels of calcium, iron, and zinc. While popular, wild salmon is a carefully managed fishery and less quantity of fish are available in the marketplace. Therefore, wild-caught salmon are generally more expensive than those raised through aquaculture practices.



VIBRANT-RED COLOR



SAVORY/COMPLEX FLAVOR



LEAN MUSCLE



FARMED-RAISED SALMON supplies 70% of the global salmon market today. This practice is necessary to support growing consumption and to help manage the population of wild fish stocks, which are in decline. Farmed salmon are fed an energy rich diet (e.g., high-protein, high-fat) for 18-24 months. The result is a salmon fillet rich in healthy omega-3 fatty acids and Vitamin C. Our Chilean farmed salmon is produced under Best Aquaculture Practices (BAP).



SOFT PINK HUE



MILD FLAVOR



SILKY TEXTURE

TASTING

HOW TO TASTE *Smoked Fish* LIKE AN EXPERT!

THIS EXPERIENCE will allow you to concentrate and decipher the different flavors, feelings, and textures you sense when consuming smoked fish! To prepare for the tasting go in with an open-mind and clean palate. In-between tastings, cleanse your mouth with water to ensure your sensory tools are fresh!

APPEARANCE

What is the color and hue of the fish? Is the color intense or bright? Do you observe fat (e.g., white striations between the protein)?



AROMA

The sensations you are experiencing are largely attributed to the actual smoking process. Acme's vintage American smoker is loaded with a proprietary blend of woodchips. Do you notice the smokiness? How about hints of fruits and oak? This is from the maple, hickory, and apple woodchips we load into the smoker.



TASTE OR FLAVOR

Salt, acid, bitterness, sweet, umami. When tasting the smoked salmon portion be mindful of the texture, mouthfeel, and overall flavor sensations you are experiencing.



COLD-SMOKED

DRY-CURED ATLANTIC SALMON

Today's tasting will begin with a bite of dry-cured Atlantic salmon. Atlantic salmon accounts for the majority of farmed salmon produced in the world. We source Atlantic salmon from Norway, Canada, Chile, and the UK. Prior to smoking the salmon, each fillet is dry-cured with salt.

SOCKEYE SALMON

Take a walk on the wild side! Sockeye salmon are small, wild-caught fish from Alaska. They are mainly caught with gillnets or longline. Sockeye are easily recognized by their deep, red-orange hue. Known for their firm texture, sockeye salmon are the most common wild smoked salmon species.

BLACK COD (SABLE FISH)

Sablefish or commonly referred as Black Cod by gourmet chefs are found off the North Pacific coast. This deep water fish is heavily protected in the US to ensure a sustainable harvest. The white flesh of sablefish is soft with a buttery texture and a mild flavor. The omega-3 fatty acid content is as high as that of wild salmon. Sablefish is commonly cold smoked to a slightly higher temperature than salmon.

HOT-SMOKED

BAKED SALMON

Baked, or "Kipperd" salmon, is a hot-smoked salmon portion. To prepare this delicacy, farm-raised Atlantic salmon is brined, then lightly hot-smoked. Notice the difference in texture from the cold smoked process. What's your favorite salmon preparation?

SMOKED WHITEFISH

From in the Great Lakes, this wild-caught, freshwater fish is a smoked seafood staple. Light in color, whitefish look golden after they are hot smoked to deliver a delicate, light, smoky flavor. One of Acme's signature items is Whitefish Salad – a crowd favorite appetizer for all occasions.

SMOKED TROUT

Trout are one of the more common freshwater fish in the United States. Pursued by outdoor enthusiasts everywhere, smoked trout have a complex, gamey, smoked flavor that provide a backdrop to a variety of culinary creations.

Smoked Fish

PRODUCT	COLOR	SMOKE INTENSITY
DESCRIPTORS	Pale, Light Pink, Pink, Orange, Red, Bright, Distinct	Light, Mild, Strong, Intense, Extreme
DRY-CURED ATLANTIC SALMON		
SOCKEYE SALMON		
SMOKED BLACK COD (SABLE)		
BAKED SALMON		
SMOKED WHITEFISH		
SMOKED TROUT		

TASTING WORKSHEET

FLAVOR	TEXTURE	OVERALL LIKENESS
Mild, Sweet, Buttery, Meaty/ Gamey, Salty, Peppery, Medium, Robust, Spicy, Rich	Soft, Chewy, Silky, Buttery, Fatty, Dry, Flaky, Dense, Tender, Thick, Firm	1=Disliked, 2=Somewhat liked, 3=Neutral, 4=Liked, 5=Really Enjoyed



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