

Our Fjord Trout has drawn comparisons to Kobe beef for its crimson flesh and chiseled fat lines. While very similar to its salmon cousins, fjord trout is remarkably milder, almost sweeter, while still packing an Omega-3 punch.



## About your fish.

The term "Fjord Trout" is a kind of controlled designation of origin to differentiate our Norwegian steelhead trout from other trout. Think of it as a clever provenance label.

Our Fjord Trout look like salmon, with bright silvery skin and a rounded belly area. But inside it's all rock and roll - red meat etched with beautifully marbled intramuscular separation.

The fish earns its cult-like following from the delicious flavor created during its miraculous transformation from a white-fleshed rainbow trout into a plump, red-fleshed adult as it moves from fresh water into salt water. With its velvety finish and hidden flavors of nuts and citrus, Fjord Trout has a special place among salmonids.

Our trout is rich in DHA and EPA, vitamin B12 and D, and lots of protein and selenium. Our proprietary feed recipe has strict requirements for sustainability, by-product utilization, and waste reduction, with full certification and disclosure.

## About our farms.

Our trout are farmed in the beautiful Mauranger and Hardanger Fjords that lie nestled among the majestic mountain peaks of western Norway. Abundant marine life thrives in these deep cold waters, with whales and sharks running alongside herring and squid. Our farms have been carefully placed in designated areas as to minimally affect their wild neighbors.

Our farmers take extreme steps to conserve the environment. All facilities have third-party verification of low benthic impact levels, low density farming with strict limits, with full blockchain integration. Together Lerøy and WWF developed today's Aquaculture Stewardship standards for salmonids, and today all of our trout farms are ASC or GlobalGAP certified.

Almost all our locations run on renewable non-carbon energy sources, and our hydroelectric-powered RAS hatcheries achieve 98% water recapture. In 2020, we launched our 50/50-5 initiative to reduce plastic use by 50% and to reduce food waste by 50% - all within five years.

### THE PRODUCTS

Fresh of Fresh Frozen  
Whole • Fillets • Portions  
Smoked and Value-added  
Year-round availability

### WHY WE LOVE THIS FISH

Like salmon, but milder and sweeter. Presents flawlessly in raw form with its fat profile and scarlet luster.

### DID YOU KNOW?

Norwegian Fjord Trout has been featured in the biennial world chef championship - the Bocuse d'Or - and on multiple occasions has been a Gold Medal feature.

Lerøy maintains the following certifications:



Defined by sustainability. Driven by innovation. Proudly transparent.

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