



Press Contact: Peter Berk
Crier Communications
Tel: 310.274.1072 x205
peter@crierpr.com

Wild Salmon: An Eco-Conscious Healthy Protein

Hand Packed Skinless and Boneless Fillets Rich In Omega 3; No Water or Oil Added

McKinleyville, CA – Wild Planet Foods, committed to producing safe, nutritious, great-tasting sustainable seafood, offers consumers an environmentally-friendly and convenient protein option with their canned salmon fillets. The ingredients are simple: skinless, boneless wild salmon and sea salt. No water or oil is added.

Sustainably caught fresh from the pristine, icy waters of Alaska by local fishing families, Wild Planet Foods offers pure **Alaskan Pink Salmon** -- ideal for sandwiches, spreads and much more, along with premium **Alaskan Sockeye Salmon**, featuring a deep red color and chock full of true salmon flavor.

Each is Marine Stewardship Council (MSC) Certified, OU Kosher Pareve, and naturally nutritious, rich in Omega 3 and a great source of lean protein.



"Alaskan Salmon is included on Monterey Bay Aquarium's new Super Green List, meaning it is not only classified as a Seafood Watch® 'Best Choice,' but also meets the daily minimum requirement for Omega 3," says Wild Planet Foods' CEO Terry Hunt. "This is a high hurdle to meet in the seafood category, and we are glad our salmon can provide a nutritious and eco-conscious option for today's seafood fans."

The Wild Alaskan Pink Salmon is available at an SRP for \$4.69 and the Wild Sockeye Salmon at \$6.19 per can at natural food and select traditional grocery stores nationwide, as well as via www.wildplanetfoods.com.

About Wild Planet

With strict quality control from fishhook to store shelf, Wild Planet Foods' mission is to produce safe, nutritious, great-tasting, and sustainably fished seafood. 100% US owned and based in McKinleyville, CA, the company operates its own docks where selection and delivery of fish are taken directly from the fishermen, many of whom are also shareholders with the company. All species canned by Wild Planet -- Albacore, Skipjack, Shrimp, Salmon and Sardines -- are individually caught in their natural environment and are noted as *Best Choices* for sustainability by Monterey Bay Aquarium's Seafood Watch® program. For additional information, visit www.wildplanetfoods.com.

###