



**BONELESS/SKINLESS**

**WILD PINK SALMON**

**NO SALT ADDED**

**SUSTAINABLY CAUGHT.  
SOURCED FROM ALASKAN WATERS.**

From the cold, pristine waters of coastal Alaska, Wild Planet brings you sustainably caught Wild Pink Salmon – a worthy addition to any menu. Our Alaskan fishing partners catch and carefully handle each fish to ensure the highest quality. We then remove all skin and debone the fillets before hand-packing them in convenient foodservice-sized pouches. Cooked once in the pouch, the delicate, sweet flesh has a light color and a subtle flavor that's ideal for your culinary creations.

- **Clean, simple, single ingredient** – no salt added.
- **Convenient easy-open pouch** – simplifies use and storage.
- **Versatile and ready-to-use** – straight from the pouch.



MCURC founding sponsor  
Monterey Bay Aquarium Seafood Watch® Program

# BONELESS/SKINLESS WILD PINK SALMON

## NO SALT ADDED

## SALMON – THE WILD PLANET WAY

The brand you trust for the finest sustainably caught tuna now brings you Wild Pink Salmon sourced in Alaskan waters to help you easily and profitably expand your menu's seafood offerings. Satisfy the growing number of sustainably-minded consumers with its natural goodness. Slightly sweet with a subtle salmon flavor, there's only one simple, single ingredient – the carefully skinned and deboned salmon fillets.

- #1** **Environmental Sustainability** is ranked #1 as the current culinary trend that will remain the hottest 10 years from now<sup>1</sup>
- 90%** Over 90% of consumers are **more likely to order a seafood dish** when the word **"Alaska"** is used on the menu<sup>2</sup>
- 40%** Now, 40% of all millennials expect restaurants to **only offer sustainable seafoods**<sup>3</sup>

### Maximum Yield

What could be more simple? Our Wild Pink Salmon is just that and nothing more – skinned and deboned salmon fillets cooked once in the pouch. Highly nutritious with a deliciously subtle salmon flavor, simply drain off the natural juices and use straight from the pouch.

### Profitability

Many consumers are willing to pay more for sustainably sourced foods, and menuing Wild Planet Pink Salmon at a slight upcharge can result in big profits.

### Wholesome & Nutritious

With just one simple ingredient, your customers will appreciate its naturally delicious flavor and healthy, lean protein.

### All Day Versatility

One of today's most popular and healthful proteins, Wild Planet Pink Salmon fits across your menu in many traditional and innovative ways.

Visit [wildplanetfoodservice.com](http://wildplanetfoodservice.com)

for exciting and profitable recipe and menu applications.



## THE WILD PLANET STANDARD FOR SUSTAINABLY PRODUCED PRODUCTS

Our salmon fishing method is rated as a **BEST CHOICE** for Sustainability by the Monterey Bay Aquarium Seafood Watch® Program. All Wild Planet products are sourced with adherence to the following criteria:

- The **BIOMASS** of fish is healthy and not overfished.
- The **CATCH METHOD** is free of excessive by-catch of non-targeted species.
- The **HABITAT** is not damaged during the fishing process.

**Lure in more customers  
and profits with the  
#1 sustainable choice –  
Wild Planet**



WILD PLANET FOODS, INC.  
1585 Heartwood Drive, Suite F  
McKinleyville, CA 95519  
(707) 840-9116  
[wildplanetfoodservice.com](http://wildplanetfoodservice.com)

### PRODUCT SPECIFICATIONS – WILD PINK SALMON

Product Name	Item No.	Pack Size	Ship Wt.
WILD PINK SALMON NO SALT ADDED - 32oz Pouch	00130	8 x 32 oz. pouches	18.0 lbs.

Ingredients: Wild Pink Salmon (*Oncorhynchus Gorbuscha*). No Liquid Added. Non-GMO. © PAREVE

Sources: <sup>1</sup>National Restaurant Association <sup>2</sup>Datacentral, 2016 <sup>3</sup>Technomic, 2015

WILDLY GOOD is a trademark of Wild Planet Foods, Inc.