



Wild Yukon Keta Salmon

The "NEW" Wild Salmon from Alaska

Your Source of the World's Best Salmon

Kwik'pak Fisheries welcomes you to try the finest Wild Keta Salmon known in the world. This is definitely Alaska's best kept secret. Because of their extraordinary qualities, these fish truly belong in a class of their own.

What makes our Keta salmon different?

Yukon Keta travel great distances from the Bering Sea to their spawning grounds, in some cases over 2000 miles. These Keta are "genetically programmed" to store oil for this rigorous journey. For the consumer, this translates into the succulent, rich buttery flavor found only in Yukon River salmon.



"I grilled some Yukon Keta last night. My BBQ was on fire from all the fat!"

LaMer, Montreal

Why Yukon Keta is the right market choice

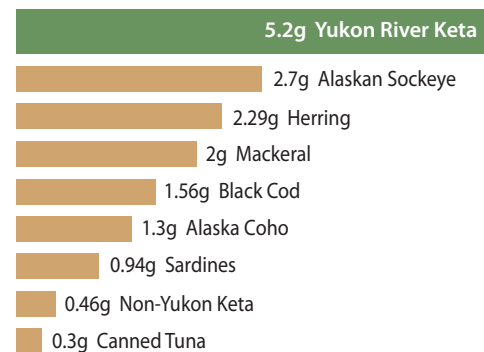
- Highest Omega-3 of any salmon
- High oil content rivaling that found in most Kings
- Excellent quality at affordable pricing
- Mouth-watering flavor
- Rich red-orange meat color
- Sustainable – MSC certified fishery
- Traceability through TraceRegister
- Unique Yukon story
- Support with POS materials

Yukon Keta: Highest Omega-3 of any salmon

Testing has shown Yukon Keta to have the highest Omega-3 content of any salmon or other seafood. Yukon Keta were found to contain up to 5.2g per 100g serving – the equivalent of 10 average potency fish oil capsules. The result – a fish that tastes better and is better for you.

Omega-3 found in seafood

Grams of Omega-3 per 100g Serving



Higher oil content than many Kings

Recent testing done by Bodycote Testing Group in Portland, Oregon, established that Yukon Keta have oil contents that range from 9-20% – that is equivalent to most kings from other areas of Alaska.

"Living to fish, fishing to live"

www.kwipakfisheries.com

Quality standards

With careful harvesting, handling, bleeding and icing, Kwik'pak's fisher men and women strive to preserve the Yukon Keta's "just caught" quality and freshness.

Within hours of catch, fish have been processed at Kwik'pak's state of the art plant located in Emmonak, Alaska, near the mouth of the mighty Yukon and are ready for shipment to markets around the world.

The Great River:

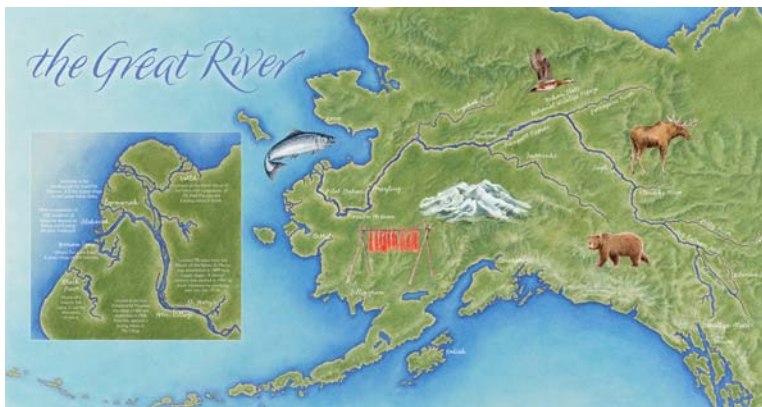
The Yukon River is the longest salmon river in the world originating from the remote Choda Glacier in British Columbia, crossing the state of Alaska and finally emptying into the Bering Sea some 2300 miles later. The Yukon provides the main "highway", the primary route of transportation for this remote, roadless area of Alaska. During the winter months when the river is frozen over the area is accessible only by air.

Highest quality at affordable pricing

Yukon Keta have 3-4 times higher oil content than any other keta, the highest Omega-3 of any salmon, rich red-orange meat color that rivals that of many sockeye, a rich flavor unique to only Yukon salmon and all at an affordable price.

Sustainable and Traceable Catch

All Kwik'pak salmon comes from sustainable fisheries that are certified by the Marine Stewardship Council. Additionally, we are pleased to announce our association with TraceRegister which will allow customers to verify on-line the the salmon they receive is truly from the Yukon. This information and technology will be found on our website. So buyers know they are getting a genuine Yukon Keta, each salmon carries a Kwik'pak tag. Accept no substitutes.

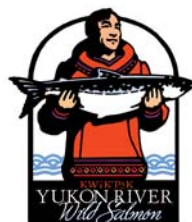


Fair Trade Federation Membership

Community owned Kwik'pak Fisheries was chosen for membership in the Fair Trade Federation and is the only seafood company to receive this distinction. This appointment underscores the commitment to support the Yupik Eskimos who fish for Yukon salmon both commercially and for subsistence.

The Yupik people

It is believed the the Yupik people in this area are the oldest inhabitants of North America, having crossed the Beringia land bridge from Siberia over 10,000 years ago. Fishing has been the lifeblood of the Lower Yukon and salmon are revered as a most precious resource. The village residents depend on subsistence fishing for their personal use and commercial fishing for badly needed income.



Kwik'pak Fisheries, LLC
1016 West Sixth Suite 301
Anchorage, AK 99501
907-644-0326
www.kwipakfisheries.com