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**RUBY BAY™ YUKON KETA CANDY TO DEBUT IN BOSTON;  
JOINT VENTURE BETWEEN KWIK'PAK FISHERIES AND ACME SMOKED FISH**

March 16, 2011--Ruby Bay™ Yukon Keta Candy, an all-natural, gluten-free, fully traceable smoked salmon, will be making its debut at this year's International Boston Seafood Show—where it will be on display at the Acme Smoked Fish Company, at Booth #718.

Ruby Bay Yukon Keta Candy is a joint venture between Acme Smoked Fish of Brooklyn, NY ([www.acmesmokedfish.com](http://www.acmesmokedfish.com)) and Kwik'pak Fisheries of Emmonak, AK ([www.kwikipakfisheries.com](http://www.kwikipakfisheries.com)).

This is not the first time the two companies have partnered to promote smoked seafood, but it is the first time they have worked together to create a branded, value-added product for retail and foodservice.

“We’re really excited about this product and this partnership,” says Acme’s Vice President of Sales, Buzz Billik. “Imagine the oldest smokehouse in America having the opportunity to work with one of the oldest active fisheries in the world. We not only have a great product to sell; we have a great story behind it.”

According to Ruth Carter of Kwik'pak Fisheries, the hot-smoked salmon “candy” was inspired by Yupik Eskimo fishing families, who have been fishing for, and preserving the oil-rich salmon on the Lower Yukon River for some 10,000 years.

“This is really special fish,” Carter says. “It maintains its high oil content and Omega 3s even though it has gone through the smoking process.” She adds, “The Yupik fishing families of the Lower Yukon are thrilled to see their fish reach new markets, and we are pleased that through this partnership, our fishing families can benefit from selling a higher-value product under the Ruby Bay™ brand.”

Carter notes that the smoked fish makes a perfect appetizer or addition to salads and pasta entrees. For information on Ruby Bay™ Yukon Keta Candy, visit [www.rubybayseafood.com](http://www.rubybayseafood.com).

### **About Acme Smoked Fish Corporation**

Acme is recognized for its New York-style Kosher smoked fish and pickled herring products. Based in Brooklyn, the widely recognized brand is committed to providing a superior quality product. The company’s Ruby Bay Brand is recognized for products that mix tradition with innovation. Acme Smoked Fish brands (Acme, Blue Hill Bay, Ruby Bay, and Great American) are distributed throughout the United States via leading supermarkets, delis, gourmet and specialty stores, and warehouse clubs.

### **About Kwik’pak Fisheries**

Community-owned Kwik’pak Fisheries was founded in 2002 to provide economic security to the local community. Its Yukon River salmon is certified by the Marine Stewardship Council, and to help ensure that consumers and the trade are purchasing genuine Yukon River salmon, the company has partnered with the global traceability company, Trace Register.

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