



Dear Valued Customers,

Santa Cruz Fish Company is dedicated to only selling “seafood you can trust.” Our criteria has not changed in the 25 + years we’ve been fish mongers, which is either seafood that is rated Best Choice in Sustainability (Green) or Good Alternative (Yellow) by Monterey Bay Aquarium’s Seafood Watch rating system.

Today our “On Line” shop is exclusively built around Mt. Cook Alpine Salmon. This King (Chinook) Salmon is raised the purest fresh water from the Southern Alps on the South Island of New Zealand. 2 million gallons a minute of Pure Glacier melt ice cold water flow through the aqueducts where are salmon are raised.

Unlike most all farmed salmon, Mt. Cook Alpine Salmon is:

- Rated Best Choice in Sustainability
- King (Chinook) salmon, the most pristine of all salmon species, not the Atlantic species
- Raised in Fresh water
- No pesticides
- No parasites (sushi grade)
- No indigenous species to interfere with
- Non GMO feed meant to maintain the health of feeder fish in our oceans
- Omega healthy fats creating a melt in you mouth gourmet eating experience whether raw, cooked or smoked

All the reasons we believe our salmon is the Best Choice and The World’s Finest Tasting salmon can go on and on, but we suggest you don’t take our word for it. You should try it yourself.

Sincerely,

John Battendieri
Founder

Visit our website to learn more: www.santacruzfishco.com