



SITKA SALMON

— SHARES —

Welcome Sitka Salmon Shares Member!

We're thrilled to have you as a part of our community and look forward to delivering the best wild-caught seafood Alaska has to offer to your doorstep. Here's what you can expect from your membership –

- **THE BEST SEAFOOD YOU'VE EVER TASTED** caught with care from our fishermen and trusted partners in Alaska. We back up that claim with a 100% Satisfaction Guarantee.
- **EXPERT SUPPORT IN YOUR KITCHEN** from our Culinary Director, Grace Parisi (coming to us from Food & Wine's Test Kitchen) in the form of recipes, tips, Q & A's, and members-only cooking classes.
- **EARLY ACCESS AND 10% OFF ALL ONE-TIME BOXES** – look for instructions via email about how to unlock your exclusive discount.
- **A VARIETY OF SPECIES MONTH TO MONTH** in each box, which will contain at least 4.5 lbs of up to two different species. Check out the projected harvest page on our website to see what's planned for upcoming months.
- **ACCESS TO OUR COMMUNITY OF SEAFOOD LOVERS** through our private Facebook Group, Sitka Salmonsharesians. Join today to find recipes, share photos, and meet your fishermen!

Best of all, your membership casts a vote for healthy, well-managed Alaska fisheries, supports small-scale fishermen and their communities, and promotes responsible fishing methods. From our fishermen and all of us at Sitka Salmon Shares, we thank you!

Stay wild,



Gerardo Canales
CEO, Sitka Salmon Shares



Marsh Skeele
Co-founder, Sitka Salmon Shares

P.S. As a small token of our appreciation, we've included a Tips & Techniques Guide from Grace to reference in your seafood cooking endeavors. Enjoy!

THANK YOU FOR YOUR MEMBERSHIP

WE'RE HERE TO HELP | QUESTIONS OR COMMENTS?
SALMONSUPPORT@SITKASALMONSHARES.COM
OR CALL 309-342-FISH

Printed on 100% post-consumer waste recycled paper. Please recycle!
More packaging and disposal information at sitkasalmonshared.com/reduce



FISH PREPARATION & COOKING GUIDE

HELPFUL RESOURCES

Salmon Support
salmonsupport@
sitkasalmonshares.com

Private Facebook Group
Sitka Salmonsharesians

SALMON SKIN REMOVAL



PIN BONE REMOVAL

1. Arrange salmon fillet on a board, skin-side down and gently run your finger along the surface to find the row of pin bones.

2. Use small pliers or kitchen tweezers to grab the pin bones. Pull in the direction they are pointing.

THAWING: QUICK VS OVERNIGHT



Quick Thaw Submerge the sealed package in cold water until thawed, 30 to 60 minutes. Change the water as needed to stay cold. Use fish right away. Never use hot or warm water.



Overnight Thaw Puncture the package and thaw overnight in the refrigerator. Use within 24 hours.

BEST INTERNAL TEMPERATURES

Salmon 100°F seared, 125°F medium-rare, 135°F medium

Whitefish Halibut 130°F
Cod, lingcod, rockfish 135°F
Sablefish 135°F to 140°F

Albacore 100°F seared, 125°F medium-rare

10 MINUTE RULE OF FISH

Measure the height of the fish at its thickest part. Roast in your oven at 425° for 10 minutes per inch of thickness. Cook until the fish just flakes around the edges.

MEASURE HERE



2"

1"

WINE PAIRINGS

SPECIES KEY

SHRIMP

SABLEFISH

CRAB

ALBACORE

WHITE FISH

SALMON

SPARKLING WHITE

Prosecco
Cava
Champagne



DRY WHITE

Sauvignon Blanc
Grüner Veltliner
Riesling
Pinot grigio
Albariño
Assyrtiko



RICH WHITE

Chardonnay
Viognier
Chenin Blanc
White Burgundy



LIGHT RED

Pinot Noir
Gammay
Beaujolais
St Laurent



ROSÉ

Crisp and dry
Sparkling



VARIETAL → SPECIES → PREPARATION

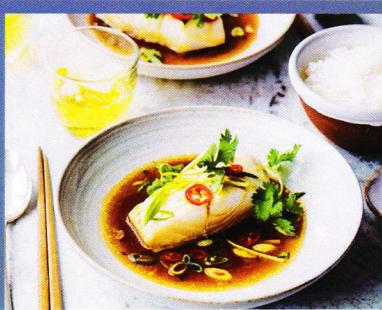
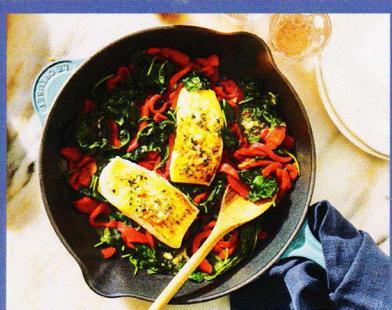
Smoked
Raw/Sushi
Breaded & fried
Grilled
In tacos or salads

Breaded & fried
Grilled
In cream, herb,
sweet, or spicy sauces
In curries, tacos,
salads

Breaded & fried
Grilled
In miso or sweet
glazes

Grilled
Spicy flavor
palette
In tomato sauces

Smoked
Raw/Sushi
Breaded & fried
In miso or sweet
glazes
Salads



THE CATCH

SITKA SALMON SHARES MEMBER NEWSLETTER

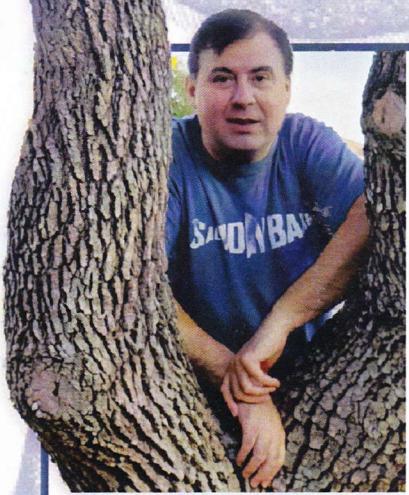
JANUARY 2022



PIN BONE TWEEZERS
INSIDE
THIS BOX!

LEARN MORE





A SPECIAL TIME IN A SPECIAL PLACE

Some days ago, around seven in the evening, I sat at my kitchen table without too much to think about. One of those few and rare moments when it seems like time slows down, you can tune into the details around you and just observe. It felt like a window into our own fast-moving daily lives. The rush to prepare dinner, everyone on a schedule — from homework to tomorrow's plan and TV shows to finishing a work day.

Dinner? Just another task. The quality of foods? A second thought.

Then my mind leaped back to a distant past, a long time ago but still very fresh in my memory. The kitchen was the gathering place every night, dinnertime was an event, a time of true connection. Everyone participated, everyone was involved. Cooking was an adventure, a stimulating indulgence to the senses, a time of joy to share food and conversation.

A big smile grew across my face as I reminisced about growing up in that very special kitchen.

In a season of resolutions, we want every dinner in 2022 to be a special event and a special time. At Sitka Salmon, we are committed to providing you with high-quality, wild caught fish and plenty of ideas to indulge your senses in your own culinary adventures.

—Gerardo Canales, CEO

GRACE IN THE KITCHEN

Woohoo! Welcome to a New Year! It's that anticipated (dreaded?) time that many of us reflect on the previous year's shortcomings and set our intentions to make meaningful change in the year to come. I've already started thinking about my own "resolutions". For one, I'm going to eat something green at every meal. (gummy worms don't count, I suppose)

We at Sitka Salmon Shares have made a few changes this year. The most obvious one is our shift to year-round subscriptions from a 9-month model. That means 3 more months of amazing fish plus all of the treats that come with it. I'm so pleased to share some of the new and exciting goodies our culinary team has planned for you.

You can expect to see lots more Members Only classes, videos, and other content, plus several exciting new product offerings, a few curated boxes for special occasions, and a push to include more nutritional information.

What we will continue to offer, as always our great recipes that suit *all* of our members. Whether you are a seasoned cook or a newbie in the kitchen, rest assured that we have got you covered.

Happy 2022 to all.

GRACE PARISI,
CULINARY DIRECTOR



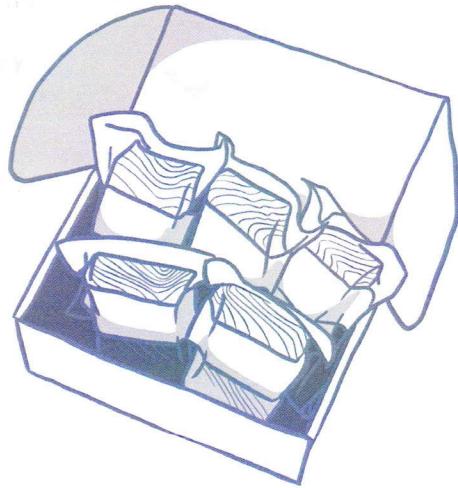
OUR RESOLUTION: EAT WILD

The new year is a time of setting intentions. Gym subscriptions skyrocket each January and online searches including the word "diet" reach their highest levels for the year. As a member of Sitka Salmon Shares, you have dedicated a portion of your dinner plates (and freezer space!) to wild-caught seafood. Let's take a look at the role of wild foods in history and how our bodies benefit from them.

Before humans domesticated some plant and animal species, our diet consisted entirely of wild foods. Carbohydrates and sugars were rare in the environment and sought after for their life-sustaining calories, but protein-dense foods such as seafood, meat, and nuts were key to nutrition. Humans the world over invented ingenious methods of preserving seafood through salting, drying, fermenting, or freezing it through the winter.

Today, the domestication of plant and animal species in combination with global trade networks offers us a bounty unimaginable to our ancestors. Unfortunately, our bodies are operating in a hardware that hasn't changed since the paleolithic era, before processed foods and sugar flooded our environment (and pantries).

What can we do when our bodies are always pulling us toward temptations that are now abundant? Health journalist Pilar Gerasimo says that the first step is "recognizing that your genes and current environment are an evolutionary mismatch of almost unfathomable proportions."



"No matter how healthy your intentions," Gerasimo writes in her book *The Healthy Deviant*, "confronted with a long-enough stream of pressures, frustrations, and temptations, eventually you will cave and take the path of least resistance." Her solution? Ditch unhealthy social norms that attach us to overly-processed foods, and a diet culture that offers quick fixes. Gerasimo calls this mindset healthy deviance. It is a recognition that the odds are stacked against us and we have to not only overcome the temptation of easy calories, but all the social forces that anchor us to them in the form of clever marketing and peer-group pressures.

1. CONNECTION

What does healthy deviance look like at dinner time? Gerasimo says we have to reconnect with our food. The convenience and low prices of modern foods have come at the cost of knowledge about where our food comes from. We here at Sitka Salmon Shares go to great lengths to connect you to the source of your wild seafood because we care about how our

**CONTINUE THE STORY
ONLINE AT**

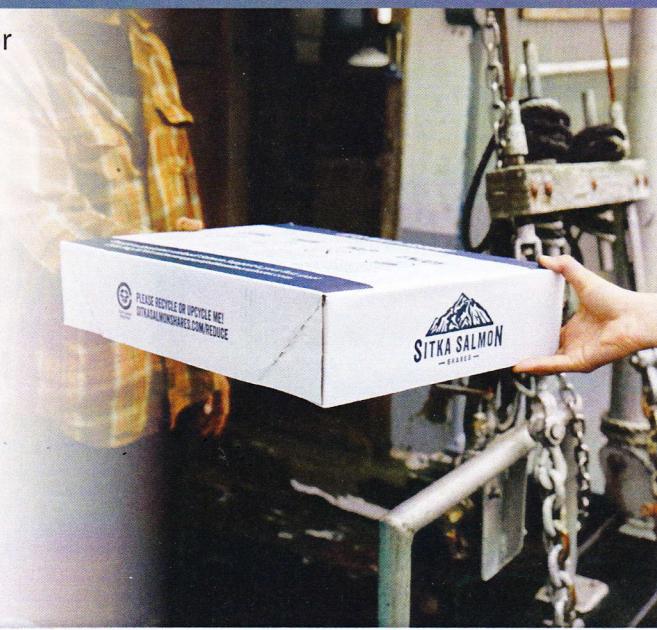
SITKASALMONSHARES.COM/THE-CATCH



REFER FRIENDS & FAMILY TO EARN PRIZES!

This year we made it easier than ever to refer friends and family and earn discounts and prizes. Follow these easy steps:

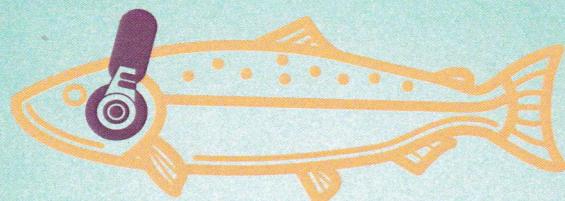
1. LOG IN TO YOUR ACCOUNT AT SITKASALMONSHARES.COM
2. ENTER THE NAME AND EMAIL ADDRESS OF YOUR FRIEND OR FAMILY MEMBER IN THE BOTTOM RIGHT CORNER
3. WE'LL SEND THEM A DISCOUNT OFFER
4. YOU'LL GET \$10 BACK FOR EVERY REFERRAL
5. TALLY UP REFERRALS FOR SWEET PRIZE PERKS LIKE FREE SITKA SALMON SHARES SWAG!



FISH TALK PODCAST

A new podcast series by Sitka Salmon Shares co-founder Nic Mink and author Paul Greenberg (*Four Fish, American Catch*). *Fish Talk* explores the remarkably complex world of the seafood industry, and demystifies the journey that fish take to get from our coasts to our kitchens. Along with helpful cooking tips from Nic and Paul, each episode features colorful interviews with leading chefs, scientists, environmentalists, fishermen, community organizers, politicians, and fish buyers like you.

Subscribe today at
TheFishTalkPodcast.com



fish talk

with Paul Greenberg & Nic Mink

100%
SATISFACTION
GUARANTEE

If you are not satisfied with the quality of your seafood, call or email us and we will refund the purchase price or replace your order.

You can reach Salmon Support by phone at 309-342-3474 or email: salmonsupport@sitkasalmonshares.com.



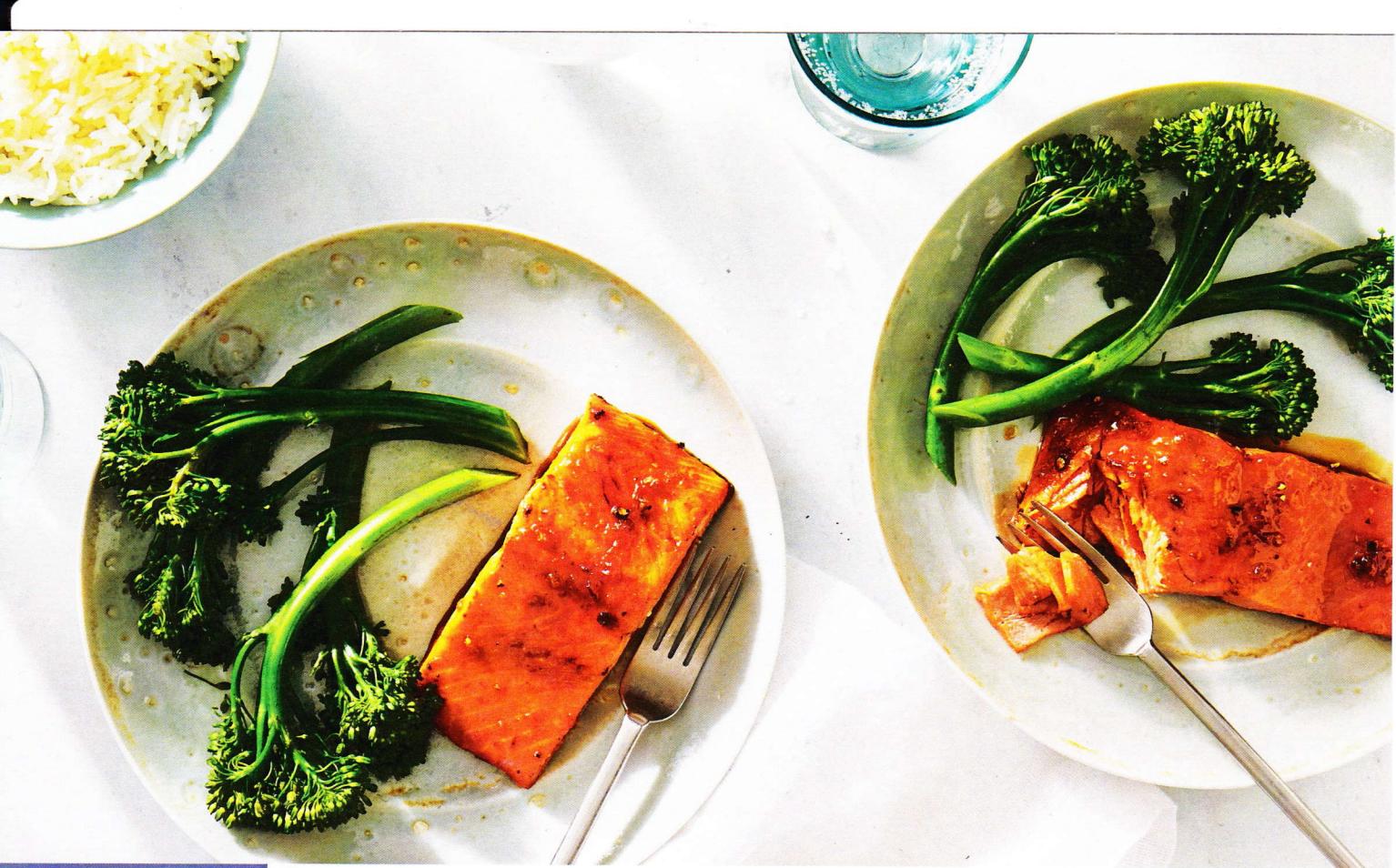
SITKA SALMON
— SHARES —

TRACEABLE
TO THE
SOURCE



**FISHERMEN
OWNERS**





BAKED HONEY-GLAZED SALMON

By Grace Parisi

RECIPE

ABOUT THE RECIPE

Sweet, sticky, and a little spicy, salmon and honey are a match made in heaven. Toss in a little ginger and garlic and this simple dish is so much greater than the sum of its parts. A microplane makes quick work of grating the ginger and garlic.



Grace Parisi

INGREDIENTS

- 1 portion king, coho, or sockeye salmon (12 to 14 ounces), pin bones removed
- Salt and freshly ground black pepper
- $\frac{1}{4}$ cup honey
- 1 Tbsp. soy sauce
- $\frac{1}{2}$ tsp. grated fresh ginger
- $\frac{1}{2}$ tsp. grated garlic
- $\frac{1}{2}$ tsp. sriracha or other hot sauce (or to taste)
- $\frac{1}{2}$ tsp. toasted sesame oil
- Steamed rice and roasted broccolini for serving

DIRECTIONS

SERVES
2

1. Preheat the oven to 375°F with a rack in the upper third position. Cut the salmon into 2 pieces and season lightly with salt and pepper.
2. In a small saucepan, combine the honey, soy sauce, ginger, garlic, sriracha, and sesame oil. Season with salt and pepper and bring to a simmer over medium heat. Remove from the heat.
3. Arrange the salmon in an ovenproof skillet skin-side down and brush with some of the honey mixture. Transfer the skillet to the oven and bake, brushing the salmon 1 or 2 times with more of the honey mixture, until nearly cooked through and 125°F on an instant read thermometer, 10 to 15 minutes depending on the thickness of the fillet. Remove skillet from the oven. Preheat the broiler to high.
4. Brush the salmon with any remaining glaze and broil from the same rack until lightly caramelized, 1 to 2 minutes. Watch carefully to avoid burning.
5. Serve with steamed rice and roasted broccolini, drizzling any pan juices over the salmon.

PRO TIPS



PAIR IT UP

To match the sweetness of the honey, pour an off-dry riesling or grüner veltliner.



LEVEL IT UP

Next time you're at your favorite Asian market, look for spicy chili crisp—fried garlic chips and dried chiles in oil. Stir some into the honey before brushing over the salmon.



CHANGE IT UP

Stir fry rice with scallions and broccolini and fold in any leftover salmon for a simple salmon fried rice. Sprinkle with sesame seeds or drizzle with sesame oil before serving.

SHARE YOUR FINISHED DISHES WITH US!

#COMMUNITYCOOKS

@SITKASALMONSHARES