



## **NEWS RELEASE**

For Immediate Release

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### **Ocean Avenue Seafood Restaurant Offers Yukon River Wild King Salmon**

Santa Monica, Calif. – By special arrangement with the community-owned Kwik’Pak fishery in Alaska, Ocean Ave. Seafood is offering the prized Yukon River wild king salmon. This spring run of king salmon will be available to our guests during the few weeks it is commercially caught from mid-June to early July. If nature cooperates, Ocean Ave. begins featuring the fish **Thursday, June 21**, on both lunch and dinner menus.

“The Yukon king has the highest oil content of any salmon, giving it an unsurpassed flavor and a rich, buttery texture,” says Executive Chef Silvano Mestas. “We love to work with this fish because it’s so fatty and no matter how we cook it, it turns out luscious.”

“The Yukon king comes from one of the world’s last wild and untrammelled rivers,” says Jon Rowley, Ocean Ave.’s contact who works closely with the Yup’ik Eskimo fishing community to bring their product to market. “The fish migrate a staggering 2,000 miles from sea to river headwaters, so the Yukon wild salmon is brimming with 24-30 percent fat, higher in healthy omega 3s than even the renowned Copper River salmon.”

Please refer to the attached fact sheet to learn more about the Yukon king, the people who bring it to us, and how Ocean Ave. is able to bring it to your plate.

***Reservations recommended during this special promotion. Please call 310.394.5669***

#### **About Ocean Ave.**

With its fresh regional fish entrees and award-winning wine list, Ocean Avenue *is* America’s seafood restaurant. Serving top-quality seafood since 1986, Ocean Avenue magically combines a sophisticated menu with a relaxed ambiance, attracting business people on a “power lunch” as well as world travelers seeking exciting culinary treasures from the sea. The raw bar is a focal point, showcasing the largest variety of oysters found in any Los Angeles restaurant – with the restaurant earning the “best dozen oysters on the half shell” accolade from *The Los Angeles Times*. And, according to *Zagat Guide*, Ocean Avenue is at the pinnacle of Southern California seafood restaurants.

With its wall of windows overlooking the Pacific Ocean and the Santa Monica Pier, this local favorite is a seafood lover’s paradise.

#### **Hours**

Lunch (M-F) 11:30- 4 p.m. Dinner (Sun-Thur) 4-10 p.m., (Fri-Sat) 4 -11 p.m.  
Oyster Happy Hour (M-F) 4-6 p.m., (Sat-Sun) 3-5 p.m.

#### **Location**

1401 Ocean Avenue, Santa Monica, California. (310) 394-5669.

## **Yukon River Wild Salmon Promotion at Ocean Avenue, June 2007**

### **The Yukon River**

Yukon means "great river" in Gwich'in...and great it is. (The 7,000 remaining Gwich'in—"people of the caribou"—have occupied the southern slopes of the Brooks Range for millennia.) The Yukon River originates high in the Yukon Territory of western Canada, travels from east to west across the full width of the State of Alaska, and discharges into the Bering Sea. At nearly 1,980 miles, it is among the longest rivers in North America, one-third of Alaska's flowing water drains into this river, and it was a principal thoroughfare during the Klondike Gold Rush of 1896–1903. The Yukon is one of the world's last great wild and untrammelled rivers.

### **The Yukon River Wild King Salmon...**

The nearly 2,000-mile migration of the Yukon River king salmon takes 60 days. It starts in the sea and finishes in the headwaters upstream of Whitehorse, Canada. This distance is equivalent to traveling from San Diego to Chicago. Even more miraculously, the journey ends precisely where the fish were hatched one to eight years earlier! No other salmon has this long a migration. The largest king salmon recorded was taken in a fish trap near Petersburg, Alaska in 1949. It weighed 126 pounds. Individual kings commonly exceed 30 pounds, although commercially taken fish average 18 pounds.

### **...and their high oil content**

Salmon stop eating just before they enter freshwater on their homeward migration. During their trek, king salmon, also known as Chinook (*Oncorhynchus tshawytscha*), live on stored fats and protein. To fuel them upstream for the duration of their extraordinary migration, the Yukon River king salmon have evolved extraordinary stored reserves. These fish contain 24-30% oil, the highest oil content of any salmon in the world—brimming with wholesome omega-3 fatty acids. This translates into unsurpassed flavor and mouthfeel. By contrast, the renowned Copper River kings contain 16-17% oil.

### **The Native Yup'ik Eskimos**

The Yup'ik Eskimos have fished for salmon from the Yukon River for over 10,000 years. The Eskimo are still primarily a subsistence culture, hunting and fishing for their food. The community-owned Kwik'Pak fishery, located in the coastal town of Emmonak, on Norton Sound in western Alaska, employs 300 local residents. These workers are largely native Yup'ik. Fishing and processing jobs are almost the only income opportunity for villagers in this remote area. Because of its community commitment, the Kwik'Pak fishery has become the only seafood company in the world to be certified by the Fair Trade Federation for providing economic benefit and security to native residents.

### **Harvesting**

The catch in the lower Yukon is expected to be 30,000 to 60,000 king salmon this 2007 season. Fishing is scheduled to begin June 15 and run until the Alaska Department of Fish and Game determines enough fish have been caught, probably lasting two-three weeks. Fish are caught by gillnet in small open skiffs powered by outboard engines. Nets are pulled by hand.

### **Handling**

Last year was the first time in this 10,000-year-old fishery that ice was used in the small open skiffs to chill the fish immediately after catching them. This is an essential step maintaining supple and firm flesh. With so much oil, Yukon kings can otherwise go soft after being caught.

### **Distribution**

Fish is flown by bush plane 600 miles to Anchorage within hours where Kwik'pak has a packaging and distribution facility. From here the fish will be shipped fresh to Ocean Avenue.

### **Ocean Avenue Seafood's unique access**

Historically, Yukon kings have been bought by select Japanese buyers on the Yukon who froze and shipped the fish back to Japan. Only recently have efforts been made to supply the Yukon kings to domestic markets. Jon Rowley is our "man on the ground" who works side-by-side with the native Yup'ik Eskimos of the Kwik'Pak fishery to help them market their product. Jon was responsible for helping bring the Copper River kings to the Lower 48 market years ago. We're grateful for his efforts to improve the livelihoods of the people along the Lower Yukon and hope that by sharing the Yukon wild king salmon with you, we all become a little more appreciative of the bounty we enjoy.