



NEWS RELEASE

For Immediate Release

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Water Grill Offers Yukon River Wild King Salmon

Los Angeles, Calif. – By special arrangement with the community-owned Kwik'Pak fishery in Alaska, Water Grill 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, Water Grill begins featuring the fish **Wednesday, June 20**, on both lunch and dinner menus.

“Boasting the highest oil content of any salmon, the Yukon king has an unsurpassed flavor and mouth-feel,” says Executive Chef David LeFevre. Chef David's signature style is creative yet simple, perfect for this special fish. “The Yukon wild salmon is the king of kings with a beautiful story so we feel very lucky to offer this remarkable fish to our guests.”

“The Yukon king comes from one of the world's last wild and untrammelled rivers,” says Jon Rowley, Water Grill'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 Water Grill is able to bring it to your plate.

Reservations recommended during this special promotion. Please call 213.891.0900

About Water Grill

Praised by *Zagat* as Los Angeles' top seafood restaurant since the day it opened, Water Grill provides a beautiful backdrop for the world's most pristine seafood and is ideal for any occasion. Water Grill is considered one of the most sophisticated seafood dining venues in North America. In food, service, presentation, décor, ambiance and overall guest experience, Water Grill exceeds all expectations. Executive Chef David LeFevre relies on the freshest, highest quality seafood and vegetables, eschews excessively heavy sauces, and focuses on clean, bright flavors with citrus, spice and herbal overtones. Constantly open to new flavor combinations, LeFevre has traveled the globe and brings his fascination with the cuisines of northern Africa, Southeast Asia and India to influence the menu without abandoning his classic French technique.

Water Grill is also an inductee into Nation's Restaurant News Fine Dining Hall of Fame.

Hours

Lunch (M-F) 11:30- 4 p.m. Dinner (M-F) 4-9:30 p.m., (Sat) 5 -9:30 p.m., (Sun) 4:30-8:30 p.m.

Location

544 South Grand Avenue, Los Angeles, California. (213) 891-0900.

Yukon River Wild Salmon Promotion at Water Grill, 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 Water Grill.

Water Grill'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.