

## Customer satisfaction

We take full responsibility for our product, remaining completely accountable to our customers. The company complies with strict quality control and safety standards offering complete traceability from egg to plate.

## WildWaters

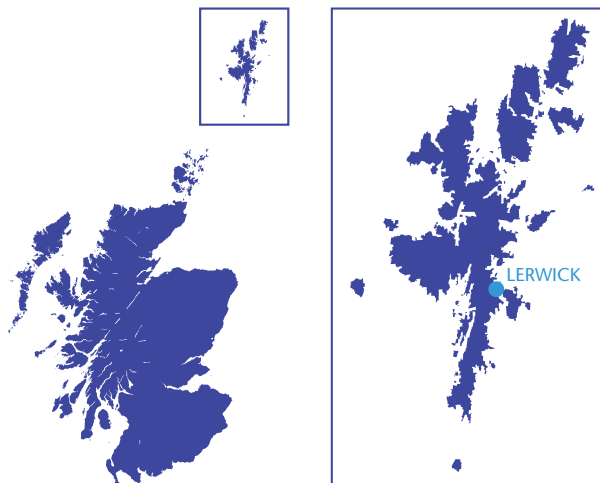
If you have enjoyed our fresh salmon – why not try our smoked and marinated WildWaters range? These are available as whole sides, loins and sliced packs. Our smoked range includes our version of a traditional style smoked salmon – simply called 'SMOKED' (We also have SMOKED – ORGANIC & SMOKED – KOSHER) and also our innovative smoked recipes 'CAIPIRINHA', 'ORANGE PEPPER', 'SHANDANA' and the 2009 Quality Food Awards Winner 'PASTRAMI'. Our Gravavlax 'LIMONCELLO' is a truly distinctive creation and extremely delicious. We have created culinary delicacies, each of an extraordinary quality, appearance, aroma and flavour.



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Hjaltland Seafarms Ltd. - Co. Reg. No. 093192  
Lerwick Fish Traders Ltd. - Co. Reg. No. 110489  
Shetland Products Ltd. - Co. Reg. No. 153567



## Quality Scottish Salmon from Shetland



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# HJALTLAND



# HJALTLAND

At Grieg Seafood Hjaltsland UK Ltd we are renowned for the quality of our fish.

Here's what makes our salmon special:

## Location

The wild crashing seas around Shetland create the perfect environment in which to rear the very best fish.

Our salmon are grown in the wide open sea – surging, clear, fresh and clean – as close to raw nature as you will get.

Here, the strong tidal currents of the North Sea and North Atlantic Ocean meet, creating a powerful water exchange. This not only provides fast-flowing clear water and maintains a clean seabed, but also allows a natural habitat for salmon to swim against the tide, developing the strongest and healthiest of fish.



**Fish Fact:** Salmon is naturally rich in Omega 3 fatty acids – essential for optimum health

## Sustainability

The sustainable and responsible production of supreme quality salmon is at the core of our business. We pay particular attention to the environment surrounding our sea sites and adhere to strict quality control procedures that are designed to protect both the product and the environment. Consequently, we have adopted stringent fish welfare regimes and the most rigorous environmental control schemes in the world.

## Freshness guaranteed

The freshness of our fish is assured with the processing plant being able to primary process and produce fillets in different trims in less than one hour. This means that the fresh salmon products will be despatched the same day an order is taken, assuring absolute freshness, optimum quality and extended shelf life for today's discerning customer. This freshness extends to our cured and marinated range in that our salmon will enter the 'WildWaters' value added process within 24 hours of being harvested.