



BY APPOINTMENT TO THE ROYAL DANISH COURT

Royal Greenland®

SELECTED

SELECTED

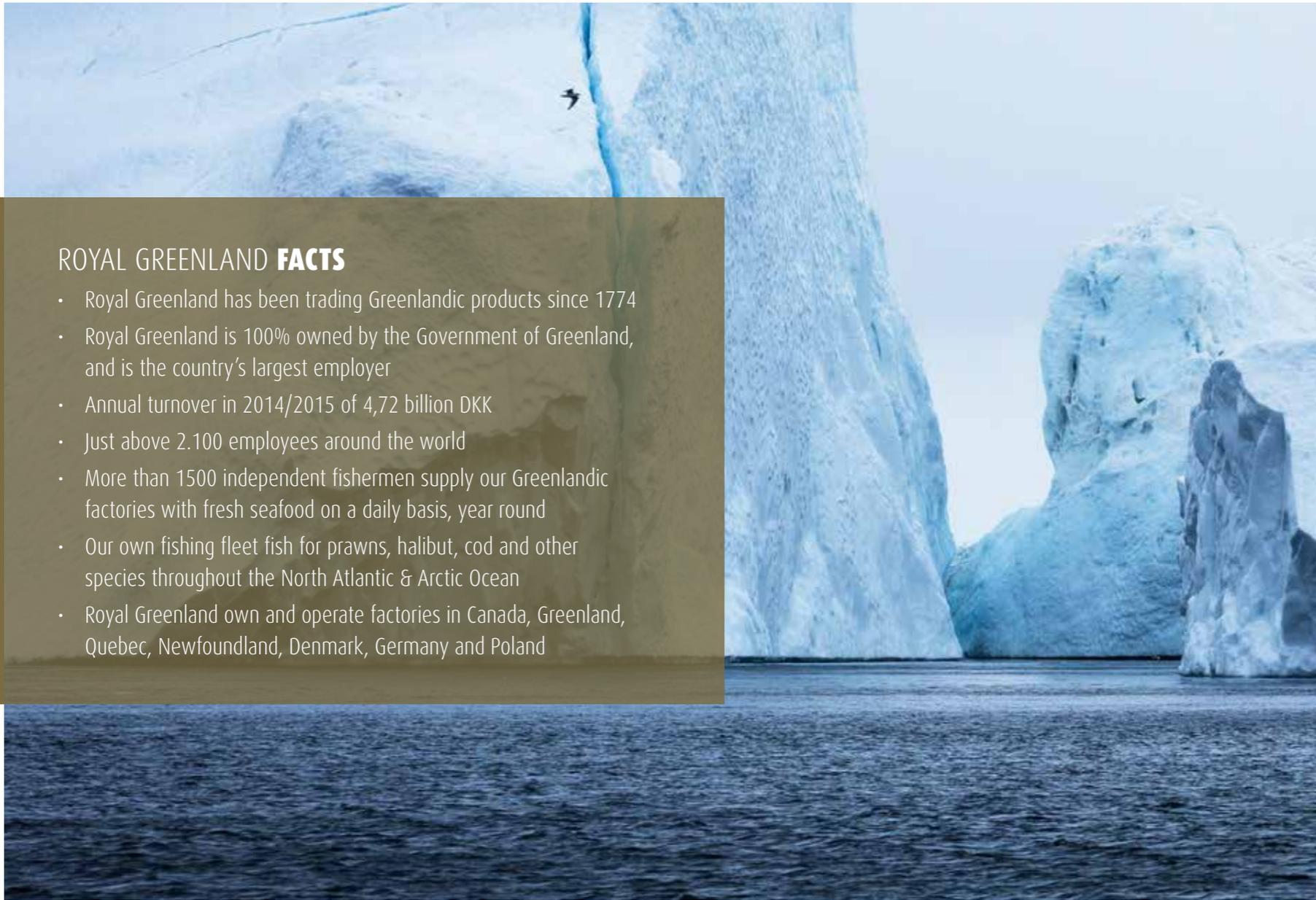
PRODUCT RANGE



Royal Greenland
**FIT FOR
FOODSERVICE
&
GASTRO**

ROYAL GREENLAND **FACTS**

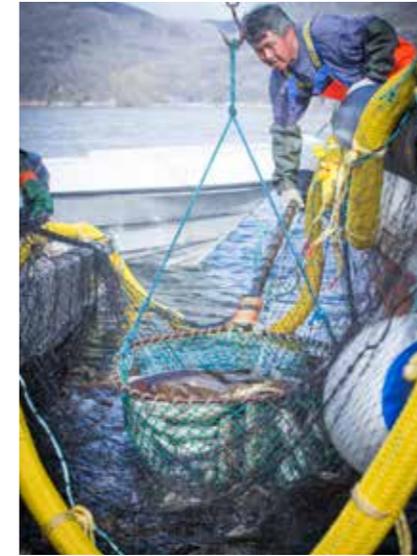
- Royal Greenland has been trading Greenlandic products since 1774
- Royal Greenland is 100% owned by the Government of Greenland, and is the country's largest employer
- Annual turnover in 2014/2015 of 4,72 billion DKK
- Just above 2.100 employees around the world
- More than 1500 independent fishermen supply our Greenlandic factories with fresh seafood on a daily basis, year round
- Our own fishing fleet fish for prawns, halibut, cod and other species throughout the North Atlantic & Arctic Ocean
- Royal Greenland own and operate factories in Canada, Greenland, Quebec, Newfoundland, Denmark, Germany and Poland



Royal Greenland

Royal Greenland is among the largest global suppliers of seafood and is a truly vertically integrated company taking responsibility for the seafood from catch to finished goods. Our specialties are species from the North Atlantic & Arctic Ocean including Cold water prawns, Greenland halibut and Atlantic cod.

Our success depends on a close cooperation with local fishermen, authorities and our owners, the Government of Greenland alongside our ability to create value for our customers and consumers across the world. Royal Greenland takes responsibility to manufacture quality seafood, but also to foster Sustainable development and prosperity in the Greenlandic society, as well as in other societies across the North Atlantic where we are present.



Our Selected range

Based on our unique and direct access to some of the finest seafood the North Atlantic & Arctic Ocean can offer, we are proud to welcome discerning professionals to explore our selection of extraordinary delicacies.

Each of these products tells its own story of a specially selected raw material combined with refined and careful craftsmanship in the making.

Our catch- and processing techniques are most often based on traditional methods and know-how passed down through generations combined with the newest advanced technology and food science.

Despite the lush food resources, the ice-cold water in the North Atlantic & Arctic Ocean causes fish and sea-

food here to grow slower than in other areas, and thus have plenty of time to develop the characteristic deep and intense flavours and lean texture. As an example a cold water prawn is approximately 6 years old when it is fully grown, whereas a warm-water prawn only need 6 months to reach a much larger size.

On the following pages we present the absolute top range of products hand-picked from our dedicated fisheries and processing plants. These products are reserved for customers to whom only the best is good enough, who acknowledge the difference between good and outstanding quality, and appreciate the extra effort and craftsmanship that has been put into this range which we simply call "Selected".



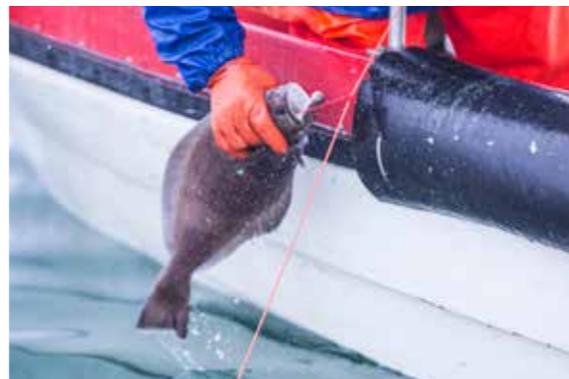
GREENLAND HALIBUT

Halibut

(Reinhardtius hippoglossoides)

Greenland halibut is found in the North Atlantic and the Arctic Ocean, from Canada in the west to Norway in the east. The Greenland halibut is a flatfish that is dark on the upper side and lighter on the belly. It has a set of sharp teeth for hunting its prey such as prawns, krill, capelin and redfish. The Greenland halibut is also known to prey on Atlantic cod, grenadier or squid. It lives near the bottom and prefers depths of 200-2,000 metres, where water temperatures remain below 4°C.

Greenland halibut is fished inshore along the Greenlandic west coast year round and the stocks here are considered to be healthy and stable. The local fishermen prefer fishing with longline, which is a set of 1,200-2,500 hooks mounted on a single line. The longline ensures Greenland halibut of high quality, because the fish is unhooked by hand, with minimum damage to the delicate meat.



Independent fishermen who fish from small dinghies or slightly larger fishing boats deliver the Greenland halibut fresh to our factories on a daily basis year round weather permitting.

Processing

On arrival to the factory the Greenland halibut undergoes a thorough quality check before it is taken in. Hereafter it is filleted and hand trimmed by our experienced teams according to specification - with or without skin. The quality of the fillets are then evaluated again, and the finest quality of snow-white fillets without blood spots are chosen for the Selected range and packed as either interleaved or IQF (Individually Quick Frozen) with a protective water glaze. Once deep frozen they are ready for dispatch to quality conscious consumers across the world.

Sensory qualities

The Greenland halibut has been a delicacy in Greenland for centuries, but has with good reason also won popularity around the world. It is easy to work with, almost impossible to overcook and works in numerous dishes. This makes the Greenland halibut an easily incorporated ingredient in cooking.

In terms of nutrition, the Greenland halibut is different from most other white fish as it offers a high content of healthy fat and omega-3 fatty acids, while also being a good source of vitamin B6, vitamin D, phosphorus and selenium.

The texture of the flesh is soft and tender, with a bright white appearance both cooked and raw. In terms of flavour, the Greenland halibut offers a sweet and mild umami experience, which is complimented well by a slightly sour or bitter opponent, or by a touch of salt to enhance the umami and lessen the sweetness.

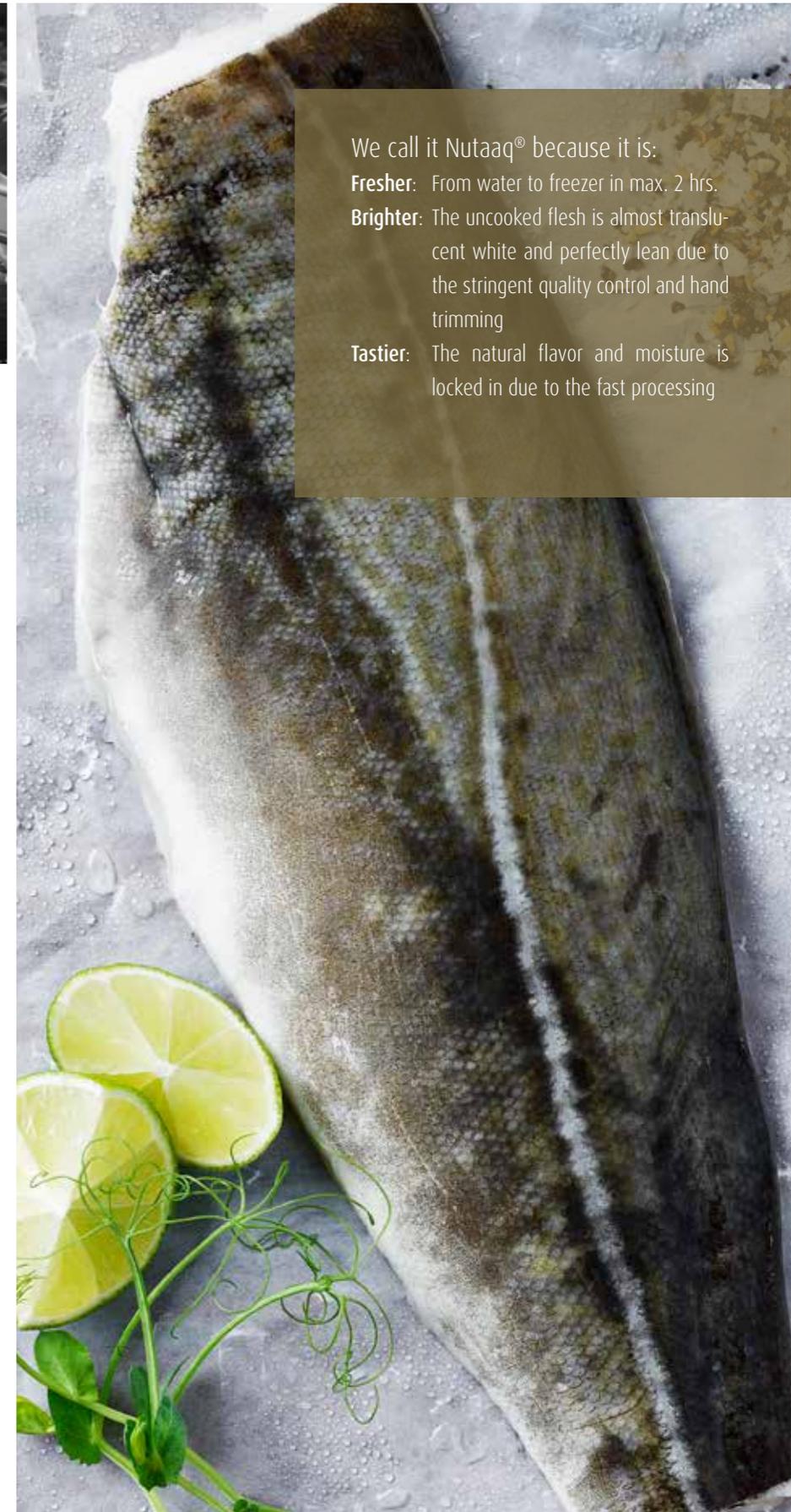
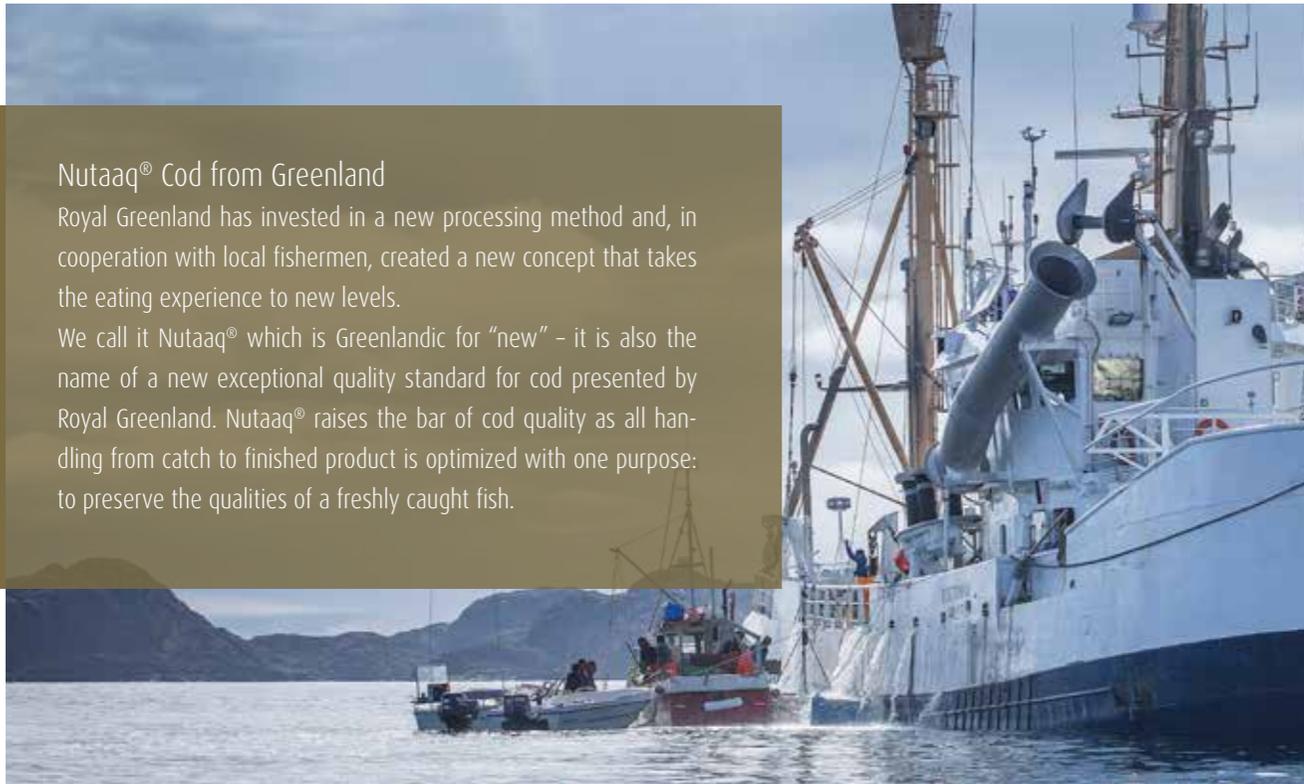
Greenland Halibut

Among the finest edible fish in the world is the Greenland halibut. Straight from the coldest parts of the North Atlantic Arctic ocean it offers delicate snow-white, meaty fillets with a pleasantly soft texture and mild flavor. Different from most other white fish this wild caught delicacy contains a high level of omega-3.

Nutaaq® Cod from Greenland

Royal Greenland has invested in a new processing method and, in cooperation with local fishermen, created a new concept that takes the eating experience to new levels.

We call it Nutaaq® which is Greenlandic for "new" - it is also the name of a new exceptional quality standard for cod presented by Royal Greenland. Nutaaq® raises the bar of cod quality as all handling from catch to finished product is optimized with one purpose: to preserve the qualities of a freshly caught fish.



We call it Nutaaq® because it is:

- Fresher:** From water to freezer in max. 2 hrs.
- Brighter:** The uncooked flesh is almost translucent white and perfectly lean due to the stringent quality control and hand trimming
- Tastier:** The natural flavor and moisture is locked in due to the fast processing

NUTAAQ® COD

About the fish

The Atlantic cod (*Gadus morhua*) is a pelagic fish known to all areas of the North Atlantic. In that area alone 6 different tribes are present. The Greenlandic tribe is characterized by its slender fish with extremely white meat and though a careful fishery and processing it becomes Nutaaq®.

The fishery of Nutaaq® cod takes place only a few months each year, from April to October when the grown cod leaves the open sea and enters the shallow waters along the Greenlandic coast to spawn. The local fishermen place their net traps next to a rock outcrop so the cod is directed into it with low possibility of escape - An ancient and low impact fishing method that is selective as well as environmentally friendly.

When the net is full the Royal Greenland well-boat collects the live fish. The fish are lifted in a small net basket from the fisherman's net and onto the larger well-boat. On board the well-boat the undersized fish below the length of 45 cm is set back into the water alive and able to contribute to the future cod stock by reproducing.

The well-boat then transports the larger cod safely in seawater pools the short distance to the factory. Here the fish are kept stress-free in seawater pools until the factory has the capacity to take them in.

Processing

The extraordinary fast and careful processing is the paramount reason for the outstanding quality of Nutaaq® cod fillets. When the time is up the live cod literally swims into the factory.

They are gently pushed by a slow moving barrier onto a belt and into the factory. Here they are quickly slaughtered and bled in ice cold water making sure that all blood leaves the flesh immediately - Thus the very uniform quality and guaranteed no red spots.

The cod is then fileted "pre-rigor" in one mechanical process and then trimmed to perfection by hand. The experienced trimming team is scrutinizing every fillet for any red spot or gaping in the fillet - should it occur the fillet can never be graded "Nutaaq®".

The cod fillet enters the freezer max. 2 hours after the live cod left the water. It is then quick frozen and packed to specification, ready for dispatch to quality conscious consumers across the world.

Sensory qualities

Nutaaq® cod is of exceptional quality, it is moist and juicy with an extraordinary fresh taste.

The meat is fine and very white and when cooked it separates in beautiful flakes. Because of the slow growth in the cold waters off West Greenland the cod has a fine sweetness that highlights its intense umami flavor. Cod is an excellent carrier of other flavors so it can be seasoned in many ways or it can be prepared with just a pinch of salt to emphasize its own full flavor.



North Atlantic cold water prawns

We reserve the finest prawns from all of our prawn fisheries for the Selected range. These perfect prawns are treated with great care – they have a firm structure, a bright colour and a full and sweet umami flavor. The selection offers these fine prawns shell-on, raw or cooked or ready cooked and peeled – quick to thaw and serve.



COLD WATER PRAWNS

Cold water prawns

(Pandalus borealis)

'Deep sea prawns' or simply 'prawns' – they have many names, but despite that they are well known to consumers across the world and appreciated for their flavor. Cold water prawns are found in the North Atlantic & Arctic Ocean from Canada in the west to the Barents Sea in the east and especially in the cold waters around Greenland, Iceland and up to Svalbard. As the names suggest the prawns prefer cold, deep waters as their habitat and is found at depths of 20-1400 meters. They prey on molluscs, algae, plankton and krill which they preferably find on sandy bottoms. Due to their ice-cold environment the cold water prawns grow very slowly and they are approximately 6 years old when they are large enough to be caught. In comparison an Asian warm water prawn takes only 6 months to grow to twice the size. The slow growth gives the cold water prawn plenty of time to develop flavor and texture which is very different to the warm water cousins.

Cold water prawns are pink both when they are raw and when they are cooked contrary to many other prawn species that often are transparent or grey when they are raw.

Prawns live as hermaphrodites and are all born males, after 3-4 years their testicles are turned into ovaries and they live the rest of their lives as females. After done

spawning the new roe is created in the female's neck in the fall, which can give that area a greenish or brownish look (this can also be due to some specific feeding items). The colored neck has no influence on the flavor or quality of the meat. When the roe is fully developed it travels down under the prawn where it sticks to the females legs. It stays there until it is spawned in the spring.

Processing

These prawns come from a MSC certified fishery in the North Atlantic & Arctic Ocean.

Shell-on prawns

Shell-on prawns are caught out in the open waters of the North Atlantic & Arctic Ocean by large factory trawlers. The prawns are sorted, cooked in sea water and frozen within three hours from catch to secure optimal freshness and quality. The frozen prawns are stored onboard the trawler until the stock is full and the vessel can head for land, the trawler might be on the sea for 3-6 weeks depending on the fishery, the weather and the distance to land.

Cooked & Peeled prawns

The prawns that end up as cooked and peeled are caught inshore in the fjords and inlets close to the landing factories. This because the newly caught prawns are landed fresh on ice to the processing

factories. Once received in the factory the prawns undergo a quality check whereafter they are cooked in boiling water and peeled in an automated process before they are individually quick frozen. The finest quality prawns with the finest red colour and best sensory qualities are picked for the selected range.

Sensory qualities

The meat of the cold water prawn has a fine, pink color, a firm texture and a fresh bittersweet shellfish flavor with a hint of salt and sea. These prawns have so many fine flavor nuances that they can form a meal in themselves. For that reason they should not be paired with too powerful ingredients but instead combinations that highlight the prawn as for example aromatic vegetables like fennel or Jerusalem artichokes that add culinary depth and crispness, sour sweet fruits like apple, pineapple or mango or creamy elements like fermented milk products or avocado. The shell-on prawns are both decorative and delicious and when peeled they have a nicer look and firmer texture than the machine peeled and the shells can be used for an excellent prawn-stock. For the Selected range the largest prawns are reserved and the eating experience is extraordinary.

Greenlandic Snow crab
Snowcrab from Greenland is a unique delicacy that adds elegance to any dish with its bright orange colored meat and intense umami flavor it just doesn't get any better. The small scale and sustainable fishery along the Greenlandic west coast secures a unique quality product produced in small batches.



SNOW CRAB

Snow crab
(*Chionoecetes opilio*)

Snow crab lives in the North Atlantic & Arctic Ocean and in the North Pacific near the North Pole. The crabs live in depths from 20-1200 meters but it prefers 70-280 meters on a muddy or sandy bottom where there is plenty of prey.

The snow crab is also called 'Queen crab' as it is smaller and more delicate than the larger 'King crab'. Snow crab has a small body and ten long legs of which the two have claws. The shell color varies from brown to light red and orange while the underside is light. When the crab is cooked it gets a beautiful, warm orange color. Snow crab is caught by local fishermen in traps. The traps are baited with fish and lowered to the seabed where the crabs reside. To get the bait the crab crawls into the trap from where it cannot find its way out.

After a couple of hours the fishermen gently haul the line of traps and empty them into iced boxes. Each crab is evaluated and the undersized crabs and the females are set back into the sea, as only the large males are taken in for production. This way the females live to reproduce and secure a healthy stock of crabs.

Processing

The crabs are landed alive to the factory where they first undergo a quality check

before they are slaughtered, cooked according to their size and weight in salt water and immediately quick frozen. The process is short and very simple, yet the careful and fast handling secures a very high and uniform quality of the delicate crab.

The snow crab is sold as cocktail claws or in so-called "clusters" with 4 legs and a claw held together by the shoulder. The shoulder also holds some meat that can be used in salads, pastas or as topping.

Sensory qualities

Snow crab is among the finest and most delicious delicacies of the North Atlantic with its fine and sweet taste and moist texture. The leg meat is snow white on the inside with a bright orange surface and the characteristic look is coveted treat in many cultures.

As the snow crab is already cooked it can just be thawed and is then ready to eat, but it can also be served tempered or as topping in a hot dish. The sweet and rich shellfish flavor with lots of umami goes well together with some acidity or richness for example coming from acidulous apples, browned butter or avocado. The complex flavor also works well for "surf & turf" servings together with meat or poultry.





Gourmet smoked fish

The line of Gourmet smoked products counts three North Atlantic fish species of the highest quality and very well suited for smoking; The Greenland halibut from Uummannaq, the Atlantic cod from West Greenland accompanied by the Salmon from Norway.

The perfectly trimmed fillets are matured and smoked slowly to perfection over beech wood – simply taking the time to obtain a full and rich smoke flavor and give the fish a perfectly smoked surface.

GOURMET SMOKED FISH

Greenland halibut (*Reinhardtius hippoglossoides*)

The Greenland halibut is a large flatfish that lives in the coldest parts of the North Atlantic & Arctic Ocean, from Canada in the west to the Barents Sea in the east. This Greenland halibut is caught in the fiords around the island of Uummannaq in the north-west Greenland. It is primarily caught the traditional way with long-lines, in summertime from smaller fishing boats and in wintertime through a hole in the ice. A few weeks each year some fishermen also fish with net-traps for halibut. The fishery is selective and sustainable and produces fish of a superb quality. The fish are delivered to the local Royal Greenland factory right after catch where they are fileted fresh and trimmed by hand.

Cod from Greenland (*Gadus morhua*)

Cod is a pelagic fish that is very common in the seas throughout the northern hemisphere. The cod that lives around Greenland has a slender body, extremely white flesh and a soft, delicate texture in the meat.

The Atlantic cod in this product is caught in the clear and cold waters in south west Greenland. They are caught in traps by local fishermen from settlements along the coast or in trawl by Royal Greenland's own vessels. The fish are delivered to the local Royal Greenland factory right after catch where they are fileted fresh and trimmed by hand.

Salmon from Norway (*Salmo salar*)

Also called 'Atlantic salmon' is a pelagic fish that is farmed in the vast and lush fiords along the Norwegian coastline, it takes approximately 4 years to for the fish to reach 4-5 kg. Royal Greenland buys only the best quality named 'Superiore' which guarantees a bright, red color and perfectly lean fillet without any irregularities. In the trimming all brown fat and muscle is removed and only the bright orange meat left – thus the name GourmetTrim™.

Processing

Both hot- and cold-smoking is carried out in our own smokehouse in Hirtshals, Denmark. Here the fish are carefully evaluated and the highest quality rank is mandatory before the fish is assigned to the Gourmet range.

The fish is then salted and the smoking process starts where the temperature is gradually raised to secure right maturing and smoke level. The fish is then slowly smoked in up to 12 hours dependent on size. The result is a soft and lean smoked fillet with deep smoke notes.

Sensory qualities

The products are either sliced or kept as whole fillet sides. Smoked fish has a characteristic soft mouthfeel and a wide array of flavor notes from a slight bit-ternes from the smoke to the fishes natural round umami flavor. Each variant has its own characteristic; they can be served together as a smoke trio or solo as each can also be "the star of the show"





Royal Greenland is the expert on North Atlantic seafood;
We are kitchen focused and insight driven through which we create seafood
solutions which add value for customers and delight diners.



Royal Greenland
**FIT FOR
FOODSERVICE
&
GASTRO**

A circular white seal with a subtle drop shadow is centered on a dark blue background with light blue wavy lines. The seal contains the text 'Royal Greenland' at the top, followed by 'FIT FOR FOODSERVICE & GASTRO' in a bold, sans-serif font.

SELECTED