



THE AUTHENTIC FLAVOR
OF THE SEA

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WHO WE ARE

AT FJORD, WE BRING THE **AUTHENTIC TASTE AND SUPERIOR QUALITY** OF THE FINEST SMOKED SEAFOOD DIRECTLY TO YOUR TABLE.

Founded in **1969** and now fully Italian, we meticulously select the best **salmon, swordfish,** and **tuna** from the finest sources to deliver a refined and **unforgettable culinary experience.**

In **2025**, we begin a new chapter in our story, in partnership with **Compagnia del Mare.**

Every day, we pour passion and artisanal care into everything we do, offering you the opportunity to discover genuine, surprising flavors.



VISION

Our **vision** is to bring the **culinary excellence of the sea** into the homes of those who choose to live well every day.

We firmly believe that a **product crafted with care**, passion, and attention has the power to transform daily meals into moments of true **well-being** and **pleasure**.

MISSION

We are committed every day to selecting only **the finest raw materials** and processing them with the **utmost care**, **craftsmanship**, and **respect**.

We place the **consumer at the heart of every decision**, offering superior quality, safe, and certified smoked seafood, crafted according to the strictest standards.

Our **mission** is to provide an **authentic** and **distinctive culinary experience**, with a deep love for doing things the **right way**.



FJORD IN NUMBERS

40

product varieties offered to the market on a regular

20+

qualified and certified suppliers.

56

years of experience in the seafood industry.

1.135

tons of fresh salmon processed in 2024.

27

brands supplied in 2024.



FJORD

THE AUTHENTIC FLAVOR OF THE SEA

Imagine savoring a smoked salmon that encapsulates the truest **essence of the sea**, elevated by the perfection of a strictly **Italian artisanal craft**. The flavor stands out with a **delicate balance** of aromatic notes, while the velvety texture delights with every bite.

Choosing Fjord means embarking on an **exclusive gastronomic journey**, born from a meticulous **attention to detail**, the **finest raw materials**, and a commitment to **sustainability** throughout the production chain.

Fjord is not just a product it's an invitation to experience a superior level of **culinary excellence**.

SALMON: FLAVOR AND WELL-BEING IN EVERY BITE

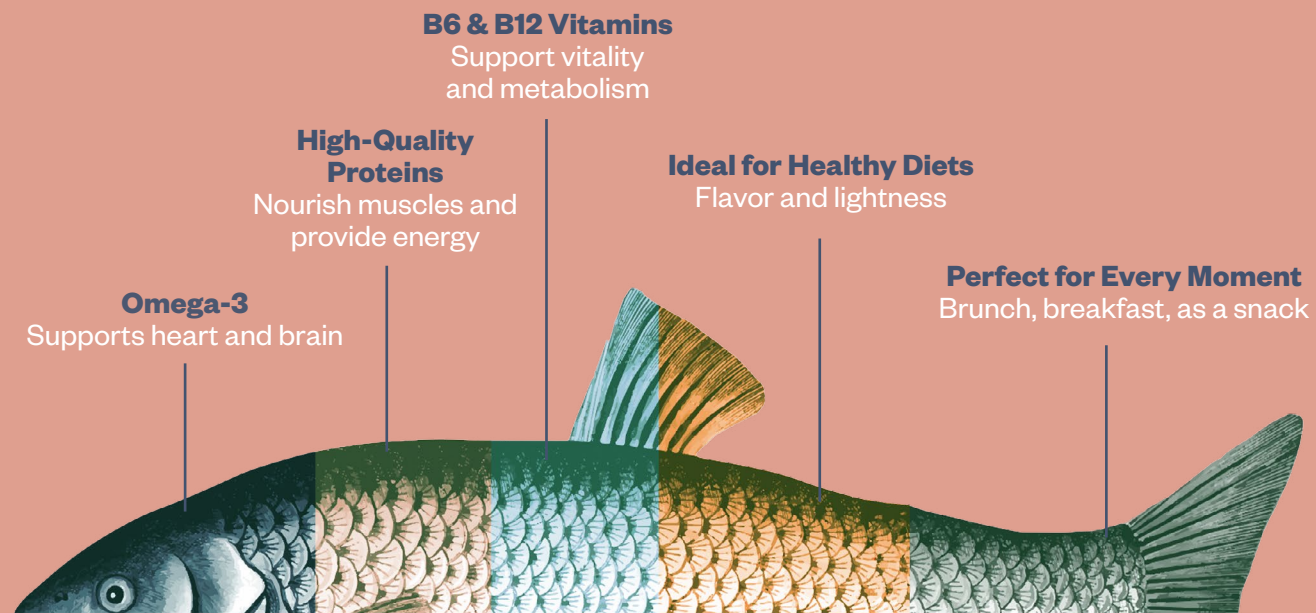
Widely regarded as a true **superfood**, salmon belongs to the **First Fundamental Food Group** those rich in high-quality proteins. It's an excellent source of Omega-3 fatty acids, essential for heart, brain, and immune system health.

Packed with B vitamins – **including thiamine** (B1), **niacin** (PP), **pyridoxine** (B6), and **cobalamin** (B12), as well as **vitamin A** (retinol and its equivalents), salmon also provides valuable minerals like phosphorus and selenium.

Versatile, nutritious, and light, it fits seamlessly into any dietary plan, from the Mediterranean diet to more specific approaches such as low-carb or high-protein regimes.

Thanks to its complete nutritional profile, salmon is the ideal **choice for those seeking a healthy**, balanced, and flavourful diet.

But it's not just for main meals: salmon is finding its place in new moments of consumption too. It can **elevate a savoury brunch**, bring a fresh twist to **breakfast**, or serve as a protein-rich, **low-sugar post-workout snack**. A well-established habit in Northern Europe, now increasingly embraced by Italian consumers as well.





KNOW HOW

At our production facility, we process fresh fish **using traditional, precise techniques**, such as **cold smoking**, which preserves the delicate nature of the salmon.

We know that **consistent color**, the perfect **texture of the slices**, and proper storage are **key** to fully enjoying our products. That's why **we focus on every detail**: from selection to packaging, all the **way to your table**.

At Fjord, quality is our daily commitment. We have chosen to pursue certification to offer **products that are safe, reliable, and traceable**.

OUR COMMITMENT TO QUALITY

At Fjord, quality is our daily commitment.

We have chosen to obtain certification to offer **only safe, reliable, and traceable products**.

Each slice of salmon, each swordfish fillet, and every smoked specialty is crafted with a **rigorous dedication** that **centers on your taste**, the **freshness** of our products, and our **respect for the environment**.





THE FJORD METHOD FOR SMOKED SALMON

SALTING

Our master salters **hand-salt** the fish, using **dry sea salt** to preserve the delicacy of the fillets. After **resting in the cold room**, the salmon is rinsed to remove any excess salt. Unlike other methods, such as brining, ours ensures firm, **flavorful flesh** with the perfect balance.

SLOW AND NATURAL DRYING

Drying is a crucial step: **it removes free water and stabilizes the salmon on a microbiological level**. For this, we have created a dedicated environment, separate from the smoking area, where horizontal airflow guarantees even drying. Humidity and timing are always carefully monitored.

SMOKING TECHNIQUE

To impart its unique flavor, smoking is essential for Fjord salmon. We use an exclusive recipe with a milder Italian taste, distinct from the Nordic style. The Fjord method involves natural, **slow combustion smoking with beechwood**, without open flames, liquids, or added smoke. The result is a **round, refined aroma**.

COOLING

Before packaging, the fillets are rapidly cooled to preserve their nutritional value and facilitate slicing. During this phase, the salmon continues to dry gently with **controlled humidity**. Finally, it is vacuum-sealed or packaged in a protective atmosphere.

FLAVORING

After extensive testing, we have crafted a **bouquet of fresh and modern flavors**: lemon and pink pepper, ginger, whiskey, vodka, and honey. Our technique perfectly balances the fruit, spirits, and the salmon's natural smoothness, with a two-step process: first during smoking, then with flavoring.



OUR PRODUCTS

Each **Fjord** product tells a **story of excellence**, **meticulous selection**, and an **unwavering commitment** to quality.



SALMON FILLET BLOCK
WHITE STURGEON
NORWEGIAN SALMON
NORWEGIAN SALMON WITH GIN AND TONIC
NORWEGIAN SALMON WITH PEPPER AND LEMON
NORWEGIAN SALMON WITH PEPPER AND ORANGE
NORWEGIAN SALMON WITH SESAME SEEDS
NORWEGIAN SALMON WITH NORI SEAWEED
NORWEGIAN SALMON WITH PISTACHIOS
NORWEGIAN SALMON WITH PRO LINE
NORWEGIAN SALMON WITH ARCTIC STAR
SCOTTISH SALMON
SCOTTISH SALMON LONG SLICE
SCOTTISH SALMON WITH WHISKEY
RED KING SALMON
TROUT
SWORDFISH
BLACK LUMPFISH ROE
PASTEURIZED SALMON ROE
RED LUMPFISH ROE
YELLOWFIN TUNA
MULLET BOTTARGA





**Fjord is part of CAMI,
a guarantee of quality and tradition in the art
of Italian smoking.**

<https://www.consorzioaffumicatori.it/>



WITH FJORD, YOU'RE NOT JUST BRINGING A PRODUCT TO THE TABLE

you're **experiencing an exclusive gastronomic journey**, full of authentic flavors, sustainability, and pure Italian passion.





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