



## *quality*

Triad Fisheries' small family-owned and operated boats process the fish manually onboard immediately after catch. The salmon is bled and placed in the -40 F freezers within 90 minutes. Each salmon is then hand dipped in seawater, creating a protective glaze. The decks are sanitized after each 20 fish are caught and processed. Bacteria counts are kept low.

## *sashimi grade salmon*

Thanks to this pristine handling, Japanese fish buyers have long revered Bruce Gore salmon and purchased it faithfully for their fastidious sushi chefs. Because the fish is frozen at -40 F, any parasites are killed and the fish is safe for raw consumption. This makes Bruce Gore salmon an excellent choice for classic European-style raw salmon dishes such as cold smoked salmon, gravlax, tartare and pickled salmon.

## *wild & sustainable*

Wild Alaskan salmon feed voraciously in Gulf of Alaska; therefore they are inherently rich in heart healthy omega three fatty acids. The Triad fishermen troll slowly off shore and target the species at the peak of their development. The company's unique hook-and-line method causes minimal stress on the fish, zero bruising, and no incidental by catch.

## *traceable & accountable*

Each fish caught by Triad Fisheries is tagged on the boat, a unique step implemented by Gore many years ago. Today, it ensures that the Triad fisherman take ownership for their work and all Bruce Gore fish are traceable to the source.

## *eco friendly transport*

Bruce Gore salmon is shipped frozen, which allows the fish to be transported by barge from Alaska to Seattle. This slower mode of transport produces 90 to 99% less carbon dioxide emission than air transport and results in a small footprint on the environment.

get hooked on  
*Bruce Gore*

Since 1978, Bruce Gore Troll-Caught Wild Alaskan Salmon of Triad Fisheries has been setting the standard for high quality Frozen-at-Sea (FAS) sashimi grade salmon.

Sustainably fished, Bruce Gore salmon hails from the cold waters of Southeast Alaska and is sought worldwide for its consistent quality, lustrous appearance, firm flesh, and impeccably clean taste.

Bruce Gore, the founder of Triad Fisheries, understands all fish are not equal. More than thirty years ago, this Seattle-ite began to navigate uncharted territory and set a new course for his fishing business.



While at the helm of his boat, The Triad, Gore asked: "How do you catch fish in its optimum state, retain that through processing and ensure the highest quality for the customer?"

Targeting the dinner plate as the finish line for his nutrient-rich King, Coho, Sockeye and Keta salmon, Gore developed a manually intensive fishery program that results in a consistently exquisite fish revered by savvy chefs and home cooks alike.

Mark Tupper, current owner of Triad Fisheries Ltd, continues the legacy that meets all expectations of the Bruce Gore label.

*"We have used Bruce Gore salmon for thirty years and the quality is unsurpassed. It's the same every year...The quality is always there."*

*Peter Birk, Ray's Boat House*



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