

Royal Greenland prawns...



Prawns & shellfish

FOOD *service*

BY APPOINTMENT TO THE  ROYAL DANISH COURT  
**Royal Greenland®**

# ...are quite unsurpassed in flavour and quality

## **Prawns and shellfish**

Royal Greenland prawns are simply in a class of their own when it comes to flavour and quality, as a result of the special conditions where they breed.

In the crystal-clear, icy waters round Greenland, the young prawns grow very slowly. This gives the flesh a firm consistency and a wonderful fresh taste. The prawns are wild caught from sustainable sources, naturally low in fat. Free from artificial additives, preservatives and polyphosphates.

It takes them five to six years to grow to full size, and they are caught at depths of 200-500 metres. Before this they have undergone a remarkable development:

Prawns begin life as males at depths of about 100 metres. As they grow, they move towards deeper waters, where after three to five years they change into females.

Royal Greenland quality control ensures that their quality is always the very best. We catch the prawns ourselves, and are in charge of quality until you, the customer, take over. That is your guarantee for delicious prawns, no matter which size you choose.

The difference between single-frozen and double-frozen prawns is whether the raw ingredient is chilled or deep-frozen when they arrive at the factory. Single-frozen prawns have a firmer consistency. Because of this difference in consistency, it is one of Royal Greenland's internal requirements that only single-frozen prawns are used in brine products. Double-frozen prawns often have less flavour and a paler colour.

Royal Greenland prawns contain no artificial additives.

## **Shellfish and warm-water prawns**

At Royal Greenland we always strive to guarantee high quality products and value for money. After thirty years of experience in Asia and through close collaboration with our purchasing organisation we can be sure that our shellfish and warm-water prawns are of a very fine quality. This quality is also ensured by our own quality inspectors, who are always stationed in the Asian countries that produce the delicious raw ingredients.



Royal Greenland has a whole range  
of exciting natural fish fillets...



Natural fish

FOOD *service*



# ...we keep abreast of developments

## Natural fish

Royal Greenland has a whole range of exciting natural fish fillets. We are always abreast of developments and ready to introduce new varieties into our range.

The selection includes traditional Cod, as well as Greenland Halibut, Hake, Saithe, Hoki and other exciting varieties of fish. Many species are similar in structure, so it is often possible to alternate between different fish in different recipes.

## Frozen at sea

Royal Greenland now sells products that have been processed at sea, cut into suitable portion sized pieces, which is all part of our endeavours to provide quality products and value for money at all times.

## There are several advantages in using frozen fish instead of fresh:

- Constant high, uniform quality when the freezing regulations are complied with
- Better consistency and structure in the flesh
- Reliable supplies and delivery
- Less price sensitivity due to season, weather and quotas
- It is possible to try out new types of fish, e.g. Hoki from New Zealand
- The fish products do not perish or smell unpleasant
- Less waste

When fish products are processed and frozen on board factory trawlers, the finished product is already frozen only a few hours after it was caught.

Fish that is processed and frozen at sea is always the absolute best quality, and sometimes even called "fresher than fresh" – we call it FROZEN AT SEA. In our range you can see that the products available were "frozen at sea" if they are marked with this symbol.



Fish, and especially salmon, was originally smoked to give it better keeping qualities...



## Smoked products

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# ...Royal Greenland uses glowing beech embers for smoking fish

## **Cold-smoked and hot-smoked products**

Fish, and especially salmon, was originally smoked to give it better keeping qualities... Today fish is smoked primarily to give it a deliciously rich, well-seasoned flavour. Fatty fish are normally chosen for smoking. Most Royal Greenland smoked fish is from the salmon family. The majority of them are farmed salmon from Norway. Wild salmon from Alaska are also smoked, as well as a certain amount of farmed trout from Denmark. We also smoke halibut on certain occasions

## **Cold-smoked and hot-smoked**

Royal Greenland uses glowing shavings of beech for smoking fish. The smoke from the glowing embers is led through channels into cabins where the fish fillets are spread on frames on trolleys. The fish get their characteristic flavour from the aroma and flavouring substances in the smoke. The substances in the smoke also serve as preservatives.

The smoked fish can then be seasoned in different ways. Dill, juniper berries, garlic or pepper are all popular flavourings, but different blends of herbs are used too.

Hot-smoked products have a stronger flavour and firmer consistency than cold-smoked products. The firm consistency is due to the heat treatment that also results from smoking.



Royal Greenland ready-to-eat fish  
– the best quality...



Other fish products

FOOD *service*

BY APPOINTMENT TO THE  ROYAL DANISH COURT  
**Royal Greenland®**

# ...to make life easy for you

## Ready-meals

Top-quality fish that is quick to prepare is the foundation of Royal Greenland ready meals. We aim to provide continuous variety in your diet. The reason is simple – the majority of our market surveys have shown what our customers are looking for in their diets today:

- Healthy food. Customers are more knowledgeable today than ever before
- Variety. Customers like surprises and having their expectations exceeded
- Speed and convenience.

In other words, customers want a quick, convenient meal that is healthy, with flavours that can be varied, while at the same time it is not too expensive.

We try to make your daily life easier for you by enabling you to serve tasty fish dishes that meet the requirements made by your customers.

Most important of all, we want to give you more time to create interesting accompaniments or look for inspiration for new dishes that will add those little extra touches: you can exceed the customer's expectations when Royal Greenland lays a firm foundation for you.

The fish used to make Royal Greenland's ready meals is boneless, of course, and easy to prepare in the oven or frying pan directly from the freezer. And in addition it comes in practical packaging that makes it easy for you to take out precisely the quantity you need. Neither more nor less.

