

What makes wild-caught better than farmed salmon?

To be fair, the farmed stuff will always be more affordable. I'm told that responsible fish farming does exist, but I believe it can be damaging to the environment in various ways. For me though, to be honest, it's almost all about the taste, flavour and texture. The crab, salmon and halibut that you see in my shop are exactly what I grew up eating.

The farmed salmon I found here when I moved to Singapore in the 1990s is very different, so much so that I stopped eating salmon and even drifted away from eating seafood for a while. I stopped getting excited about seeing Alaskan salmon on menus because I was always disappointed by the taste. There's an interesting corollary to that: some of the people here who try our salmon come back to me saying it doesn't taste like salmon!

Wild-caught salmon is naturally much redder and doesn't have those distinct seams of fat. When you cut open a farmed salmon, its flesh is naturally white because of its sedentary lifestyle; to make it pinkish or even orangey, dye is added to the food pellets, or later injected into the meat. In fact, fish farms can choose the best-selling colour from a fan of colours available!

What salmon varieties do you sell in the shop?

Of the five species of salmon harvested out of Alaska, we carry three: the king salmon, the sockeye (my personal favourite for flavour) and the coho. The other two are keta (or chum) salmon and pink salmon, which is generally tinned instead of frozen as it's very tender and tends to fall apart.

You'll see in the freezers that we sell our fish vacuum-packed in big fillet, small fillet or individual portion sizes. **Coho** is a favourite with mothers who want their children to eat start eating fish; it's less expensive and also milder-tasting.

King salmon has a higher oil content that is much appreciated by Asians; you'll notice that it varies in colour from pink to bright red, depending on what other varieties of salmon it's been swimming with.

Sockeye is probably our best-seller to restaurants, despite the fact that when local chefs and sous chefs first try it, they ask if it's really salmon because it tastes so different from what they've become used to. Our customers include Halia, both at Raffles Hotel and in the Botanic Gardens, Pollen at Gardens by the Bay and Flutes at the National Museum.

What are your plans?

To grow the business! It's all been by word of mouth so far, and we've had a phenomenal response to our Facebook page. One of the beauties of the product is that it sells itself; and a lot of people here are genuinely concerned about the environment, sustainability and the quality of what they put in their and their family's mouths. 🍷



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