

Healthy goodness in every bite

Norwegian Salmon is full of nutrients, including **omega-3 fatty acids** and **vitamins A, D and B12** that are good for your brain development, eyes, heart, skin, and many more. Eat more Norwegian Salmon for a healthier lifestyle!



The Best of Two Worlds: All You Need To Know About Salmon and Sushi



NORWAY'S INTRODUCTION OF SALMON SUSHI TO JAPAN

Despite its obvious reputation today as the most popular sushi topping, salmon is a relatively new ingredient for sushi, as it was rarely eaten raw or seen in the sushi bars of Japan until the 1980s.

WHY NORWEGIAN SALMON?

Norwegian Salmon, raised in the cold, clear waters of Norway and airflown fresh to Indonesia, offers a firm texture and juicy taste that's perfect for sushi and sashimi.



1985: Norwegian delegation of 20 people headed by Thor Listau, Norwegian Minister of Fisheries, armed with premium fresh salmon, boarded a plane for Japan



2 decades later: The successful Project Japan resulted in the use of raw salmon in Japanese kitchens, establishing salmon as a "sushi fish"



Today Norwegian Salmon dominates the world market as the most popular fish in sushi restaurants worldwide.



Knowing the Sushi Etiquette



Pick up your sushi with chopstick or fingers. Both are correct.



Do not dump wasabi into your soy sauce. Wasabi should be put directly onto the sushi.



Lightly dip the fish, not the rice, into a small amount of soy sauce.



Eat ginger between pieces of sushi to cleanse your palate.



Put the whole portion in your mouth, holding the sushi so the fish touches your tongue.



To maximize the flavor, try eating the fish in a certain order. Start with a lighter flavor and then move onto fish with a heavier flavor.

We Keep it Fresh

The flesh of fresh Norwegian Salmon is kept firm and bouncy, and does not give off a fishy or rancid smell. Sushi Tei makes continued efforts to maintain the freshness of the salmon served to customers. Give it a go and enjoy the melting sensation in your mouth!



Did you know that redder doesn't mean better?

Salmon gets its color from its diet; this, however, does not define their quality. Norwegian Salmon feeds on a nutritious diet in the form of specially formulated, non-GMO dried pellets that contain all of the nutrients needed for a healthy growth: proteins, carbohydrates, vitamins, minerals and antioxidants.

