

SCOMM

83:1

MEMORANDUM

TO: Glenn Olds
Commissioner, DCED

FROM: Lennie Gorsuch
Executive Director, ASMI

RE: Strategic Plan for Salmon Promotion Budget

DATE: December 10, 1991

PROBLEM: *the owner state has accomplished just 80 percent of the salmon business plan (production) and needs to focus on the final 20 percent (marketing).*

Each year, we spend tens of millions of dollars managing and enhancing the fisheries' biomass. The results have been obvious--in twenty years salmon production has ballooned from 139 million pounds to 639 million pounds. But the value of Alaska's salmon resource comes from the market and not from the size of the biomass. In the last ten years, farmed salmon production has grown apace with wild salmon production from Alaska. World production of salmon now has surpassed 2 billion pounds (a billion pounds more than was produced in 1980) but world consumption has grown to only about 1.8 billion pounds.

This gap between production and consumption is further exacerbated by temporary anomalies in the salmon markets--the most recent example being the dumping of 37,000 metric tons of excess frozen Norwegian salmon on world markets. The Norwegian salmon cartel holding the fish recently declared bankruptcy. With the backing of an interest-free government loan, the excess industrial salmon now will be sold at firesale prices in U.S., Japanese and other markets important to the Alaska fishermen wild salmon industry.

From a marketing perspective--and from the perspective of the owner state--the

Alaska Seafood Marketing Institute
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problem is not too much salmon but is not enough salmon consumers. Alaska's salmon production regime, nurtured over the long term with an extended commitment of state financial resources and sustained yearly appropriations (over \$40 million in FY91), is now threatened because the other side of the equation, marketing, has not been given the same attention.

This lack of strategic planning resulted in the value of Alaska's salmon harvest dropping from about \$550 million in 1990 to about \$300 million this year. That is a quarter of a billion dollars that is not reverberating around Alaska's economy this fall and winter. It also represents the loss of about \$10 million in raw fish taxes uncollected by the state. A \$10 million strategic salmon marketing campaign that helps restore \$250 million in value to the fishery and restores \$10 million in raw fish tax collections will be an excellent return on investment.

This magnitude of effort is not unprecedented and is much less than one of Alaska's most aggressive salmon competitors. As recently as 1989, Norway spent \$.05 per pound establishing and enhancing market share for their farmed salmon in the U.S. If Alaska spent \$.05 per pound securing and enhancing the domestic market, we would have spent more than \$32 million this year.

GOAL: *to restore value to Alaska's salmon resource by securing and expanding domestic markets.*

ASMI has expanded marketing efforts in major overseas markets by garnering additional funds from a federal program (MPP) designed to protect U.S. commodity producers operating in world markets. In FY92, ASMI was awarded \$8.78 million to market salmon in Japan, France and the United Kingdom--twice the award for FY91. ASMI has requested \$15 million for FY93 in order to maintain existing overseas marketing efforts and expand to other countries and to market additional species of Alaska seafood.

But the additional marketing effort overseas has not been matched in the domestic market--the world's second largest salmon market and the market with the greatest potential for expansion. This year marketing efforts in the U.S. decreased because state appropriations for U.S. marketing dropped from \$1.7 million to about \$1.35 million and the voluntary ASMI industry assessment will drop from about \$3.2 million to \$2.6 million because of the loss of value in the salmon harvest (the voluntary industry assessment is .3 percent of the ex-vessel value of all seafood landed in Alaska).

STRATEGIC PLAN STRATEGY: *regain market dominance for Alaska salmon in the domestic market by 1)expanding awareness, 2)changing perceptions and 3)expanding usage. This strategic plan is interdependent with the three elements supporting the goal of increased consumption of Alaska salmon.*

The marketing campaign will focus on all elements of the salmon trade--consumers, retail trade, foodservice trade, and seafood industry leaders. The multi-faceted approach will be used in strong existing markets and new opportunity markets. All programs will concentrate on instilling positive perceptions of Alaska salmon:

"Salmon is the new favorite"

"Salmon is a food for the health conscious"

"Fresher/frozen ensures high quality"

"Canned salmon is contemporary food"

1) Expanded Awareness. There are three elements to this task including introduction of a seal of origin to all audiences, increasing awareness with salmon specific advertising that includes network television in 25 top markets, and building public awareness through a public relations program centered on a recognized Alaska salmon spokesperson.

Costs for the first element, expanded awareness, include:

Seal of Origin

Development of an in-state education program (to encourage seal of origin application and use).	\$40,000
Legal copyright of seal.	\$20,000
Introduce seal on industry packaging; initial printing: 2,000 ad slicks.	\$10,000
Introduce seal to trade through trade ads and direct mail to top 500 grocery/restaurant pros.	\$200,000
Introduce seal to consumers through magazine ads.	\$300,000
Integrate seal into collateral and point-of-purchase materials.	\$100,000

Salmon Specific Advertising

Increase awareness with salmon specific ads. Media schedule that reaches 100 million consumers through network TV in top 25 markets, including existing and opportunity markets.	\$2,000,000
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National Public Relations

Spokesperson media tour to 30 major markets.	\$120,000
Salmon editorial/recipes to 100 newspapers with circulation of 40 million.	\$5,000
Television infomercial starring spokesperson sent to stations with potential reach of 20 million.	\$45,000
Sponsorship of health-oriented events in major markets. Tie-in with American Heart Association and radio to promo free cholesterol/blood pressure checkups and participating restaurants promotion of healthy seafood menus.	\$160,000
TOTAL EXPANDED AWARENESS BUDGET	\$3,000,000

2) Changing Perceptions. This element is designed to reposition the consumer and trade perceptions of salmon.

National magazine recipe program including recipe booklets inserted next to salmon ads in magazines with 20 million circulation to run during Lent and Fall promotions.	\$1,050,000
Salmon recipes/cooking demos in shopping malls in 30 metro areas to reach 60,000.	\$150,000
Ads in publications for foodservice and trade professionals with circulation of 200,000.	\$450,000
Expand retail demo program to cover 50 percent of participating chain stores in top 40 markets. Current program covers 25 percent in five markets.	\$500,000
Co-sponsor promo with Weight Watchers to include direct mail to members (about 1 million members).	\$250,000
Develop sampling/recipe demos for major food-service distributors and operators to teach professionals how to handle/prepare Alaska salmon.	\$100,000

Salmon recipes to 10,000 high school home ec and school lunch programs with endorsements from well-known dieticians.	\$150,000
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Create Alaska salmon handling/preparation seminar to travel to every major retail/foodservice show. Seminar includes sampling.	\$350,000
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TOTAL CHANGING PERCEPTION BUDGET	\$3,000,000
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3) Expanding Usage. This element is important because it has the greatest potential for short-term market improvement. Costs include:

Expand ASMI sales force from one (ASMI marketing director) to a contractor staff of 10. This increases the sales calls per year from 33 to 1,832 and the retail grocers covered from 6,600 to 366,400.	\$750,000
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Sales Force Programs

Three salmon specific promos a year with retail co-op ad programs in newspaper and radio including

Lent	\$800,000
Fall	\$600,000
Summer	\$500,000

Two major foodservice promos a year. Top 30 restaurant and hotel chains targeted for menu promos

Lent	\$200,000
Fall	\$200,000

Retail/foodservice incentives supporting promos with top participation earning Alaska fishing trips and cruises and other incentives.	\$400,000
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Expansion of salmon demos to new users at state fairs, theme parks and sports arenas.	\$550,000
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TOTAL EXPAND USAGE BUDGET	\$4,000,000
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<u>TOTAL SUPPLEMENTARY BUDGET REQUEST</u>	<u>\$10,000,000</u>
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CONCLUSION: *this supplemental budget request is necessary to stem the erosion of domestic markets for Alaska wild salmon and to meet head-on the challenge of farmed salmon. Farmed salmon were not on the market a decade ago but farmers now account for as much salmon production as Alaska fishermen.*

As an owner state, we must protect the value of our most important renewable resource--seafood. This common property resource provides 19,000 direct, year-round equivalent jobs (plus another 16,000 indirect jobs) and accounts for about 16 percent of Alaska's annual payroll.

The most important element in the seafood industry is salmon. Our state committed itself to resurrecting the salmon biomass twenty years ago and has been wildly successful. That resource enhancement program required long-term, incremental gains and was successful because of the decades-long financial commitment on the part of the state (intensive management regime and resource rehabilitation programs) and the industry (salmon enhancement taxes that funded hatcheries as well as other programs).

That long-term commitment restored the salmon biomass--not immediately but over time. We need to exhibit the same commitment, and patience over the long-term, to ensure that the restored salmon resource has market value--otherwise we will flush away the hundreds of millions spent rebuilding salmon runs.

IRELAND

Country Living



President meets President

On her first visit as President to ICA Headquarters in Dublin, Mary Robinson was greeted by ICA President, Monica Prendiville. The occasion included a meeting with some 40 visiting Icelandic Women's Federation members.

Photo: Steve Treacy

Canny Ways with Wild Alaska Canned Salmon

From the cold waters of the Pacific off the coast of Alaska comes one of America's most versatile and nutritious fish, wild Alaska salmon.

From river to can, it is a totally natural product and nutritious too — high in protein, vitamins and minerals, and low in fat and calories. Whether pink or red, Alaska canned salmon combines all the taste and goodness of fresh salmon with the convenience of a store cupboard food. Not that it will stay in your larder for long

— just try these easy and delicious recipes.

It is available at most supermarkets and food stores under well known brand names. Look out for the 'USA Salmon' stamp on the can lid of your favourite brand, it's your assurance of taste, quality and convenience.

If you would like to try some more delicious recipes using Alaska canned salmon, write to: **Country Living/Recipe Booklets**, P O Box 506, London SE5 7EF.



Minted Salmon Spinach Salad (Serves 4-6)

213g/7½ oz can Alaska red salmon
50g/3 oz torn fresh spinach
1 large tomato, cut in wedges
50g/2oz each fresh peas, blanched, chopped
sweet red pepper, de-seeded, chopped cucumber
2 spring onions
mint vinaigrette (see below)
2 hard boiled eggs, peeled and quartered

1. Drain salmon, reserve 2 tablespoons liquid for vinaigrette.
2. Break salmon into chunks, set aside.
3. Place spinach on serving dish, place tomato wedges around edge.
4. Combine peas, red pepper, cucumber and green onions, stir in mint vinaigrette.
5. Gently stir in salmon. Spoon onto spinach.
6. Garnish with eggs.

Approximately 140kcal per serving.

Filo Lillies with Salmon and Mushrooms (Serves 4-6)

Using ready made filo pastry along with other convenience products, this impressive supper or picnic recipe is delicious served with a simple mixed salad.

1 x 439g/15½ oz can Alaska pink or red salmon
1 x 400g/14 oz pack of filo pastry sheets
2 tablespoons vegetable oil
1 small onion, finely chopped
2 sticks celery, finely chopped
225g/8 oz button mushrooms, sliced
50g/2 oz butter, melted

1. Preheat the oven to 375°F, 190°C, gas mark 5.



2. Drain the can of salmon and flake coarsely. Set aside.
3. Cut each sheet of filo pastry into 6 equal sized squares. Lay these squares into individual 10cm/4 inch round pie tins, leaving the corners standing proud of the outer rim and rotating each square slightly from the last to produce a water lily effect.
4. Bake in the preheated oven for 8-10 minutes or until golden brown.
5. Heat the oil in a saucepan and gently fry the onion and celery for 3 minutes. Add the mushrooms and continue frying for a further 3 minutes, or until all the vegetables are soft. Stir the cooked vegetables into the flaked salmon.
6. Divide the salmon filling evenly between the baked filo pastry cases and chill until required.

Salmon and Tomato Bisque (Serves 4-6)

439g/15½ oz can Alaska pink salmon

450g/1 lb fresh tomatoes
25g/1 oz butter
1 small onion, peeled and chopped
1 carrot, peeled and chopped
50g/2 oz plain flour
salt and freshly ground black pepper
1 litre/1½ pints fish stock
2 tsp lemon juice
140 ml/¼ pint double cream
90 ml/3 fl.oz dry white wine or sherry
1 tbsp tomato puree

1. Flake the salmon into a bowl and set aside.
2. Plunge the tomatoes into boiling water for one minute, peel off the skins, quarter and discard the

seeds. Chop the flesh finely before stirring into the salmon.

3. Melt the butter in a large saucepan and stir in the onion and carrot. Cook until soft but not browned.
4. Add the flour and seasoning and mix together well. Gradually add the fish stock, stirring well between additions.
5. Stir the fish and tomato mixture into the stock, bring to boil, then simmer for 25-30 minutes. Remove the soup from the heat and cool slightly.
6. Using a liquidiser or food processor, blend the soup to a smooth puree. If a finer texture is required, pass this puree through a metal sieve, pushing it through with a wooden spoon to remove any of the small lumps.
7. Return the soup to saucepan, gently stir in lemon juice, cream, wine and tomato puree. Blend evenly.
8. Reheat the soup gently, taking care not to boil. Serve with warm bread rolls.

Approximately 380 Kcal per serving.

Cook's Tip:
Cut a small cross in the skins of the tomatoes before plunging them into the boiling water to help them peel more easily.

13 OCTOBER 1991

Sunday Express

Marlene

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**ROYAL
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PULL-OUT**

The Duchess
of York's new
children's book



Rich in vital nutrients and low in calories, wild salmon from the rivers of Alaska is a tasty treat, and it's most convenient canned. Here we present a tempting spread of ocean-fresh delights

An appetising array with the tang of salmon. Clockwise from top left: Salmon Soup; Puff Pastry Salmon With Citrus Sauce; Alaska Salad; Salmon And Tomato Pasta; Sweetcorn And Salmon Crepes

From the rivers of Alaska where wild salmon is spawned, to the cold fishing grounds of the Pacific Ocean, the Alaska canned salmon story is a story of the wild: of fish grown fat on natural marine life, away from artificial methods, then caught and expertly canned to preserve every last ounce of flavour and goodness.

The Alaska canned salmon that reaches your dinner table combines all the rich taste and texture of fresh salmon with the convenience of the best store cupboard foods. It is low in calories and high in vital nutrients, including special oils known as Omega-3s, which can help keep the heart in fit and healthy condition.

And, as our recipes show, both the economical pink salmon and the more luxurious red can be as versatile as you like.

To enjoy all the good things Alaska salmon has to offer, look for the words USA Salmon on the lid of your favourite brands, including supermarkets' own labels, and answer the call of the wild! ▷



CALL OF THE WILD





**SALMON SOUP**

(Serves 4)

1 small onion, sliced

1 tsp butter

1.5oz can red or pink Alaska salmon, drained, with bones and skin removed

 $\frac{1}{4}$ pint vegetable stock $\frac{1}{4}$ pint white wine

1 small clove garlic, crushed

1 bayleaf

 $\frac{1}{2}$ tsp fresh thyme $\frac{1}{4}$ pint milk $\frac{3}{4}$ oz cornflour, mixed with a little water until smooth

2 tsp sour cream

 $\frac{1}{2}$ tsp mace

Salt and freshly ground black pepper

1 tsp chopped parsley

To serve: 4 tsp cream

Using a large saucepan, cook the onion in the butter until transparent, add the salmon, stock, white wine, garlic, bayleaf and thyme, and then cover the pan and simmer for 15 minutes.

Remove pan from the heat, remove bayleaf, pour the soup into a blender or food processor and blend until smooth. Put soup back into the pan and add the milk followed by the cornflour. Bring to the boil, stirring all the time until the soup has thickened slightly. Turn down the heat, add the sour cream, then season with the mace, salt and pepper. Add the parsley, heat through. Serve with a spoonful of cream to top off each bowl, and herb scones or crusty bread.

**SWEETCORN AND SALMON CREPES**

(Serves 4)

Crepes mix $\frac{1}{2}$ oz plain flour

1 egg plus 1 egg yolk

 $\frac{1}{4}$ pint milk

1 tsp chopped parsley

A little salt and pepper

*Oil for frying**Filling* $\frac{1}{4}$ oz butter $\frac{1}{4}$ oz flour $\frac{1}{4}$ pint milk

4 spring onions, sliced diagonally

7oz can sweetcorn mixed with peppers

4oz red or pink Alaska canned salmon, drained, with bones and skin removed

4oz peeled prawns

1 tsp chopped chives

1 tomato, skinned, sliced and seeds removed

 $\frac{1}{2}$ tsp ground nutmeg

1 tsp anchovy essence

Salt and pepper

To make the crepe batter, put the flour into a food processor, turn the machine on first, then pour the egg plus egg yolk, milk, seasonings and parsley down the funnel gently until a smooth batter has been made.

Heat oil and fry crepes; stack on a warm plate with greaseproof paper between them. Cover with foil and keep warm. The mixture will make 6-8 pancakes.

To make filling, melt the butter, draw off the heat and add the flour to make a roux. Slowly add milk until it has all been incorporated. Replace on the heat and bring slowly to the boil, stirring continuously until sauce has thickened. Turn down heat and add spring onions, sweetcorn, salmon, prawns and chopped chives. Stir well, add the tomato, ground nutmeg and anchovy essence, stir again, taste and then adjust the seasoning with a little salt and pepper. Cook for a further minute.

Remove pancakes from the oven and fold each one in

half and then into quarters. Fill the top "pocket" of each crepe with some of the filling mixture and transfer to a pre-warmed serving dish. Serve the crepes straight away, while hot, accompanied by a freshly-made, healthy and crisp green salad.

ALASKA SALAD

(Serves 4)

6oz small, fresh spinach leaves, washed, dried and torn into small pieces

1 red pepper, cut into strips

4oz mangetout, topped and tailed

1 red onion, sliced into thin rings

12 pimento-stuffed green olives, halved

7oz can red or pink Alaska salmon, drained, bones and skin removed

Garnish

One orange, peeled and sliced (see method)

Dressing

1 tsp orange juice (see method)

1 tsp orange rind (see method)

2 tsp mayonnaise

2 tsp sour cream

1 tsp chopped capers

6 baby gherkins, chopped

Sprig of parsley

Prepare the orange by removing the rind with a zester and set aside. Peel the orange with a serrated knife, removing all the pith. Cut between the membranes to remove the orange segments; set these aside for garnishing the salad. Squeeze the remaining membrane into a medium-sized bowl to obtain a tablespoon of juice for the dressing. Combine orange juice, 1 teaspoon of the rind, the mayonnaise and the sour cream. Mix thoroughly, fold in the capers and chopped gherkins, pour dressing into a serving bowl and garnish with remaining orange rind shreds and parsley.

Put the spinach leaves into a salad bowl. Bring a pan of water to the boil and blanch red pepper and mangetout by bringing water back to the boil, draining.

and then refreshing under cold water. Add peppers and mangetout to the salad bowl with the onion, olives and the salmon, broken into chunks; stir to combine all the salad ingredients and garnish with the orange segments.

SALMON AND TOMATO PASTA

(Serves 4)

1 lb fresh pasta
Parmesan to serve
Pasta sauce
1 tbsp butter
1 onion, chopped finely
1 clove garlic, crushed
4 tomatoes, skinned, sliced and seeds removed
1/2 tsp dried tarragon
1 tsp tomato purée
1/2 pint vegetable stock
12 black olives, pitted and sliced
4oz cooked broccoli
7/8oz can red or pink Alaska salmon, drained, with bones and skin removed
1 tsp chopped parsley
Salt and pepper

Melt butter in a pan and cook the onion gently until softened. Add garlic, tomatoes and tarragon and cook for about 10 minutes until tomatoes are soft.

Add the tomato purée and vegetable stock and cook for a further 5 minutes, stirring from time to time. Add olives, broccoli, salmon and parsley and heat through gently. Season with salt and pepper. Turn the heat right down to keep the sauce warm while you cook the pasta.

Put a serving dish to warm, then bring a large saucepan of salted water to the boil. Add the pasta and cook according to instructions. Then drain and spoon into preheated bowl. Pour sauce over the pasta, sprinkle with Parmesan and serve immediately.

PUFF PASTRY SALMON AND CITRUS SAUCE

(Serves 4)

Citrus Sauce:
Juice 1/2 lemon
Rind 1/2 lemon
2 generous tbsp mayonnaise
2 heaped tbsp crème fraîche or sour cream
2 tsp chopped dill
Garnish
Paprika, sprig of dill
Puff Pastry Salmon
1/2 fennel bulb, sliced
1 stick celery, sliced
2 tsp chopped parsley
2 tsp fromage frais
2oz Basmati rice, cooked
1 hard-boiled egg, chopped
1/2 tsp ground nutmeg
Salt to taste
Freshly ground black pepper
1 lb chilled puff pastry
1 tsp chopped parsley
1 tsp chopped dill
1 5oz can red or pink Alaska salmon, drained, with bones and skin removed
1 egg lightly beaten, to seal and glaze

To make the sauce, mix all the ingredients together in a bowl, pour into serving bowl, decorate with a little paprika and the sprig of dill and set aside until time to serve.

Then make the filling. Boil the fennel and celery together in a pan until cooked, remove from the heat, drain and put into a food processor. Blend to a coarse purée, then stir in the parsley, fromage frais, rice, egg and nutmeg. Season with salt and pepper to taste. Set aside.

Roll out the pastry to an oblong 8in wide and 3ft long. Fold pastry in half so that it measures 1 1/2ft. Mark out a simple salmon shape with a knife, allowing an extra 1/2in around the edge for crimping later. Carefully transfer the pastry fish to a greased baking tray.

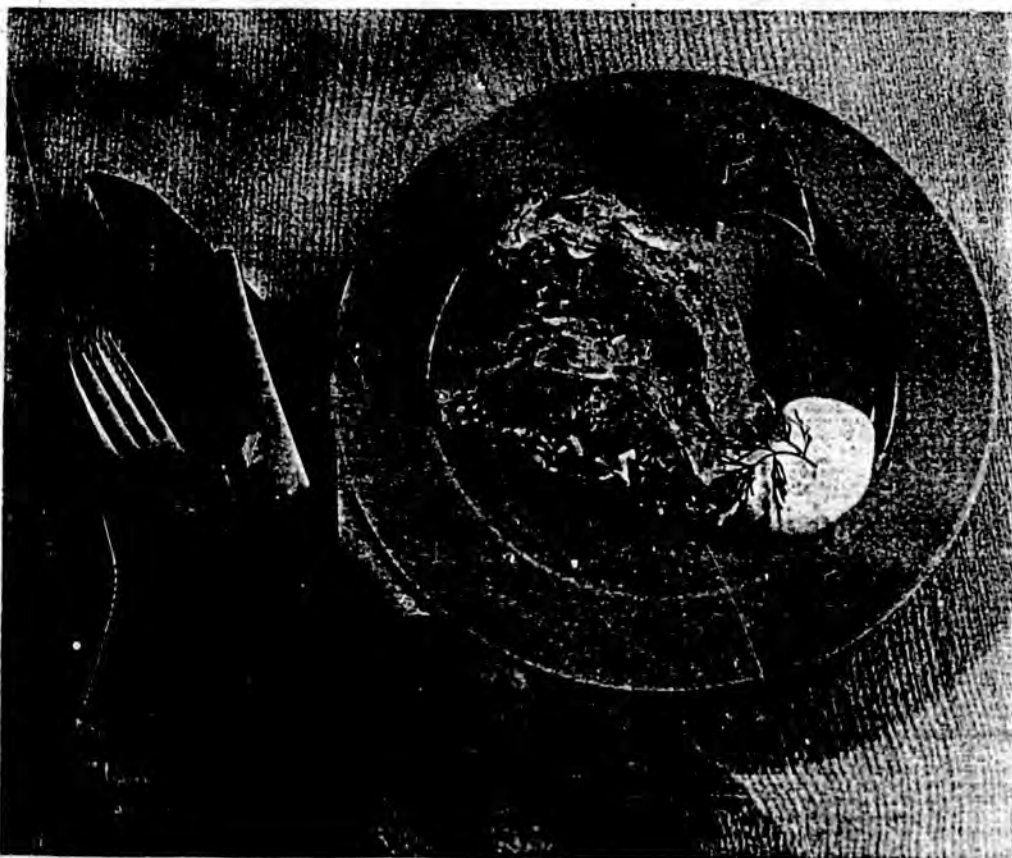
Lift the top layer of the salmon-shaped pastry from the bottom piece and set aside. Spread a layer of the fennel mixture along the length of the bottom piece, following the shape of the fish. Spread the mixture to within 1/2in of the pastry edge. Over this mixture sprinkle the parsley followed by the dill, then the salmon. The pastry edges can now be moistened with a little egg.

Place the pastry top over the salmon and fennel mixture, seal the edges by crimping or using a fork, and decorate with the pastry trimmings, making an eye and a mouth and marking scales with a knife or cutter. Glaze the fish with beaten egg, make a few airholes with a skewer, put into the oven and bake at 220°C/425°F/gas mark 7 for about 30 minutes. Serve warm or cold with the citrus sauce, a crisp green salad and new potatoes, cooked then tossed in butter and salt.



ALASKA SALMON – THE INSIDE STORY

If you would like some more delicious recipe ideas using Alaska canned salmon, take up our special offer and send away for the new full-colour, 40-page recipe book entitled *On The Wild Side*. All you have to do is collect two labels from 14 1/2-15 1/2oz cans of any brand of pink or red Alaska canned salmon, identifiable by the words USA Salmon marked on the lid of the can. Worth around £6, the book is divided into six handy sections for easy reference: Healthy Eating, Quick & Easy, Two's Company, Microwave Dishes, Kids' Corner and Party Food. Send your labels to Recipe Book/Sunday Express Magazine, London SE99 7UU. (Offer limited to the first 10,000 applicants.)





Rivières-Océan, aller-retour :

Le voyage est long.

Les remouillages s'y ajoutent.

On ne peut pas aller en Alaska sans passer par le détroit de Bering, le plus grand détroit du monde.

On ne peut pas aller en Alaska sans passer par le détroit de Bering, le plus grand détroit du monde.

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ALASKA
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アラスカサーモン
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A L A S K A

おいしい、
ヘルシー、
シーフード。



S A L M O N

ご希望のPOPの数をご記入のうえ、下記の宛先までお申し込みください。また、
電話・FAXでのお申し込みも受付けております。

POP申込用紙

御社名 _____

ご芳名 _____

住 所 _____

電話番号 _____

POP	数量
① A全ポスター	
② B4横倍ポスター	
③ B4横倍ポスター (レシピ編)	
④ A全ポスター (5種類のサーモン編)	
⑤ B4横倍ポスター (5種類のサーモン編)	
⑥ バナー	
⑦ スイングPOP	
⑧ スイング用スタンド	
⑨ フェイスプレート	
⑩ 仕切板	
⑪ シール (1シートよりお申し込みください)	
⑫ レシピリーフレット	

POP	数量
⑬ ホルダー	
⑭ スカート	
⑮ カットアウト	
⑯ プライスカード	
⑰ ロゴシート	
⑱ CMカセット	
⑲ PRビデオ-5分版	
⑳ PRビデオ-10分版	
㉑ パンフレット「アラスカサーモン物語」	
㉒ レシピブック Vol.1	
㉓ レシピブック Vol.2	



天然アラスカサーモン

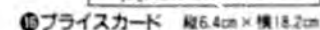
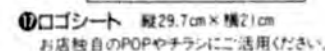
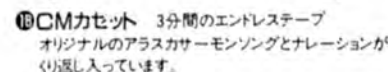
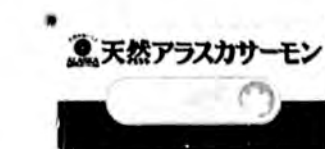
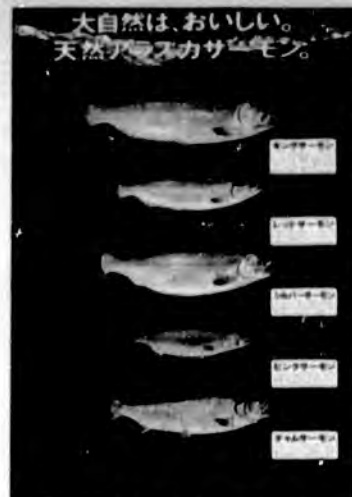
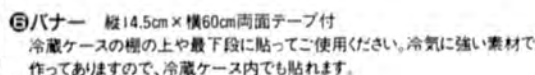
天然の味から来た



目をひく仕掛けで、
天然のおいしさをアピールします。



天然アラスカサーモン



●POP類のデザインは都合により変更となる場合があります。

きめ細かで長期的な 販促計画を進行させます。

プロモーションスケジュール											
		3月	4月	5月	6月	7月	8月	9月	10月	11月	12月
FOODEX'91		3/12 3/18									
試食デモンストレーション (東京・大阪・名古屋地区)											
雑誌 広告	ザホテル										
	ホテル&レストラン										
	チェーンストアエイジ										
	日経レストラン										
	専門料理										
	エッセ										
	オレンジページ										
	レタスクラブ										
	ミセス										
TV-CF(関西地区のみ)											
PR	ニュースリリース										
	料理教室タイアップ										
	テレビタイアップ										
	雑誌タイアップ										
	レシピコンテスト										
ホテル&レストラン タイアップ											
POP配布(全国)											
パンフレット配布(全国)											
レシピブック配布(全国)											

POPのお問い合わせ・お申し込みは、インフォメーションセンターまでお寄せください。



天然アラスカサーモン

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Printed in Japan

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▲雑誌広告(一般誌)



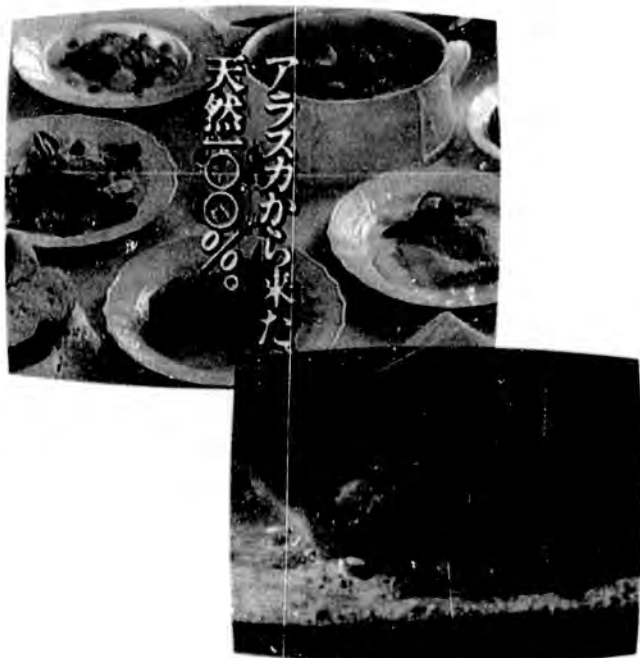
▲雑誌広告(一般誌・レシピコンテスト編)



▲新聞広告(全7段)

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ヘルシー、
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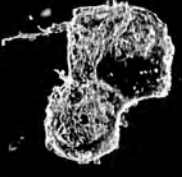
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目から手へ、手から舌へ。
次のアクションに結びつけて、確実に売上UP!



ON THE WILD SIDE

ALASKA



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INTRODUCTION



The name 'Alaska' conjures up images of nature at her best – vast expanses of land, majestic mountains, crystal clear waters and fresh air. The wild nature of this scenic land provides the perfect backdrop for many species of wildlife: brown bears, polar bears, eagles, caribou, whales and, importantly, salmon.

All the recipes in this book use wild Alaska salmon, caught in the cold waters of the Pacific following their migration from the clear rivers and streams of Alaska. There are 3,000 rivers and 3 million lakes in the state!

Once caught it is canned and exported.



In the UK and Eire, Alaska canned salmon can be found in all major supermarkets.

Simply look for the words 'USA Salmon' on the lid of the can of your favourite brand of pink or red salmon – it's your assurance of taste, versatility and quality.

All of the recipes in this book use red or pink Alaska canned salmon. Red is best used when the salmon's colour adds to the appeal of the finished recipes such as salads and rice dishes. Pink salmon works well for dishes where the salmon is mixed with other ingredients.

Canned salmon is an ideal food if you want to eat a healthy, nutritious diet. It is low in calories (just 55 calories in a 4oz can), high in protein and low in fat. Alaska canned salmon also contains a high proportion of special oils known as Omega-3s which help lower the risk of cardiovascular disorders.

All the benefits of fresh salmon in a can.





So, don't just keep canned salmon for high tea on a Sunday or for special occasions – use it in a wide variety of tasty, nutritious dishes whether you are cooking a family meal, a cosy meal for two or catering for party guests.



This book is divided into six sections for easy reference. Each section covers a different aspect of your life: Healthy Eating, Two's Company, Quick & Easy, Microwave, Party Food and Kid's Corner.

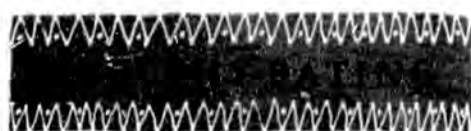


Each of the recipes has been tested for convenience, ease of preparation and enjoyment by our expert consumer panel made up of housewives and working mothers. Every recipe in the book has passed with flying colours. So now it's over to you. Can opener at the ready...!



Courtesy Seafood Intl.





For the health-conscious cook, this section contains tasty hot and cold, well-balanced meals with nutritious ingredients.

SALMON COUSCOUS

(Serves 4)

If you do not have a couscousier in which to cook this recipe, improvise by using a saucepan and colander. Line the colander with a muslin cloth, allowing the sides of the cloth to hang over the edge. Roll up the hanging muslin to make a collar around the edge of the colander. During the method, the base of the couscousier is equivalent to the saucepan and the top to the lined colander.

- 1 x 439g/15.5oz can red Alaska salmon**
- 250g/8oz couscous**
- 900 ml/1½ pints hot water**
- 2 tbsp vegetable oil**
- 2 cloves garlic, crushed**
- 1 green or red chilli pepper, de-seeded and finely chopped**
- 1 tsp caraway seeds**
- 1 large onion, chopped**
- 2 courgette, trimmed and thickly sliced**
- 2 carrots, trimmed and sliced**
- 1 red or orange pepper, de-seeded and sliced**
- 300ml/½ pint vegetable or chicken stock**
- ¼ tsp salt**
- 3 tomatoes, thickly chopped**
- 15g/½oz margarine or butter**
- 2 tbsp pumpkin seeds**

Drain the can of salmon, reserving the juice. Set aside.

Soak the couscous for 20 minutes in a large bowl of hot water. Heat the oil in the base of the couscousier, stir in the garlic, chilli pepper, caraway seeds, onion, courgette, carrot and pepper. Cook gently for 5 minutes.

Add the salmon juice and stock to the vegetables. Put the top of the couscousier on and place the soaked couscous into it. Season with salt. Cover with a lid and steam for 30 minutes.

Remove the top of the couscousier and add the tomatoes and salmon. Heat for 5 minutes. Place the couscous onto a large serving plate and gently stir in the margarine and the pumpkin seeds. Pile the salmon alongside to serve.

ALASKA SEAFOOD TARTS

(Serves 6-8)

- 1 x 439g/15.5oz can pink Alaska salmon**
- 350g/12oz packet filo pastry**
- 3-4 tbsp walnut oil**
- 15g/½oz margarine**
- 25g/1oz plain flour**
- 2 tbsp Greek yoghurt**
- 175g/6oz crab flavoured seafood sticks, chopped**
- 25g/1oz walnuts, chopped**
- 100g/4oz Parmesan or Cheddar cheese, grated**

Pre-heat oven to 180°C, 350°F, Gas mark 4. Lightly grease 8 individual pie dishes or ovenproof pudding bowls.

Drain the can of salmon and make the juice up to 200ml/7fl.oz. with water for fish stock. Flake the salmon. Set aside.

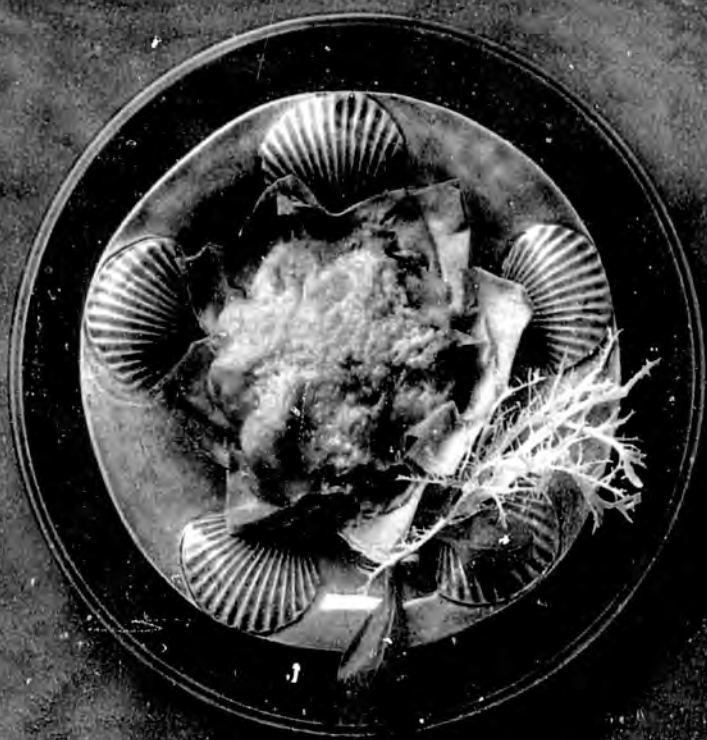
Brush each individual sheet of filo pastry with oil and fold into sixteen 12.5cm/5inch squares.

Put one square into each pie dish leaving the pointed corners protruding over the edge. Brush with oil then put a second square of pastry onto the first, but with the corners pointing up in between the original ones to create a water lily effect. Brush the points well with oil then bake for 5 minutes to set but not brown. Take out of the oven.

Reduce the oven temperature to 150°C, 300°F, Gas mark 2. Melt the margarine and stir in the flour. Blend in the fish stock, beating well to remove lumps. Stir the yoghurt, seafood sticks, walnuts and flaked salmon into the sauce and divide equally between the 8 pastry cases.

Sprinkle the breadcrumbs over the top then return to the oven to heat through for 5-8 minutes or until the cheese and pastry have turned golden brown. Serve immediately.









GINGER FISH ROLLS

(Serves 4)

If you do not have a bamboo steamer use a colander placed over a saucepan and covered with a lid.

1 x 213g/7.5oz can of pink or red Alaska salmon
8 large Chinese leaves, blanched to soften
50g/2oz shelled prawns, chopped
4 spring onions, trimmed, cut into 2.5cm/1 inch lengths then shredded lengthways, finely
½ tsp finely minced fresh root ginger
50g/2oz button mushrooms, chopped
long chives or strips of raffia for tying
4 tbsp light soy sauce
3 tbsp lime juice
2 tbsp water
2 tsp fine shreds of lime rind and root ginger
250g/8oz short grain rice
900ml/1.5 pints of boiling water
lumpfish caviar to garnish

Drain can of salmon reserving the juice. Flake the fish coarsely. Flatten Chinese leaves. Trim away any tough stalks. Place equal amounts of salmon onto centre of each leaf. Surround with prawns, onions, ginger and mushrooms. Roll up tucking ends in securely. Tie up with the chives or raffia. Place in top of steamer. Mix soy sauce, lime juice and rind. Put rice into base of steamer with water and salmon juice. Cover with fish rolls in steamer top and lid. Simmer for 20 minutes until most of liquid is absorbed. Keep fish rolls warm. Drain rice of any excess water and press into 12 small moulds. Turn onto a serving plate and garnish. Serve with the warm fish rolls and sauce.

ALASKAN'S TEMPTATION

(Serves 6)

1 x 213g/7.5oz can pink Alaska salmon
750g/1½lb old potatoes, thinly sliced
1 leek, washed and thinly sliced
150ml/¼ pint skimmed milk
2 tbsp low fat fromage fraise
2 tbsp sunflower oil
salt and pepper
50g/2oz Cheddar cheese

Preheat oven to 190°C; 375°F. Gas mark 5. Grease a shallow casserole dish. Drain can of salmon, flake and set aside. Arrange one third of potatoes and half of leeks in casserole dish. Add half the salmon then a further third of potatoes and remaining leeks and salmon. Sprinkle over the cheese and cover with remaining potato. Mix the milk, fromage fraise and 1 tablespoon of oil. Season. Pour into casserole. Brush top layer with remaining oil, cover and bake for 45 minutes. Remove cover. Continue baking until brown.

TOP RIGHT: WILD MUSHROOM AND SALMON SALAD TOP LEFT: ALASKAN'S TEMPTATION
BOTTOM RIGHT: ALASKA MATELOTE BOTTOM LEFT: GINGER FISH ROLLS

ALASKA MATELOTE

(Serves 6)

1 x 439g/15.5oz can of pink Alaska salmon
2 tbsp olive oil
8 spring onions, trimmed and chopped
2 cloves garlic, crushed
25g/1oz plain flour
300ml/½ pint vegetable stock
300ml/½ pint dry cider
1 tbsp freshly chopped basil
juice of 1 lemon
100g/4oz peeled prawns
175g/6oz mussels in brine
350g/12oz skate or monkfish
50g/2oz baby mushrooms, trimmed
1 small onion, sliced into rings
4 tbsp vegetable stock
salt and black pepper



Drain can of salmon. Make juice up to 300ml/½ pint with water for fish stock. Break fish into large chunks.

Heat the oil. Gently fry spring onions and garlic. Stir in flour. Add the fish and vegetable stocks and cider. Mix well. Stir in basil and lemon juice. Bring to the boil. Add prawns, mussels and white fish. Simmer for 10 minutes.

Cook mushrooms and onion in salt water. Drain and set aside. Stir salmon into soup. Heat through. Serve garnished with mushrooms and onions.

WILD MUSHROOM AND SALMON SALAD

(Serves 4-6)

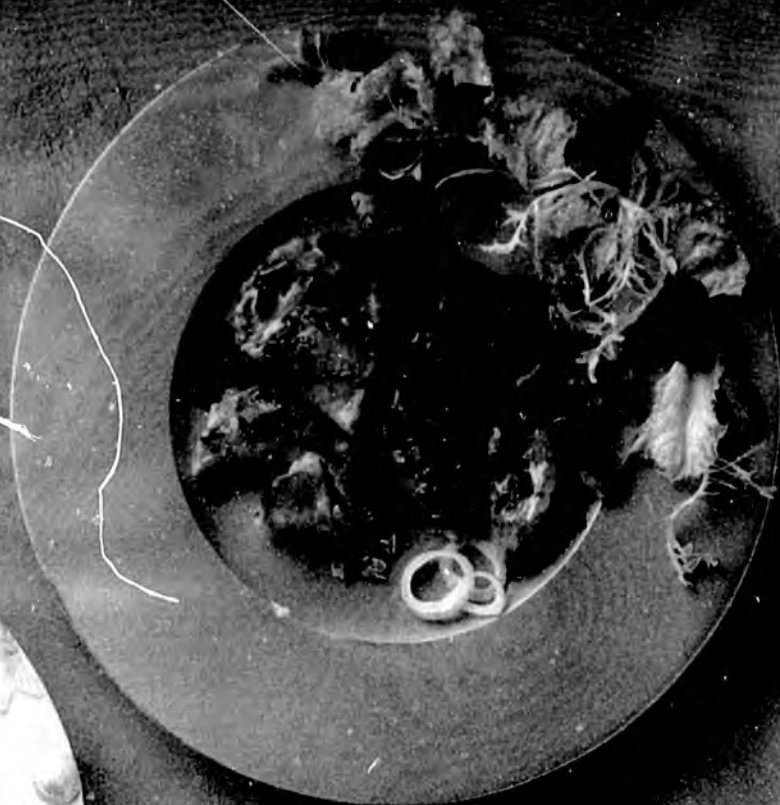
1 x 213g/7.5oz can red Alaska salmon
100g/4oz curly endive
6 juniper berries
6 allspice berries
90ml/3fl.oz dry white wine
2 tbsp walnut oil
250g/8oz wild mushrooms
2 cloves garlic, crushed in ½ tsp salt
1 small onion

Drain the can of salmon, reserve the juice. Flake the fish and set aside. Divide the endive between 4 or 6 serving plates.

Put the salmon juice into a small pan with the juniper, allspice and wine. Bring to the boil, reduce the heat and simmer for 3 minutes. Allow to cool. Discard the berries but reserve the stock.

Heat the oil in a frying pan. Fry the mushrooms, garlic and onions for 2-3 minutes, remove the vegetables and keep warm on a plate.

Pour stock into pan and cook rapidly for 1 minute. Add salmon and vegetables. Heat gently then pile over endive. Serve immediately.





WATERCRESS & SALMON ROULADE WITH ORANGE SALAD

(Serves 6)

- 1 x 213g/7.5oz can pink Alaska salmon
- 3 bunches of watercress, washed and trimmed
- 3 oranges
- 1 carrot, peeled and shredded or thinly sliced
- 2 tbsp sunflower or sesame oil
- 2 tsp sesame seeds
- seasoning to taste
- 15g/1/2oz polyunsaturated margarine
- 15g/1/2oz plain flour
- 50g/2oz peeled prawns, chopped
- 50g/2oz button mushrooms, chopped
- 4 eggs, separated

Pre-heat oven to 200°C, 400°F, Gas mark 6.

Drain the can of salmon, reserving the juice. Flake the fish into a bowl.

Line a 35cm/14inch by 20cm/8inch swiss roll tin with silicone paper and brush it lightly with oil.

Put one bunch of watercress into a bowl. Cut two of the oranges into segments and squeeze the juice of the third.

Mix the orange segments and the carrot into the watercress and set aside.

Mix together the orange juice, oil and sesame seeds. Season lightly.

Melt the margarine in a small pan and stir in the flour. Gradually add the salmon stock, stirring to prevent lumps. Stir the prawns and mushrooms into the sauce and cook gently for two minutes before adding the flaked salmon and mixing well. Set aside.

Chop the remaining two bunches of watercress very finely. Beat the egg yolks and chopped watercress together then season. Whisk the egg whites until they form soft peaks then fold into the watercress mixture. Spread into the lined tin and bake for 10 minutes.

When cooked, loosen the sides of the watercress roulade and quickly turn out onto a flat surface. Peel away the silicone paper and spread the salmon sauce evenly over the roulade. Quickly roll up, swiss roll fashion and trim the edges.

Mix the orange juice dressing into the watercress salad and serve with slices of the roulade.



SALMON AND BASIL RAVIOLI

(Serves 6)

- 1 x 213g/7.5oz can pink Alaska salmon
- 75g/3oz curd cheese
- 2 tomatoes, skinned, de-seeded and finely chopped
- 1 tsp pesto
- 290g/10.5oz strong plain flour
- 1 tsp salt
- 3 eggs, beaten
- 3 tbsp freshly chopped basil
- 1 medium onion, chopped
- 2 cloves garlic, crushed
- 1 x 200g/7oz can tomatoes
- 1 red pepper, de-seeded and chopped
- 8 spring onions
- 1 tbsp olive oil
- salt and black pepper



Drain can of salmon. Add water to juice to make 600ml/1 pint. Mash fish, cheese, tomatoes, pesto in a bowl.

Mix flour, salt, eggs, basil to form firm dough. Turn onto a floured surface. Knead for 1 minute. Break into lemon size pieces, knead thoroughly. Roll into 2mm sheets. Cut dough into 3.5cm/1.2 inch circles. Put small amount of salmon filling into centre of each circle. Fold in half and press edges firmly together. Dry on each side floured board for 1 hour.

Put fish stock, onion and garlic in a pan. Bring to boil then simmer. Drop one third of ravioli into stock. Cook for 10 minutes. Remove and keep warm. Cook remainder in same way. Blend remaining ingredients. Heat until boiling then simmer for 5 minutes. Serve ravioli with sauce and a salad.

SALMON JACKETS

(Serves 6)

- 1 x 213g/7.5oz can pink Alaska salmon
- 6 large baking potatoes, scrubbed and pricked
- 1 x 50g/2oz tin anchovies, drained, rinsed, chopped
- 100g/4oz button mushrooms, sliced
- 1 tsp pesto
- 1 x 200g/7oz can tomatoes
- 1 tsp freshly chopped basil
- 1 clove garlic, crushed

Preheat oven to 190°C, 375°F, Gas mark 5. Drain the can of salmon and set fish aside.

Bake potatoes until soft. Cut a cross into top of each potato. Squeeze base to open. Scoop out half of pulp. Put into a bowl with the salmon, anchovies, mushrooms and pesto. Mix well. Put into potato skins, closing cuts to surround filling. Return to oven for 20 minutes. Blend remaining ingredients until finely chopped. Pour into small pan, bring to boil. Reduce heat. Simmer for 5 minutes. Serve each potato with some sauce.



Unusual, mouth-watering recipes for
cosy suppers or special occasions.
Impress your friends and loved ones.

ALASKA PAELLA

(Serves 2)

Saffron gives this dish its traditional Paella colouring. It is however, expensive. Turmeric can be used as a substitute.

1 x 213g/7.5oz can red Alaska salmon
2 tbsp olive oil
1 clove garlic, crushed
1 small onion, chopped
1 leek, cleaned and sliced
100g/4oz long grain rice
100g/4oz shelled prawns
100g/4oz mussels in brine, drained OR
100g/4oz mussels in shells
375ml/13fl.oz vegetable or chicken stock
juice of ½ lemon
½ tsp ground saffron, or ½ tsp ground turmeric
2 tomatoes, skinned, de-seeded and chopped
10 whole cooked prawns
lemon slices to garnish

Drain the can of salmon, reserving the juice. Set aside.

Heat the oil in a large pan and cook the garlic, onion and leek for 5 minutes. Stir in the rice, prawns, mussels, salmon juice, stock, lemon juice and saffron. Mix well, bring to the boil. Reduce the heat and simmer for 15-20 minutes or until the liquid is almost completely absorbed by the rice.

Stir the tomatoes into the rice along with the salmon, broken into large flakes.

Pile into a serving dish and decorate with the whole prawns and lemon slices. Serve immediately.

CHEESY FISHERMAN'S GRILL

(Serves 2)

1 x 213g/7.5oz can red Alaska salmon
2 small or 1 large crab (ask the fishmonger to dress it for you, but retain the small legs for garnish)
15g/½oz butter or margarine
15g/½oz plain flour
milk for stock, see recipe
2 fresh tomatoes, skinned, de-seeded and chopped
1 tbsp freshly chopped parsley
salt and freshly ground black pepper, to taste
75g/3oz fresh Parmesan, grated

Drain the can of salmon, reserving the juice. Make the juice up to 150ml/ ¼ pint with milk. Set aside.

Put the salmon and crabmeat into a bowl.

Melt the butter in a pan and stir in the flour. Gradually add the fish and milk stock to make a smooth sauce. Add the chopped tomatoes and parsley, season well.

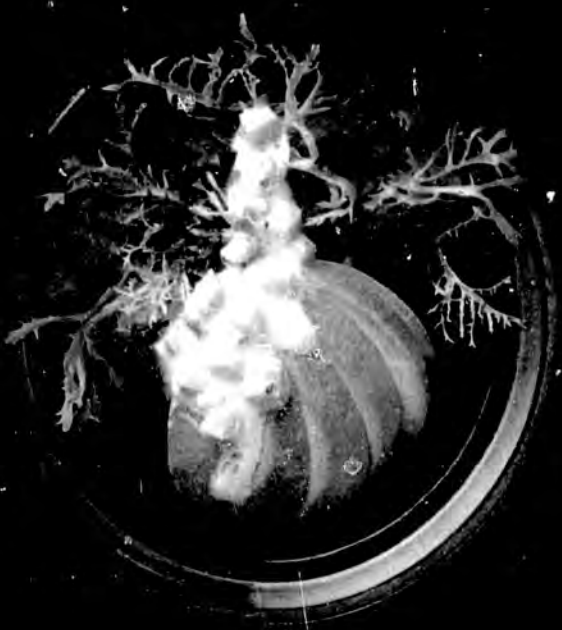
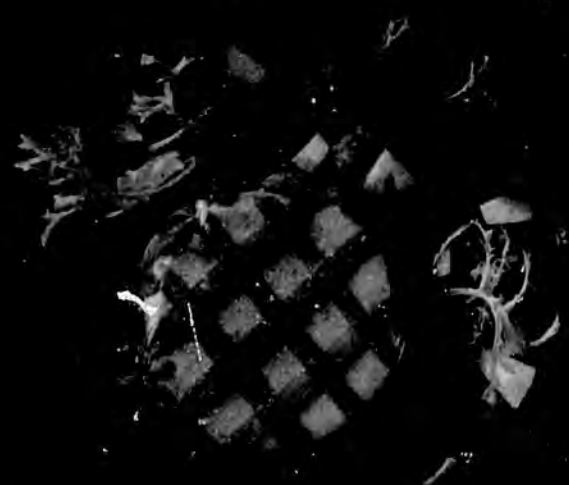
Mix the sauce into the crab and salmon, then pile this mixture into two individual serving dishes.

Sprinkle the Parmesan over the top of the salmon mixture and place under a moderate grill for 6-8 minutes or until the cheese is golden brown.

Serve garnished with two or three crab legs and new potatoes.









SALMON TAGLIATELLE

(Serves 2)

1 x 213g/7.5oz can red or pink Alaska salmon
1 x 397g/14oz can tomatoes, chopped
1 x 213g/7.5oz can pimento pepper, chopped
1-2 fresh chilli peppers, de-seeded, chopped
2 tsp paprika pepper
1 small onion, finely chopped
1 courgette, diced
juice of 1 lemon
1 tsp freshly chopped coriander
salt and black pepper to taste
175g/6oz fresh or dried tagliatelle
25g/1oz creamed coconut
flaked coconut to garnish



Drain the can of salmon, break the fish into pieces, set aside. Put tomatoes, chillies, pimento pepper, paprika, onion, courgette, lemon juice and coriander into a saucepan. Bring to boil. Simmer for 5 minutes, season.

Cook pasta. Add salmon and creamed coconut to sauce. Heat gently, for 2-3 minutes. Stir lightly.

Spoon over drained pasta. Garnish.

FLAKY SALMON SURPRISE

(Serves 2)

1 x 213g/7.5oz can pink Alaska salmon
250g/8oz ready-made puff pastry
100g/4oz cucumber, peeled and diced
¼ tsp salt
15g/½oz butter
15g/½oz plain flour
90ml/3fl.oz milk
3 tbsp sour cream
½ tsp freshly chopped tarragon, optional

Pre-heat the oven to 220°C, 450°F, Gas mark 8. Drain can of salmon, reserve the juice. Set aside.

Roll out pastry to ½cm/¼ inch thick. Cut into four 8.5cm/3-inch rounds. Stand, rolled side down on a dampened baking tray for 30 minutes. Brush upper surface with milk. Bake for 10-15 minutes until golden. Cool. Sprinkle cucumber with ¼ teaspoon salt, leave 15 minutes.

Melt butter in a saucepan. Stir in flour, then salmon juice and milk. Bring to boil. Mix well.

Add rinsed cucumber, cream, tarragon and salmon. Blend well. Cut each pastry round into three slices crossways. Pile half salmon filling onto bottom slices. Place middle layers on top and remaining filling over these. Top with puff pastry tops. Serve hot with vegetables.

SALMON SOUFFLÉS

(Serves 2)

1 x 213g/7.5oz can pink Alaska salmon
2 eggs, separated
25g/1oz fresh white breadcrumbs
50g/2oz cream or curd cheese
¼ tbsp sour cream
50g/2oz smoked salmon
1 tsp horseradish sauce
11g/0.4oz sachet gelatine
15g/½oz watercress leaves, roughly chopped
100g/4oz mixed salad leaves
1 red apple, cored and sliced
juice ½ lemon
25g/1oz walnuts

Drain the can of salmon, reserve the juice, flake fish, set aside.

Line two 330ml/½ pint straight sided bowls with cling film.

Blend the salmon, egg yolk, breadcrumbs, cheese, cream, 25g/1-oz of smoked salmon and horseradish sauce until smooth.

Heat the salmon juice until almost boiling. Sprinkle in the gelatine. Stir until dissolved. Mix into the salmon mixture.

Whisk the egg whites until stiff. Fold the salmon into egg whites. Mix well. Divide between the two bowls, chill in a refrigerator until set.

Invert the bowls onto serving plates. Remove the bowls and cling film. Press the chopped watercress leaves around the sides of each soufflé. Cut the remaining smoked salmon into thin strips and arrange in a lattice across the tops. Serve with a mixed salad leaf, apple and walnut salad.

MINTY SALMON SALAD

(Serves 4)

1 x 213g/7.5oz can red Alaska salmon
2 ripe avocados, peeled, halved
juice of one lime
25g/1oz curly endive
50g/2oz cucumber, peeled and diced
½ tsp freshly chopped mint
2 tbsp Greek yoghurt

Drain the can of salmon, break the fish into large flakes, set aside.

Remove the avocado stones. Slice lengthways from the rounded end. Do not slice completely through the narrow end. Slice each half into 5 pieces, put on a serving plate and spread the slices out fan-like. Brush with lime juice.

Arrange the endive on the plates and place the salmon flakes on top. Mix together the cucumber, mint and yoghurt. Pour onto the salad. Serve at once.







SALMON CONSOMMÉ WITH BITES

(Serves 2)

- 1 x 213g/7.5oz can red Alaska salmon
- 100g/4oz whole prawns
- 600ml/1 pint vegetable stock
- 1 small onion, un-peeled and quartered
- 1 bay leaf
- 2 egg whites
- 8 thin slices of carrot, blanched and cut into flowers
- 2 tbsp sherry, optional

Drain the juice from the can of salmon into a saucepan. Break the fish into flakes putting the bones and skin into the saucepan with the juice but setting the flakes to one side.

Peel the prawns. Put the heads and shells into the saucepan and set the prawns to one side with the salmon flakes. Add the vegetable stock, onion and bay leaf to the saucepan. Bring to the boil. Reduce heat, cover and simmer for 45 minutes. Remove the consommé from the heat and strain it into a jug through a sieve which has been lined with damp muslin. Wash out the pan and return the consommé to the saucepan, once again passing it through a sieve, lined with clean, damp piece of muslin.

Whisk the egg whites until they form stiff peaks. Place the consommé over a moderate heat and bring to the boil. Whisking gently, add the egg whites, a spoon at a time into the stock. When the mixture boils, simmer gently for 10 minutes, without breaking the crust of egg white which will form over the top.

Allow to stand for 5 minutes before straining it for a final time through a sieve lined with dampened muslin. Re-heat the soup before serving in bowls along with the flakes of salmon, shelled prawns, carrot flowers and sherry, if used.

SEAFOOD RICE

(Serves 2)

- 1 x 213g/7.5oz can pink or red Alaska salmon
- 175g/6oz long grain rice
- 75g/3oz shelled prawns
- 2 tsp paprika
- 2-3 tbsp sherry
- 175g/6oz curd or cream cheese
- 4 spring onions, trimmed and chopped

Drain the can of salmon, reserve the juice. Flake the fish, set aside.

Cook the rice in a saucepan with the salmon juice and 450ml/¾ pint boiling water.

Put the prawns, paprika, sherry and cheese into a blender. Blend until well chopped then heat in a saucepan until almost boiling. Stir in the flaked salmon. Warm through but do not boil. Stir the onions into the cooked rice. Pile onto individual serving plates and pour the salmon sauce over.

TOP LEFT: SEAFOOD RICE **TOP RIGHT:** WILD SALMON CRÊPES
BOTTOM LEFT: SALMON CONSOMMÉ WITH BITES

WILD SALMON CRÊPES

(Serves 2 – makes 4-6 pancakes)

- 1 x 213g/7.5oz can pink Alaska salmon
- 75g/3oz frozen chopped spinach, thawed and drained
- 90g/3.5oz plain flour
- 1 egg
- 150ml/¼ pint milk
- pinch of salt
- 4 tsp vegetable oil
- 15g/½oz butter
- 90ml/3 fl. oz milk
- 100g/4oz wild or button mushrooms
- ½ tsp freshly chopped tarragon
- salt and black pepper
- 2 tbsp Greek yoghurt
- 1 tsp walnut oil
- leaves of red lettuce and fresh baby spinach



Drain can of salmon, reserving the juice. Break fish into large pieces. Set aside.

Mix together the spinach and 75g/3oz of the flour. Beat the egg and milk and add gradually to the flour. Beat well to remove lumps. Season with salt.

Heat a drop of oil in a crêpe or frying pan. Put 2-3 tablespoons of pancake batter into the pan and rotate gently to spread evenly. Cook over a moderate heat until the pancake begins to lift. Turn over to cook other side. Repeat until the batter is used up. Keep crêpes warm.

Melt the butter in a saucepan, stir in the flour then gradually add the juice from the salmon and the milk. Stir briskly to prevent lumps.

Add the salmon to the sauce with the mushrooms, seasoning and yoghurt. Heat through.

Put salmon filling onto each pancake and fold into triangles. Arrange on a serving plate. Keep warm.

Heat the walnut oil in a pan and quickly fry the remaining mushrooms. Garnish the pancakes with mushrooms, lettuce and spinach leaves.





Easy-to-make, delicious recipes which
can be on the table within 30 minutes.

Perfect dishes for busy cooks.

CURRIED SALMON WITH POPPADOMS

(Serves 6)

1 x 213g/7.5oz can pink or red Alaska salmon
2 tbsp mayonnaise
2 tbsp natural yoghurt or sour cream
juice of 1 lime
2-3 tsp medium hot curry paste
2 pickled dill cucumbers, chopped
1 avocado, peeled and chopped
1 red apple, core removed and chopped
salt to taste
2 tbsp vegetable oil
6 poppadoms

Drain the can of salmon and flake the fish. Set aside.

Mix together the mayonnaise, yoghurt, lime juice, curry paste, dill cucumber, avocado and apple. Season lightly and stir in the salmon flakes.

Heat the oil in a frying pan and fry each poppadom, not too rapidly or they will lose their shape and curl up unevenly. Cook until they are crisp and the edges have curled up.

Pile equal amounts of the salmon curry onto each poppadom and serve on individual plates, garnished with a little salad and lime slices.

SALMON AND TOMATO PASTA

(Serves 4)

1 x 439g/15.5oz can pink Alaska salmon
175g/6oz pasta shapes of your choice
1 x 396g/14oz can tomatoes, chopped
1 tbsp freshly chopped basil
freshly ground black pepper, to taste
100g/4oz fresh Parmesan or Cheddar cheese, grated

Pre-heat oven to 190°C, 375°F, Gas mark 5.

Drain the can of salmon, reserving the juice. Flake the fish. Set aside.

Cook the pasta for 5 minutes in salted water, drain and put into 4 individual or 1 large ovenproof serving dish.

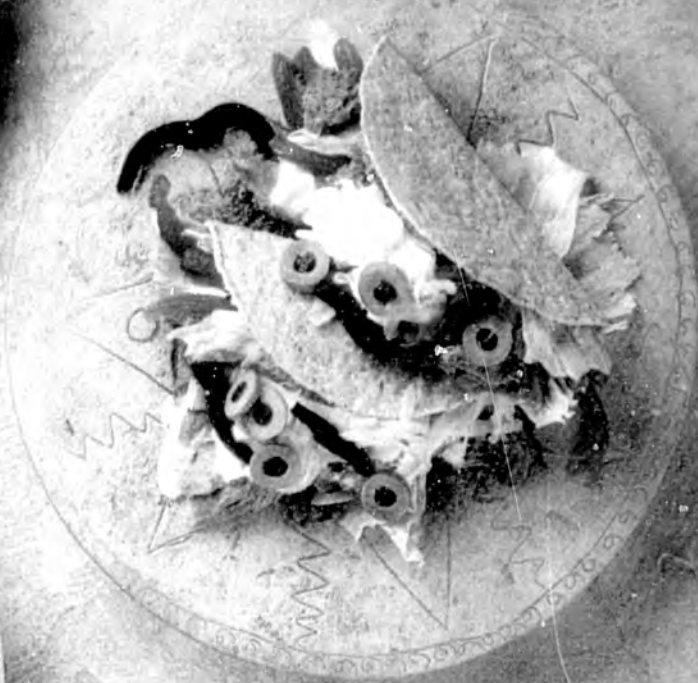
Mix the salmon juice with the chopped tomato, basil and black pepper. Flake the salmon onto the pasta and spread the chopped tomato mixture over the top.

Sprinkle the cheese over the top and cover with lids or aluminium foil. Bake for 15 minutes, remove the lid and bake for a further 10 minutes.

Serve hot with salad.









ALASKA BAKE

(Serves 4)

1 x 439g/15.5oz can pink Alaska salmon
 430g/1lb frozen broccoli, cooked and drained
 150 ml/¼ pint dry white wine
 2 tbsp freshly chopped parsley
 15g/½oz cornflour
 175g/6oz Gruyère or Edam cheese, thinly sliced

Pre-heat the oven to 190°C, 375°F, Gas mark 5.

Drain the can of salmon and make the juice up to 150ml/¼ pint with water for fish stock. Break the salmon into large chunks and arrange it with the broccoli in a single or 4 individual ovenproof dishes.

Put the fish stock, wine, parsley and cornflour into a saucepan and blend until smooth. Heat gently, stirring all the time until the sauce thickens. Pour over the salmon and broccoli.

Arrange the slices of cheese over the top of the dish and bake for 20 minutes or until the cheese has melted. Serve immediately.



ALASKA OMELETTE

(Serves 1)

1 x 98g/3.5oz can pink Alaska salmon, drained and flaked
 2 eggs
 2 tbsp sour cream or fromage frais
 ½ tsp freshly chopped tarragon
 salt and white pepper
 7g/¼oz butter or margarine

Drain the can of salmon and set aside.

Beat together the eggs, cream or fromage frais and tarragon. Season lightly.

Melt the butter in a non-stick or omelette pan. Pour in the eggs and cook over a moderate heat until the base is set.

While the base is setting, pre-heat a moderate grill.

Arrange the canned salmon over the soft top of the omelette.

Place the pan under the grill until omelette is set.

Loosen the omelette in the pan and carefully fold in half.

Slide the omelette onto a serving plate garnished with salad.

SALMON TACOS

(Serves 6-8)

1 x 439g/15.5oz can pink or red Alaska salmon
 8 tbsp fromage frais or Greek yoghurt
 50g/2oz cucumber, sliced
 ½ tsp mint
 8 ready-made taco shells
 100g/4oz iceberg lettuce, shredded
 3 tomatoes, chopped
 50g/2oz Cheddar cheese, grated
 olives, anchovies or chopped peppers to garnish

Pre-heat the oven to 200°C, 400°F, Gas mark 6.

Drain the can of salmon. Flake the fish and set aside. Mix together the fromage frais or Greek yoghurt, cucumber and mint. Set aside.

Heat the taco shells in the oven for 2-3 minutes until pliable. (Tacos can also be warmed in a microwave. 30 seconds on HIGH for each taco.)

Pile lettuce and tomato into each shell then top with chunks of salmon, a spoonful of the cucumber mixture and some grated cheese. Garnish and serve immediately.

SALMON AND BLUE CHEESE PÂTÉ

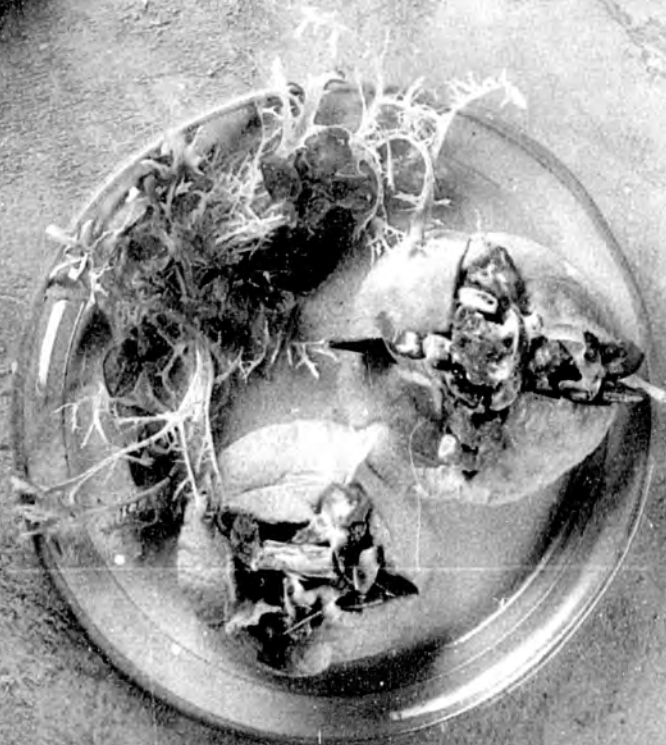
(Serves 4-6)

1 x 213g/7.5oz can pink Alaska salmon
 100g/4oz Dolcelatte cheese
 50g/2oz curd or cream cheese
 50g/2oz unsalted butter, melted
 French or melba toasts, to serve

Drain the can of salmon and put the fish in a food processor or liquidiser along with the cheeses and butter. Blend until smooth.

Pile into a serving dish and chill until firm. Serve with plenty of toast.







SPICY PITTAS

(Serves 6)

- 1 x 213g/7.5oz can pink Alaska salmon
- 2 tbsp fromage frais
- 2 tbsp mayonnaise
- ½ tsp finely chopped fresh root ginger
- ½ tsp ground cumin
- ½ tsp grated lemon rind
- 2 cloves garlic, crushed
- salt and white pepper
- 1 x 213g/7.5oz can kidney or haricot beans, drained
- 100g/4oz cut French beans, cooked, drained and cooled
- 100g/4oz iceberg lettuce
- 3 tomatoes
- 6 pitta breads



Drain the can of salmon and flake the fish. Mix together with the fromage frais, mayonnaise, ginger, cumin, lemon rind, garlic, salt and pepper, kidney and French beans.

Shred the lettuce and chop the tomatoes.

Warm the pitta bread under a hot grill until the pockets puff up. Split with a knife and fill with the lettuce and tomatoes. Top with the salmon mixture and serve immediately.

SALMON SCRAMBLE

(Serves 4)

- 1 x 213g/7.5oz can red or pink Alaska salmon
- 6 eggs
- 6 tbsp cream or fromage frais
- salt and white pepper
- 1 tbsp sunflower oil
- 1 x 213g/7.5oz can red pimento pepper, drained and chopped
- 100g/4oz button mushrooms, trimmed and sliced
- 4 slices wholemeal toast or 4 pitta breads warmed and split

Drain the can of salmon. Flake the fish. Set aside.

Beat together the eggs, cream or fromage frais and seasoning. Heat the oil in a saucepan and gently scramble the eggs, stirring to keep the consistency light.

While the eggs are still soft, but thick, add the salmon, pepper and mushrooms. Continue cooking for a further few seconds to heat through.

Serve hot on the toast or piled into pitta breads.

SPEEDY SALMON PIZZA

(Serves 4-6)

- 1 x 439g/15.5oz can red Alaska salmon
- 2 ready-made 20cm/8inch pizza bases
- 1 x 396g/14oz can chopped tomatoes with herbs, drained
- 100g/4oz button mushrooms, trimmed and sliced
- 100g/4oz green olives stuffed with pimento
- 175g/6oz fresh Parmesan or Cheddar cheese, grated

Pre-heat oven to 200°C, 400°F, Gas mark 6.

Drain the salmon and break the fish into large pieces. Set aside. Place the pizza bases on two silicone paper lined baking trays.

Spread equal amounts of the drained tomatoes over the pizza bases and arrange the salmon on top.

Decorate with the mushrooms and olives then cover with the cheese. Bake for 15-20 minutes or until the cheese is melted and golden. Serve with salad.





For speed, convenience and versatility,
Alaska canned salmon and a microwave
are a winning team. Just open the can
and press the buttons...

SWEET 'n' SOUR SALMON NUGGETS

(Serves 4)

- 1 x 439g/15.5oz can pink Alaska salmon
- 175 ml/6 fl.oz sherry
- 2 tsp soy sauce
- 100g/4oz fresh white breadcrumbs
- 2 tsp finely chopped fresh root ginger
- 1 small onion, finely chopped
- 1 egg, beaten
- 300 ml/1/2 pint apple juice
- 1 x 227g/8oz can pineapple pieces in natural juice
- 1/2 red pepper, de-seeded and cut into strips
- 6 spring onions, trimmed and cut into 5cm/2inch lengths and then into thin strips, lengthways
- 2 tbsp honey
- 3 tbsp vinegar
- 1 tbsp tomato purée
- 1 tbsp cornflour

Drain the can of salmon. Put the juice into a shallow microwave proof dish with the sherry. Heat on HIGH POWER for 2 minutes.

Put salmon, breadcrumbs, 1 teaspoon of ginger, onion and egg into a bowl. Mash well until blended. Divide into two batches.

Using lightly floured hands and a soup spoon, mould rough balls of the first batch of salmon mixture and drop them into the hot stock and sherry. Cook uncovered on HIGH POWER for 2 minutes. Turn nuggets over and return to oven. Cook on HIGH POWER for a further 2 minutes. Put cooked nuggets onto a plate. Set aside. Cook the second batch in the same way using the same stock. Also set aside.

Strain the cooking liquid through a sieve into a large jug. Add remaining ginger, apple juice, pineapple in its juice, pepper, onions, honey, vinegar, tomato purée and cornflour; mix well.

Cook sauce on HIGH POWER for 1 minute, stir and cook for a further 1 minute or until the sauce has thickened.

Re-heat nuggets for 2 minutes on HIGH POWER. Serve with rice or noodles and sweet 'n' sour sauce.

SALMON PARISIENNE

(Serves 4)

- 1 x 213g/7.5oz can pink or red Alaska salmon
- 2 scallops
- 4 tbsp white wine
- 15g/1/2oz butter or margarine
- 15g/1/2oz plain flour
- 2 tsp freshly chopped parsley
- 2 fresh tomatoes, skinned, de-seeded, chopped
- 4 tbsp fromage frais or single cream
- salt and freshly ground black pepper, to taste
- 50g/2oz fresh white breadcrumbs
- 50g/2oz Cheddar cheese, grated

Drain the can of salmon, reserving the juice. Break the fish into flakes and set aside.

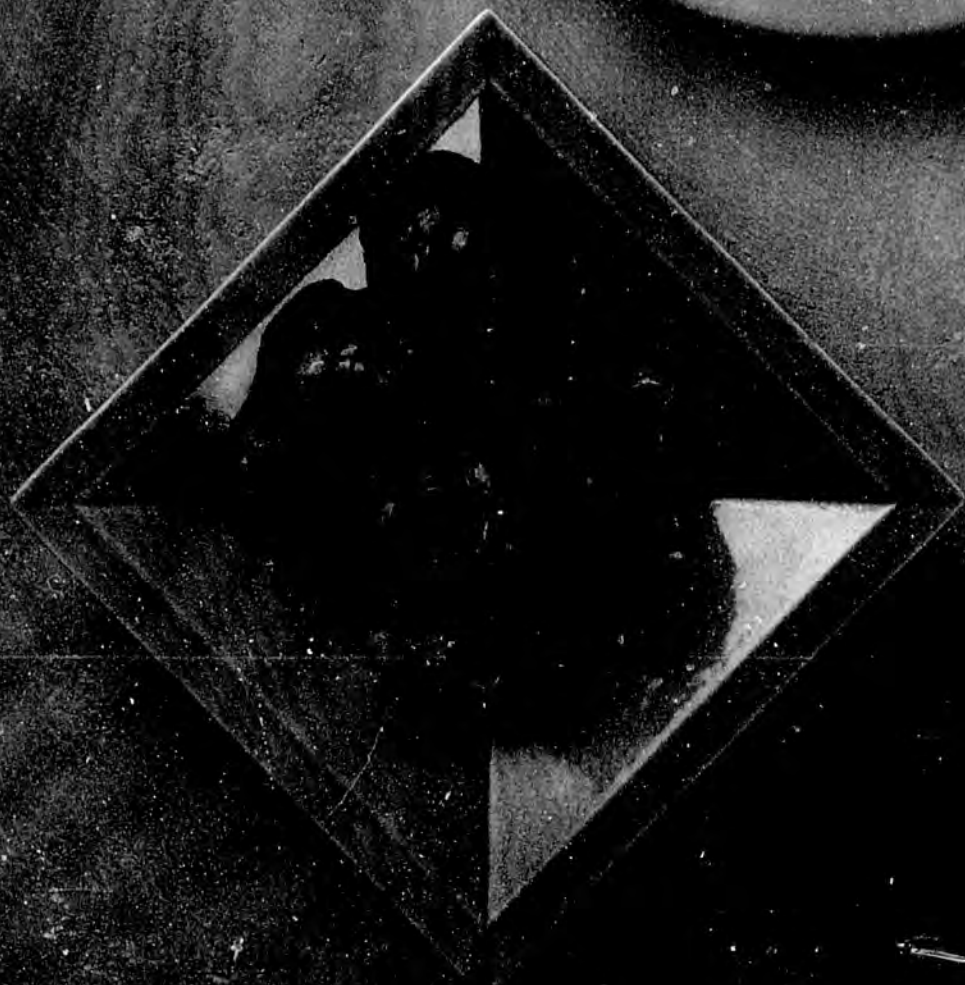
Put the salmon juice into a dish along with the scallops and wine. Cover with cling film and puncture twice. Cook on MEDIUM POWER for 3 minutes.

Chop the scallops and mix them into the flaked salmon. Melt the butter in a dish on HIGH POWER for 30 seconds. Stir in the flour, cook for a further 30 seconds on HIGH POWER. Add the liquor from the scallops to the flour, mixing well to prevent lumps forming.

Cook on HIGH POWER for 1 minute. Stir the sauce into the salmon and scallop mixture along with the parsley, tomatoes and fromage frais or cream. Season to taste then pile equal amounts of the mixture into shell shaped dishes.

Mix together the breadcrumbs and cheese. Sprinkle these over the scallops. Arrange the dishes on a microwave proof tray. Cook on MEDIUM POWER for 10 minutes. Brown under a conventional grill, if liked. Serve with salad.









ALASKA GRATIN

(Serves 4)

- 1 x 213g/7.5oz can pink Alaska salmon
- 90 ml/7fl.oz. milk
- 3 tbsp Greek yoghurt
- 450g/1lb old potatoes, peeled and thinly sliced
- 15g/½ oz butter or margarine
- 100g/4oz button mushrooms, sliced
- 100g/4oz courgettes, chopped
- 1 tbsp freshly chopped chives
- 100g/4oz Cheddar cheese, grated

Drain can of salmon. Mix juice with milk and yoghurt. Melt butter on HIGH POWER for 30 seconds. Stir in mushrooms, courgette and chives, cook for 2 minutes on HIGH POWER.

Flake in salmon. Arrange one third of potato slices into base of microwave proof dish. Spread half salmon mixture over. Top with third of potatoes. Add remaining salmon, cover with rest of potatoes.

Pour over salmon stock. Sprinkle with cheese and cover. Cook on MEDIUM POWER for 15 minutes. Uncover and cook for 5 minutes. Stand for 5 minutes. Brown under a conventional grill before serving.

CANNY CANNELLONI

(Serves 4-6)

- 1 x 213g/7.5oz can pink Alaska salmon
- 1 medium onion, finely chopped
- 50g/2oz fresh breadcrumbs
- 100g/4oz button mushrooms, chopped
- 1 tbsp parsley, chopped
- 16 cannelloni tubes
- 25g/1oz butter
- 25g/1oz plain flour
- 300ml/½ pint skimmed milk
- 1 tsp pesto
- 100g/4oz Parmesan cheese, grated

Drain can of salmon. Make juice up to 300ml/½ pint with water. Mash fish, onion, breadcrumbs, mushrooms and parsley. Fill each cannelloni roll. Lay in a microwave proof dish.

Melt butter and stir in flour. Cook for 30 seconds on HIGH POWER.

Beat fish stock and milk into flour mixture 150ml/¼ pint at a time. Cook for 1 minute between additions. Whisk well. Add pesto and 75g/3oz of cheese. Pour over cannelloni. Sprinkle with remaining cheese and cover. Cook on MEDIUM POWER for 25 minutes. Stand for 5 minutes. Serve.



TOP LEFT: ALASKA GRATIN TOP RIGHT: CREAMY SALMON SOUP
BOTTOM RIGHT: TOMATO TREAT BOTTOM LEFT: CANNY CANNELLONI

TOMATO TREAT

(Serves 4-6)

*Puntalette is rice-shaped pasta. Other small pasta may be used.

- 1 x 98g/3.5oz can red Alaska salmon
- 50g/2oz courgette, chopped
- ½ tsp salt
- 75g/3oz puntalette*
- 4 large or 6 small beefsteak tomatoes
- 25g/1oz sweetcorn kernels
- 2 spring onions, chopped
- 2 tbsp olive oil
- 1 tbsp white wine vinegar
- ½ tsp dry mustard
- ¼ tsp caster sugar
- 1 clove garlic
- 1 tbsp freshly chopped basil



Drain can of salmon, reserving the juice. Flake the fish.

Put the courgette in a bowl, sprinkle with salt. Leave for 30 minutes then rinse thoroughly.

Cook puntalette in water in a covered microwave proof bowl for 10 minutes on HIGH POWER. Rinse and drain.

Cut tomatoes into flower shapes. Discard pips and tough core. Allow to stand for a further 10 minutes, then add courgette, sweetcorn, spring onion and salmon.

Whisk salmon juice with remaining ingredients then pour into puntalette mixture. Mix well.

Pile into tomato shells and serve.

CREAMY SALMON SOUP

(Serves 4-6)

- 1 x 439g/15.5oz can pink Alaska salmon
- 3 shallots or 1 large onion, chopped
- 450 ml/¾ pint vegetable stock
- 150 ml/¼ pint dry white wine
- 25g/1oz butter
- 25g/1oz plain flour
- 300 ml/½ pint skimmed milk
- 100g/4oz curd cheese
- 4 tbsp Greek yoghurt
- seasoning

Drain can of salmon. Put the juice into a bowl with onion, stock and wine. Cook on HIGH POWER for 10 minutes. Stand for 15 minutes.

Melt butter on HIGH POWER for 30 seconds. Stir in flour and cook for 30 seconds on HIGH POWER. Add milk 150ml/¼ pint at a time. Whisk well and cook on HIGH POWER for 1 minute between each addition.

Add stock to milk mixture with salmon, cheese and yoghurt. Season. Transfer to a blender. Purée until smooth. Re-heat for 7 minutes on MEDIUM POWER and serve.



Party food for all occasions

— a finger & fork buffet,

a more formal gathering or

even a children's party.

ALASKA VOL-AU-VENTS

(Makes 24)

1 x 439g/15.5oz can pink or red Alaska salmon
24 pre-cooked, individual vol-au-vent cases
250g/8oz cucumber, peeled and diced
1 tsp salt
150ml/1/4 pint mayonnaise
4 tbsp sour cream or Greek yoghurt
2 tsp freshly chopped mint

Drain the can of salmon. Flake the fish into a bowl and set aside. Scoop out the soft pastry from inside the vol-au-vent cases.

Put the cucumber into another bowl and sprinkle with the salt. Allow to stand for 15 minutes then rinse thoroughly. Pat dry and mix into the salmon with the remaining ingredients.

Pile equal amounts of the salmon filling into each vol-au-vent case and replace the lids. Serve garnished with salad.

SALMON AND LIME DIP WITH CRUDITÉS

(Serves 10)

1 x 213g/7.5oz can red Alaska salmon
50g/2oz cucumber
1 tsp salt
175g/6oz cream or curd cheese
4 tbsp sour cream
2 tbsp mayonnaise
2 tsp paprika pepper
juice and rind of half a lime
fresh vegetable crudités to serve

Drain the can of salmon, set aside. Peel the cucumber and dice finely. Sprinkle with salt, leave for 30 minutes. Rinse under cold water and pat dry.

Beat together the cheese, sour cream, mayonnaise, paprika and lime until smooth. Flake the salmon into the cheese mixture along with the cucumber. Mix well then place in a refrigerator to chill. Serve in a dish surrounded by crudités.

TANGY SALMON MOUSSE

(Serves 8-10)

1 x 439g/15.5oz can pink Alaska salmon
15g/1/2oz gelatine
50g/2oz smoked salmon, finely chopped
1 1/2 tsp finely chopped or minced fresh root ginger
150ml/1/4 pint Greek strained yoghurt
175g/6oz curd cheese or Quark
2 egg whites
2 large grapefruits
1 tbsp walnut oil
2 tbsp grapefruit juice
mixed coloured salad leaves and avocado for garnish

Drain the can of salmon. Heat the juice to almost boiling then sprinkle over the gelatine. Stir gently until completely dissolved.

Mash the two types of salmon into a bowl and beat in the yoghurt, cheese and 1 teaspoon of the ginger. Stir in the dissolved gelatine and cool until the mixture is just beginning to set.

Whisk the egg whites until they form stiff peaks. Fold these into the salmon mixture then pour into a single 900ml/1 1/2 pint fish mould or two 450ml/3/4 pint moulds. Put into a refrigerator and leave until completely set.

Peel the grapefruits and remove the pith from around each segment. Put the segments into a bowl along with the remaining ginger, walnut oil and grapefruit juice. Mix well and allow to stand for about 1 hour to marinate.

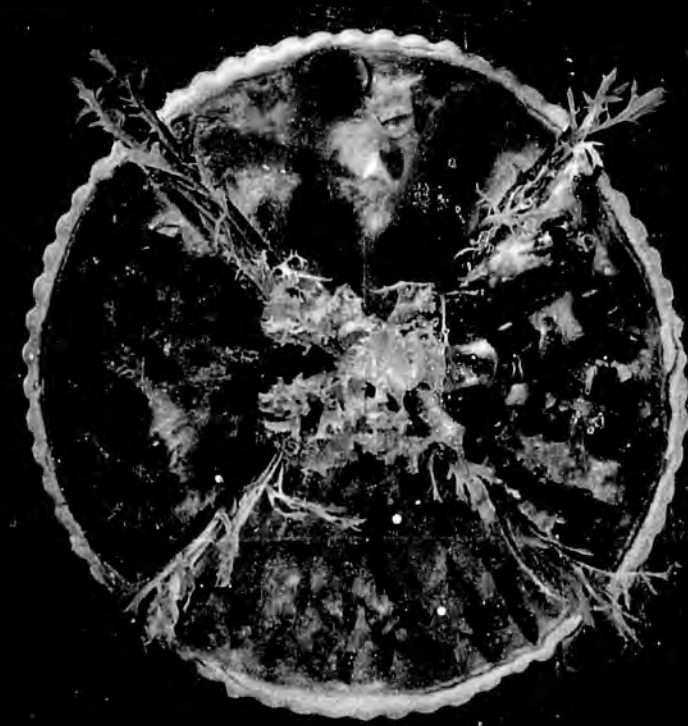
Arrange the salad leaves and avocado on serving plates and very carefully turn the mousse out onto them. Just before serving, arrange the marinated grapefruit segments onto the salad and sprinkle the juices over.

Cook's Note:

To turn out the mousses more easily, first dip the moulds into hot water to loosen the sides then invert them onto the serving plates. Pick up the plates and very gently shake from side to side. The mousses should drop out.









SALMON NACHOS

(Serves 10-12)

1 x 213g/7.5oz can pink or red Alaska salmon
4 tomatoes, skinned, de-seeded and chopped
1-2 green chillies, de-seeded and finely chopped
1 x 210g/7.4oz box of nacho crisps
115g/5oz carton natural yogurt or sour cream
100g/4oz Cheddar cheese, grated

Pre-heat oven to 190°C, 375°F, Gas mark 5.

Drain the can of salmon and flake the fish into a bowl. Mix in the tomatoes and the finely chopped chillies.

Arrange the nachos onto a baking tray and pile equal amounts of the salmon and chilli mixture over them. Top this with half a teaspoon of natural yogurt or sour cream and sprinkle with the cheese.

Bake in the oven for 6-7 minutes or until the cheese is just bubbly. Serve hot.

SEAMAN'S DIP

(Serves 10)



1 x 213g/7.5oz can red Alaska salmon
2 avocados, peeled and chopped
grated rind and juice of 1 lime
4 tomatoes, skinned, de-seeded and chopped
50g/2oz curd cheese
1-2 fresh green chillies, de-seeded and finely chopped
2 tbsp Greek strained yoghurt
salt and black pepper to taste
tortilla chips, oven-baked potato skins and crudité
to serve

Drain the can of salmon and flake the fish into a large bowl.

Mash the avocado with the rind and juice of the lime, stir into the salmon then add the tomatoes, cheese, chillies and yoghurt. Mix well but try to keep the texture quite rough.

Season to taste then serve with the suggested accompaniments.

Cook's Note

To make oven-baked potato skins, bake 4 large potatoes until the centres are soft. Cut them in half and scoop out the potato pulp, reserving this for another recipe. Slice the skins into 3 or 4 strips and brush very liberally with olive or vegetable oil. Sprinkle with salt and bake in a pre-heated oven 200°C, 400°F, Gas mark 6 for 6-10 minutes or until well crisped. These are best served hot.

PARTY QUICHES

(Makes 4, serves 24-32)

This recipe describes four quiches with different fillings. If preferred, one single filling may be chosen, but the ingredients must be multiplied by four.

- 1. Salmon with Broccoli and Stilton**
- 2. Salmon with Asparagus and Cheddar**
- 3. Salmon and Mozzarella**
- 4. Salmon with Tomatoes and Feta Cheese**

2 x 439g/15.5oz cans red or pink Alaska salmon
550g/1 1/4lb ready-made shortcrust pastry
75g/3oz broccoli florets, blanched
75g/3oz asparagus spears, blanched
1 leek, cleaned and thinly sliced
4 fresh tomatoes, skinned, de-seeded, chopped
4 spring onions, chopped
1 small onion, chopped
50g/2oz smoked salmon
8 black olives, pitted and quartered
50g/2oz Stilton cheese, crumbled
50g/2oz Cheddar cheese, grated
75g/3oz Mozzarella, thinly sliced
50g/2oz Feta cheese, crumbled
1 tsp pesto
12 eggs
600ml/1 pint milk
300 ml/1/2 pint single cream
salt and black pepper

Pre-heat oven to 200°C, 400°F, Gas mark 6.

Drain the cans of salmon. Flake and set aside.

Divide the pastry into four and roll out to line four 22.5 cm/ 9 inch flan dishes.

Spread the salmon evenly over the base of each flan.

Arrange the broccoli in one flan, the asparagus in another, and the leeks and tomatoes in the other two.

Sprinkle the spring onions over the asparagus quiche, onion over the broccoli, smoked salmon into the leeks and olives into the tomato.

Top the broccoli quiche with Stilton, the asparagus with Cheddar, the leek quiche with Mozzarella and the tomato with Feta cheese and pesto.

Beat the remaining ingredients and pour into each flan. Bake for 10 minutes. Reduce the temperature to 160°C, 325°F, Gas mark 3 and cook for 40 minutes. Serve with salad.







FROMAGE FONDUE

(Serves 10-15)

- 1 x 213g/7.5oz can pink or red salmon
- 6 tbsp fromage fraise
- 100g/4oz soft cheese with herbs
- 1 tbsp soy sauce
- 1 tbsp tomato purée
- 2 tomatoes, skinned, de-seeded and chopped
- fresh vegetable sticks and cubes of bread for dipping



Put the can of salmon into a food processor or liquidiser along with the fromage fraise, cheese, soy sauce and tomato purée. Blend until smooth.

Stir the chopped tomatoes into the fondue and serve with sticks of fresh vegetables and cubes of bread.

SMOKEY SALMON BURGERS

(Makes 10-12)

- 1 x 439g/15.5oz can pink Alaska salmon
- 450g/1lb cold mashed potato
- 175g/6oz raw potato, grated
- 1 tsp vegetable oil
- 50g/2oz bacon, preferably smoked, chopped
- oil for frying
- 10 soft round rolls
- salad and relishes for serving

Drain the salmon and break fish into flakes. Set aside.

Mix together the mashed and grated potato in a bowl.

Heat the vegetable oil in a frying pan and fry the bacon until it is crisp. Add the bacon to the potato mixture along with the salmon, mixing well to break up the salmon.

Divide the mixture into 10 or 12 pieces and shape each piece into a burger using hands or a burger maker.

Fry the burgers gently for 5 minutes on each side, or until they are well browned. (It is best to cook 3 or 4 burgers at one time or the pan will be too crowded to turn them over easily.)

Keep the cooked burgers warm whilst preparing the rest, then serve in split rolls garnished with salad and relishes.

FISHY FRIES

(Serves 6-8)

- 1 x 213g/7.5oz can pink Alaska salmon
- 100g/4oz plain flour
- salt and pepper to taste
- 1 tbsp vegetable oil
- 150ml/¼ pint skimmed milk or water
- 2 egg whites
- sunflower oil for deep fat frying
- spicy tomato sauce and/or tartare sauce to serve

Drain the can of salmon and flake. Set aside.

Put the flour into a bowl along with the seasoning and vegetable oil. Gradually beat in the milk or water until smooth and thick.

Whisk the egg whites until they are stiff and fold these into the batter along with the salmon flakes.

Heat the oil for frying in a deep fat fryer, over a moderate heat. Carefully drop tablespoons of the salmon batter into the hot oil. (It is better to cook the salmon fries 4-5 at a time depending on the size of your fryer. Keep the prepared ones warm in a low oven whilst cooking the rest.)

Turn each salmon fry over after about 45 seconds to brown the other side. Use plenty of oil for frying as the batter will need to rise and move about the pan to cook properly.

When golden brown all over, remove from the oil with a slotted spoon and drain on absorbent kitchen paper.

Serve the fries hot with tomato sauce or tartare sauce or both!





Give your kids a chance to try out their culinary skills. Simple recipes for kids to prepare – with a little help from mum!

They'll love eating them too.

SALMON FISH CAKES

(Makes 8)

1 x 213g/7.5oz can pink Alaska salmon
500g/1lb cold mashed potato
100g/4oz Cheddar cheese, grated
flour, for dusting
1 egg, beaten
100g/4oz fresh white or wholemeal breadcrumbs
vegetable oil, for frying



Drain the can of salmon and flake the fish into a bowl. Mix in the potato and cheese.

Dust hands with flour and divide the salmon mixture into eight equal sized portions. Shape each piece into a fish, dusting with flour to prevent sticking.

Brush each fish with beaten egg and coat with a thin layer of breadcrumbs.

Chill the fish cakes for one hour before frying in the heated oil. Drain on kitchen paper before serving with salad or peas.

FISHERMAN'S CATCH

(Serves 4)

1 x 98g/3.5oz can pink or red Alaska salmon
50g/2oz cucumber, peeled and diced
50g/2oz cream cheese
8 slices of bread cut into 8 fish shapes
cucumber slices for garnish

Drain the can of salmon and flake the fish. Set aside.

Mix together the cucumber and the cheese. Spread a layer of this onto four of the bread fish shapes.

Top with a layer of salmon flakes.

Add second fish shape and decorate with cucumber slices arranged as scales.









ALASKA PATTIES

(Serves 4)

1 x 98g/3.5oz can pink Alaska salmon
 25g/1oz cream or curd cheese
 2 spring onions, finely chopped
 ¼ red pepper finely chopped
 200g/7oz strong plain flour
 2 eggs, beaten
 pinch salt
 2 tsp freshly chopped basil
 1 x 435g/15oz can tomato soup
 50g/2oz Cheddar cheese, grated



Pre-heat oven to 375°F, 190°C. Gas mark 5.

Drain the can of salmon. Flake the fish. Mix with the cheese, onions and red pepper. Set aside.

Put the flour into a bowl, add the eggs, salt and basil. Mix well to form a soft dough. Divide into egg size pieces. Knead until smooth.

Roll the dough pieces on a lightly floured board to a maximum 2mm/ 1/10 inch thick or roll each piece through a pasta maker reducing the setting to 5 or 6 over 3 or 4 rollings.

Cut the pasta sheets into 3cm/1 ½ inch squares. Put salmon filling onto one corner of each square then fold in half diagonally to make a triangular "pattie". Dry on silicone paper for 1 hour before cooking, turning each patty over after 30 minutes to dry undersides.

Put the soup into a casserole dish and drop the salmon patties into it. Cover with a lid and cook in the oven for 30 minutes. Uncover and sprinkle with the cheese. Continue cooking for a further 10 minutes. Serve with salad.

OLD SALTY'S INSTANT PIZZA

(Serves 4)

1 x 213g/7.5oz can pink or red Alaska salmon
 2 soft rolls, cut in half
 8 tsp tomato relish
 75g/3oz Cheddar cheese, grated
 olives, sliced gherkins and sweetcorn kernels,
 to garnish

Drain the can of salmon. Flake the fish.

Spread each half of the rolls with 2 teaspoons of tomato relish. Arrange the salmon on top. Sprinkle with cheese and garnish.

Toast under a moderate grill until the cheese has melted and the filling has heated through. Serve immediately.

PIRATE'S PIE

(Serves 4)

1 x 439g/15.5oz can pink Alaska salmon
 25g/1oz butter or margarine
 1 small leek
 1 red pepper, de-seeded and chopped
 1 x 200g/7oz can sweetcorn kernels, drained
 25g/1oz plain flour
 110ml/4fl. oz milk
 salt and pepper to taste
 750g/1 ½lb old potatoes, peeled and cooked
 75g/3oz Cheddar cheese, grated
 3 tbsp tomato ketchup, brown sauce or mild mustard

Pre-heat the oven to 190°C, 375°F, Gas mark 5.

Drain the can of salmon and reserve the juice. Set aside.

Melt the butter in a pan and cook the leeks and pepper until soft. Add the sweetcorn and flour, mix well. Cook for 1 minute.

Blend the salmon juice into the vegetables and flour. Mix well then gradually add the milk, beating to make a smooth sauce.

Flake the salmon into the vegetables and season to taste.

Mash together the potatoes and cheese until smooth.

Put the salmon into an ovenproof dish and spread the chosen sauce over this. Pipe or spoon the potato over and bake for 30 minutes.

Serve with peas, sweetcorn and tomatoes.

SALMON ROSTI

(Serves 4)

1 x 213g/7.5oz can pink or red Alaska salmon
 450g/1lb cold mashed potato
 350g/12oz raw potato cut into very thin chips
 2 tbsp melted butter or vegetable oil
 75g/3oz Cheddar cheese, grated

Pre-heat oven to 190°C, 375°F, Gas mark 5.

Drain the can of salmon and break the fish into large chunks. Set aside.

Mix together the two types of potato. Put the butter or oil into a baking dish and heat in the oven until hot.

Pile the potato mixture into the dish, pressing it into a round cake with the back of a spoon and dribbling a little of the hot fat over the top of the cake. Return to the oven and bake for 45 minutes.

Arrange the salmon over the cooked potato cake. Sprinkle the cheese over this and return to the oven for a further 15 minutes.

Serve with peas, sweetcorn or tomatoes.



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