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choices
ALLIANCE

bringing
ocean conservation
to the table

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Wild Salmon Season Is Here!

Top Chefs Celebrate Seafood's Seasonality and Abundance Coast to Coast

Washington, DC — Seafood Choices Alliance, the national organization bringing ocean conservation to the table, kicks off wild salmon season with a bang. Dozens of top restaurant chefs across the country who subscribe to Seafood Choices Alliance will promote the wild salmon season beginning May 1st. Wild salmon, the white truffle of seafood, is a good environmental choice for people who love seafood.

The chefs – enthusiastic supporters of wild West Coast and Alaskan salmon – will serve wild salmon recipes in their restaurants throughout the season, which begins mid-April and lasts through the end of August, and demonstrate wild salmon recipes at select Bloomingdale's nationwide. Seafood Choices Alliance hopes the promotion will raise consumer awareness about the importance of making seafood choices that are not only good tasting, but also good for the environment.

Though wild Atlantic salmon are listed as endangered, some populations of the five species of wild Pacific salmon are still healthy, particularly in parts of California and throughout Alaska. In fact, the wild Alaskan salmon fishery has been certified as sustainable by the Marine Stewardship Council. The promotions center on three of the five main species of wild Pacific salmon: the chinook (or king), whose Copper River runs in late May herald the start of Alaska's salmon season, coho (or silver), which runs July through Oct. with peak availability in August, and sockeye (or red), which runs May through Sept. For more information about salmon, or any seafood, visit www.seafoodchoices.com

Seafood Choices Alliance chefs support environmentally friendly seafood like wild West Coast and Alaskan salmon because seafood, as part of the last truly wild frontier, is a national treasure. The chefs' demonstrations, with tastings, at Bloomingdale's will take place in the demonstration kitchens in the Main Course; schedule information will be released by May 1st.

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To locate Seafood Choices Alliance chefs in your area, please see the contact sheet of chefs enclosed. To arrange interviews or chef demonstrations, please contact Stephanie Crane at the phone or email above.