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OUR GUARANTEE

We promise quality and purity you can trust, sustainably packaged and delivered to your door. Your satisfaction or your money back.



Based on 13,267 reviews on

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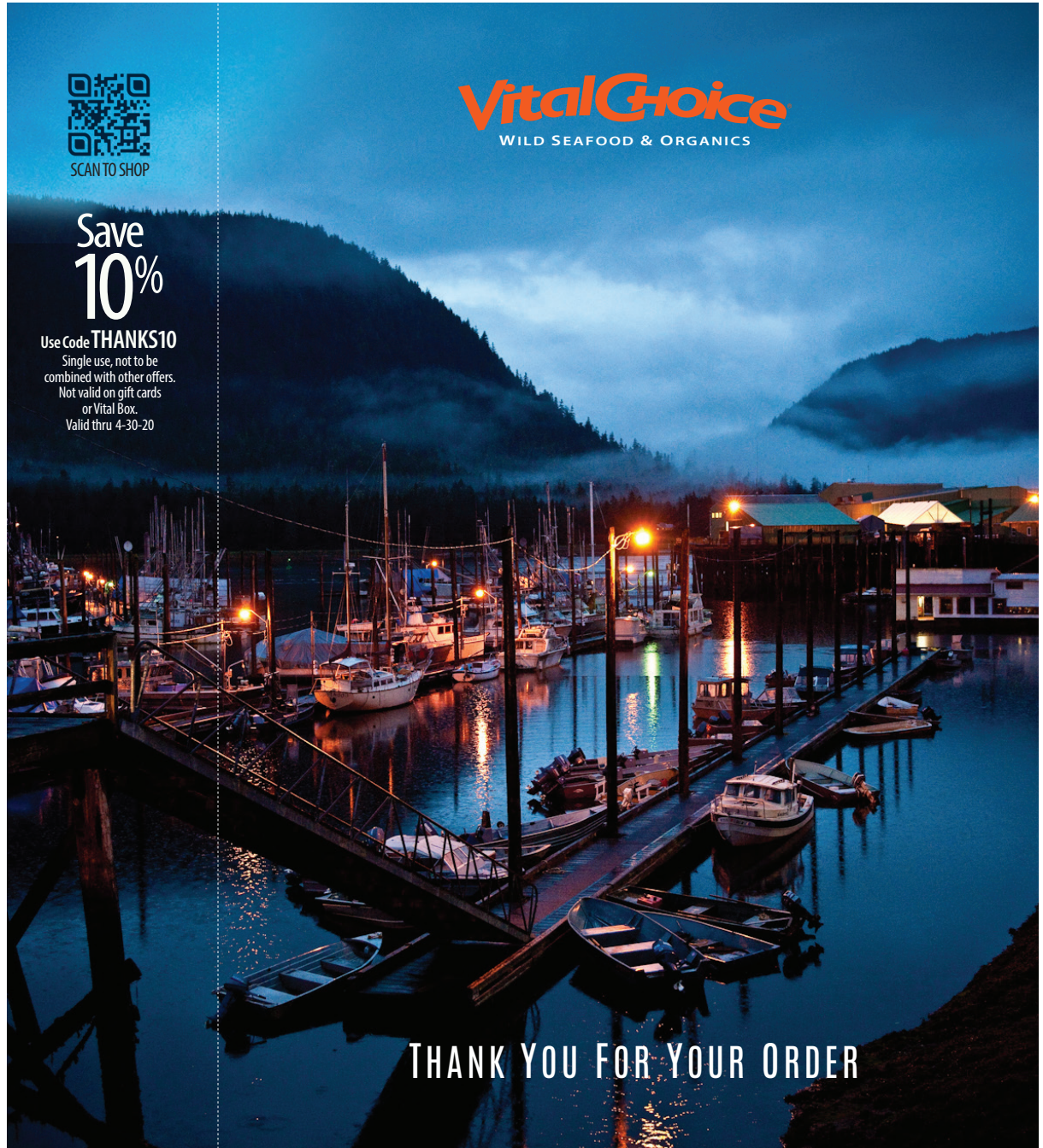
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THANK YOU FOR YOUR ORDER

WILD SALMON ⁵ EASY WAYS

From Freezer to Table in 30 Minutes

Celebrate wild salmon's iconic flavor and nutrition with a simple preparation that lets nature shine through. Use any method below with our individually-wrapped salmon portions or whole salmon fillets, and explore the possibilities with halibut, cod, sablefish, and more.

Baked

Preheat oven to 350° F and line a rimmed sheet pan with baking parchment or spritz with non-stick spray. Rub fish with olive oil and season with salt and pepper or spice blend. Arrange fish skin-side down on prepared pan and bake until just opaque throughout, 7–10 minutes for portions, 20–25 minutes for fillets.

Broiled

Place oven rack 6–8 inches below heat source and preheat broiler. Coat fish liberally with olive oil and season with salt and pepper or spice blend. Arrange fish skin-side down on a rimmed sheet pan or oven-proof skillet and broil just until opaque throughout, 3–5 minutes for portions, 6–10 minutes for fillets.

Pan-Seared

Place a heavy sauté pan or cast-iron skillet on medium-high heat and add coconut oil, ghee, or lard. As soon as it melts and flows like water, swirl the pan to coat the bottom. After 1–2 minutes, the pan should be hot enough for a drop of water to sizzle in it. Add fish portions skin-side down to the hot pan and cook undisturbed until the flesh turns opaque halfway up the sides, 1–3 minutes. Using a flexible metal spatula, carefully flip the fish and cook for another 1–2 minutes. Transfer to a serving platter and let rest for 5 minutes.

Grilled

Preheat grill grate on medium-high and swab liberally with a few coats of olive oil. Coat both sides of fish with olive oil and desired seasoning. Arrange fish skin-side down and diagonally to the grate's rungs, reduce heat to medium, and cover grill. Cook undisturbed until center is nearly opaque, and skin is brown and well-marked, 5–7 minutes for portions, 10–14 minutes for a whole fillet.

Soup, Stew, or Chowder

Tender and luscious in cioppino, bouillabaisse, or Northwest chowder, our wild salmon is delicious when added to the pot just before serving. Stir in bite-size chunks of boneless, skinless salmon, simmer gently for 3 minutes and serve.

Dive into our recipes
and cooking videos



Flash-Frozen is the New Fresh

To naturally preserve its fresh-caught flavor and firmness, seafood must be frozen rapidly and within hours of harvest. Thanks to the advancement of blast-freezing technology, our seafood is frozen solid in a matter of seconds, which greatly reduces the formation of ice crystals at the cellular level, preventing fish from becoming soft and off-tasting when thawed.

Best Way to Thaw

Soak unopened packages in cool water until pliable, 20 minutes to 2 hours depending upon the size of the package. Remove thawed fish from package, rinse under cool water, and pat dry. Keep refrigerated and use within 24 hours.

Season Like a Pro

Less is always more when seasoning seafood! Simply rub it with a little olive oil and season with salt and pepper or your favorite spice blend. When making a marinade, avoid acidic ingredients like vinegar or citrus juice, which can make the finished product tough; instead, sprinkle on before serving. When basting with barbecue or teriyaki sauce, apply toward the end of cooking to avoid burning. Once removed from the heat, fish should be served right away, so have your garnishes and sauces ready to go!

Achieve the Perfect Doneness

Perfectly cooked fish is deliciously moist and mild, yet overcooked fish is the most common cooking blunder. Fish is done when the flesh has just begun to turn from translucent to opaque and is firm but still moist. Cook it with skin on whenever possible, and take carryover cooking into account when estimating cook time. Food continues to cook even after being removed from the heat source, which can increase internal temperature another 5–25 degrees. Your fish is fully cooked when an instant-read thermometer inserted in the center registers 145° F, but to retain wild salmon's iconic sweet flavor and rich mouthfeel, aim for 125° F.

Our Seafood is Sushi Safe

Like the fish served in the best sushi bars, ours is flash-frozen within hours of harvest, preserving its fresh-caught quality and rendering it safe to serve raw. Per FDA recommendations, our seafood is held at a constant -10° F for at least seven days to safeguard against the survival of any unwelcome organisms.



SEAFOOD YOU CAN TRUST

Founded in 2002 on the premise that wild Alaskan sockeye salmon is nature's most perfect food, Vital Choice has grown into a trusted source of premium wild seafood from healthy well-managed fisheries, and pasture-raised proteins from small family farms.



vitalchoice.com/salmon

Wild Alaskan Sockeye 6-oz portion /
Canned Wild Alaskan Sockeye /
Whole Sockeye Fillet

Learn more about
Vital Choice here



Pacific King Salmon /
Sockeye Burgers /
Salmon Ikura /
Red King Crab Claws



SUSTAINABLE SEAFOOD

Our seafood comes from fisheries that are certified sustainable by the Marine Stewardship Council (MSC) or the state of Alaska's Responsible Fisheries Management (RFM) program, or is recommended by a science-based, sustainable seafood advisory list, such as the Monterey Bay Aquarium Seafood Watch.



See what Vital Choice
is doing for the planet

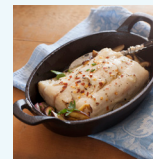


Wild Alaskan Copper River King Salmon



Wild Alaskan Halibut

vitalchoice.com/halibut



Alaskan Cod /
Alaskan Sablefish /
Weatherwane Scallops



WHY ALASKAN SEAFOOD?

As a former fisherman with over 20 years on the water, I know firsthand that wild Alaskan seafood comes from fisheries that are productive, sustainable, clean, and healthy. With more than three million lakes, more than 12,000 rivers, and more coastline than the rest of the US put together, Alaskan waters produce the purest, most nutrient-dense seafood on the planet.

—Randy Hartnell, Founder

Discover why wild
salmon is nature's
most perfect food





REAL FOOD IS OUR MANTRA

We believe nothing has a greater impact on our lives than our food choices, so our goal is to provide the very best foods available: foods that taste great, foods that are environmentally sustainable, foods that support health and well-being.



Get the facts on omega-3s
and why we need them