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IT'S OH-FISH-AL: WILD SALMON SEASON IS BACK AT THE FRESH MARKET FOR A LIMITED TIME

GREENSBORO, NC – June 3, 2021 – From the cold waters of the Pacific Northwest, three coveted varieties of wild salmon are arriving at The Fresh Market. As a seasonal catch, wild salmon is typically only available through early fall, so buying it at the peak of its season ensures the freshest fish and widest variety. The Fresh Market will be one of the first retailers on the East Coast to offer the season's first, fresh-off-the-boat catch at the pinnacle of its freshness, so each fillet is wholesome, rich, and delicious.

"Our guests look forward to wild salmon season every year. It's special because the season is short, but the fish is incredibly fresh and delivers a ton of flavor," said Dan Portnoy, Chief Merchandising Officer at The Fresh Market. "Salmon is also extremely versatile when it comes to cooking. I love to grill it this time of the year, but it can also be baked, seared, poached, steamed and more."

Wild salmon has a low-fat content and is high in minerals such as potassium, zinc, and iron, but its texture, firmness, and oil content vary depending on the species of salmon. In general, the higher the oil content, the more richly flavored the salmon will be. The Fresh Market will offer three types of wild salmon this season, each boasting a firm flesh and full-bodied flavor enhanced by the cold ocean it inhabits:

- **King Salmon-** King Salmon has rich, red flesh that is firm and vibrant. Its high oil content gives it a distinct flavor. When cooked, King Salmon tastes buttery and retains its moisture.
- **Sockeye Salmon-** This fish has deep, firm red flesh that retains its color throughout the cooking process. Its medium oil content gives it a flavor that is slightly milder than king salmon. Sockeye Salmon also retains its moisture when cooked.
- **Coho Salmon-** Orange-red in color with a medium-firm texture, Coho Salmon is one of the milder varieties of wild salmon due to its lower oil content.



When picking out salmon, The Fresh Market's seafood experts suggest looking for a fillet that is moist and glistening. The flesh should be slightly resilient and firm when lightly pressed. As with most fish, it is best to cook it on the same day it is bought, however if it is purchased ahead, keep it in a cool refrigerator or cooler with ice.



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Check out The Fresh Market's recipe page for five-star rated wild salmon recipes including this [Wild Salmon Roasted Grapes and Red Wine Sauce](#) recipe or this [Blackened Wild Salmon with Grilled Corn, Peach and Avocado Salsa](#) recipe.

For more wild salmon tips, inspiration, and recipes visit www.thefreshmarket.com. Guests can also shop The Fresh Market's [online store](#) or download the mobile app to order groceries for curbside pickup or delivery.

About The Fresh Market, Inc.

Voted as the "Best Supermarket in America" by USA Today's 10Best Readers' Choice Awards, The Fresh Market helps guests discover the best with time-saving meal solutions, unique ingredients, and delicious food for any occasion. From fresh produce and exceptional meat and seafood to signature baked goods and thousands of organic options, the specialty grocer has something to please every palate. The Fresh Market currently operates 159 stores in 22 states across the U.S., inspiring guests to discover new flavors and cook with confidence. For more information, please visit www.thefreshmarket.com or follow the company on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

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