



# 2007

From the Land of the Fishing Bears



alaska  
**SAUSAGE**  
and seafood

# SmokeMaster NEWS

Alaska • Spring/Summer • 2007

## Family Tradition Continues

*Herbert Eckmann announces that his son, Martin, assumes role as president of the company.*

**H**erb Eckmann has been at the helm of Alaska Sausage & Seafood Co. since he and a friend founded the business in 1963. With his distinctive German accent and frequent radio and television ads making him a veritable Anchorage icon, Herb is a recognizable figure in the region and has spent over four decades building a business whose name is synonymous with high quality meat and seafood products.

After 44 years Herb has decided that his son Martin, 40, will direct the company's day to day operations. Herb will still be making sure that Alaska Sausage maintains the high standards and quality the customers have come to expect. He plans to continue to interact with the many customers and friends he has worked with through the years. Now, there may even be time for him to join them on a fishing excursion or two. Of course, he'll also be available for consulting Martin.

Herb could not have envisioned what Alaska Sausage would become when, as an adventurous German immigrant, he and longtime friend Otto Poehling decided that they could fill a need in the community by supplying a place for Anchorage hunters to process their game. From that humble beginning, the business grew over the years to include a retail store, custom fish smoking, commercial smoked salmon and a variety of gourmet sausages (including the featured reindeer sausage). Herb bought Otto's share of the business in 1970 and became sole owner. As operations expanded, Herb never forgot the attention to detail and commitment to quality that drew customers in the first place. "I've always tried to be steady and provide good service and consistent quality." Herb said recently, reflecting on the past 44 years. "Don't compromise on quality, ever."

Herb is proud to have provided for so many years a place for Alaskans to depend on, where they can bring their salmon, moose,

and caribou, and also purchase quality products and gifts for friends and family. His honest, old-school approach to business has earned him respect from his peers and other Alaskan businessmen.

Greg Favretto, owner of Favco, commented that "Herb never had the 'hit it and quit it' mentality. He was trained in the classic culinary arts which significantly shaped his commitment to producing quality products."

In addition to creating loyal customers, Herb's approach to business has created a working environment that attracts employees. "That's what drew me to this company, the quality of the product and the consistency of standards," said Cameron Vivian, the Alaska Sausage Production Manager who came on board in 1999. "And quality starts at the top. Herb has continued to invest money back into the business, always improving production and operations, even when he didn't have to.

He buys the best fish and meats which enable us to make the best product."

Herb has also worked to create and maintain a family atmosphere at Alaska Sausage, and has made sure it doesn't apply only to the many other relatives who have worked there over the years. Current employees universally say that the close-knit environment is something that makes the business special, and that Herb is a supportive boss who has stood behind them through challenging times.

As Herb anticipates the future, he is optimistic. "This is an exciting time," he said. "I see in Martin the energy and enthusiasm that I had thirty years ago, and I know Alaska Sausage is in good hands."

For himself, he anticipates having the time to travel with his wife, Kathryn, and to enjoy his life and seven grandchildren. "I'm looking forward to it," he said with a smile.



# ALASKA SALMON

## WILD, ALL-NATURAL ALASKA SALMON



### HANDLING GUIDE



#### HIGH-QUALITY

A top-quality fillet from a salmon that has been properly handled and bled.



#### BRUISED

A fillet from a salmon that has been roughly handled and is bruised.



#### GAPING

A gaping fillet from a salmon that has not rapidly chilled.



OUR CUSTOMERS DESERVE THE BEST, ALL-NATURAL ALASKA SALMON!

## Alaska Salmon Handling Guide

**B**leeding, in combination with careful handling and temperature control, results in high-quality salmon that helps ensure a high-quality end product. Bleeding greatly improves the appearance of all forms of seafood and slows down the degenerative processes connected with bacterial spoilage. In addition, proper handling and storage of the salmon ensures that the meat maintains its texture, appearance, and quality.

### Bleeding Salmon

- Plan ahead and set up an area, away from main fishing duties, for bleeding your catch. The best area is one that allows fish to be partially or completely covered with seawater (or freshwater). This enables fish to stay alive longer, while reducing scale loss and sun damage.
- In commercial operations a bleeding tote or tank is utilized to hold the fish after gill cutting for bleed-out. Seawater continuously flows through tote to keep fish cool and reduces the effects of thrashing. For the sport fisherman a stringer over the side of the boat produces similar results.
- Stun the fish, then start bleeding as quickly as possible. Bleed only live fish.
- Bleeding is best accomplished by cutting the first 3 gill rakers. Cut gills on both sides of fish over 6 lbs.
- Bleeding is more complete if fish are placed in flowing water. Bleeding in flowing water removes twice as much blood from flesh as bleeding in air. It also slows clotting, prevents temperature of fish from rising and provides better flesh color.
- Bleed fish for 15 to 25 minutes to ensure complete bleeding.

### Proper Handling and Storage

- Always sharpen your hooks; even brand new hooks need to be sharpened.
- Avoid flopping. Fish have weak connective tissue, which makes it easy to bruise the flesh. Letting fish flop around in the boat or on the bank can damage the meat and destroy texture.
- Always hold your fish by the head. Handling the salmon by the body or tail can cause the back to break, which in turn causes internal bleeding and bruising of the meat.
- Rapidly cool your fish. Cooling the meat is essential to maintaining the quality of your catch. Meat that is not rapidly cooled will begin to break down and gaping will occur.
- Keep the fish packed in ice, including the body cavity – and keep the water drained off. Leaving a fillet soaking in water leaches color out, makes it soft, and invites bacteria.

## Health Benefits of Wild Alaskan Salmon

**S**avor the finest for your health and enjoyment. Wild Alaska salmon has numerous fantastic health benefits. Conventional wisdom says that a healthy diet is one that is low in fat and invariable short on flavor. We beg to differ. And so do millions of connoisseurs of Alaska salmon the world over.

You can study reams of nutritional research. Or, simply observe the extraordinary health and longevity of people in countries where seafood is a main stay of the diet. Either way, the health benefits of Alaska salmon are clear.

Alaska Sockeye salmon has the highest level Omega 3 oils of any fish. In addition to what scientists have known for years about Omega 3's heart-healthy benefits, current research is uncovering a host of new preventive and curative Omega 3 attributes.

### THE HEART OF THE OMEGA 3 STORY

Science has discovered that the type of dietary fat (monosaturated, saturated, polyunsaturated) we consume alters the production of an important group of biological compounds. These compounds affect blood pressure, blood clotting, inflammation, immune function and coronary spasms.

Omega 3 oils produce a series of compounds that have been shown to decrease the risk of heart disease, inflammatory processes and certain cancers. Omega 3 provides additional heart-healthy benefits by:

- Decreasing blood lipids (cholesterol, LDLs, and triglycerides)
- Decreasing blood clotting factors
- Increasing beneficial relaxation in larger arteries and blood vessels
- Decreasing inflammatory processes in blood vessels.

Many modern diets aren't high enough in Omega 3 oils to realize optimum health benefits. However, by simply including seafood in the diet two to four times a week, most people can improve their health. Alaska salmon is one of the cold water seafood's particularly high in these "good fats."

Sockeye salmon has the highest quality of Omega 3 of any fish: about 2.7 grams per 100 grams protein. Just one serving of Alaska salmon can lower your cholesterol and risk of heart disease.

These Omega 3 oils have also been linked to improvements in or prevention of certain kinds of cancer, ulcerative colitis, psoriasis, arthritis, asthma, certain kinds of mental illness, depression and lupus erythematosus. Alaska salmon is a true flavorful, natural, and healthy "super food."

For more information on the benefits of Wild Alaska Salmon see [www.alaskaseafood.org](http://www.alaskaseafood.org).



King Salmon



Silver Salmon



Red Salmon



## Smoked Salmon Log

- 2 c. kippered salmon, flaked
- 1 (8 oz.) package cream cheese, softened
- 2-3 green onions, chopped
- Dash of Worcestershire sauce
- 2 T. lemon juice
- Chopped walnuts

Flake salmon over cream cheese. Add the other ingredients except the walnuts. Mix, but do not over stir. Place the chopped nuts on waxed paper. Take half of the salmon mixture and form a cylinder – roll in the nuts. Repeat for other half. Serve with crackers.

Reprinted by permission from Alaska Seafood Marketing Institute

Salmon graphics reprinted by permission from Alaska Seafood Marketing Institute.



alaska  
**SAUSAGE**  
and seafood

PRSR STD  
U.S. Postage  
PAID  
Permit No. 628  
Anchorage, AK

**Alaska Sausage Company, Inc.**

2914 Arctic Blvd.

Anchorage, AK 99503

Phone: 1(907)562-3636 or 1(800)798-3636

e-mail: aks@ak.net

Website:

<http://www.alaskasausage.com>

**Seasonal Hours**

You can bring your fish for processing to our Anchorage location on Arctic Blvd.

Mon. thru Fri.

8 a.m. – 6 p.m.

Sat. 9:00 a.m. – 3 p.m.

Call for additional hours.

Our retail store hours are:

Mon. – Fri. 9:30 a.m. – 6 p.m.

Sat. 9:30 a.m. – 3 p.m.

**Drop-off Points**

For customer convenience throughout the summer, fish pickups are scheduled three times each week on the Kenai Peninsula (see below) and daily at the airport and air taxi services in Anchorage.

**RUSSIAN RIVER DROP-OFF**

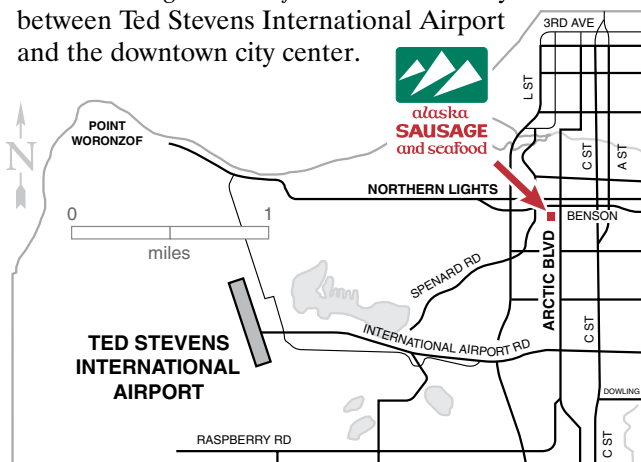
**Kenai Cache**, Cooper Landing, Mile 52 Sterling Highway (907) 595-1401: Snacks, licenses, tackle, lures and fishing gear and fish guiding on upper Kenai River. [www.kenaicache.com](http://www.kenaicache.com)

**KENAI / SOLDOTNA**

**Ken's Alaskan Tackle**, 44792 Sterling Hwy., Soldotna. (907)262-6870. In Soldotna, just past the Kenai river bridge. Ken offers fishing charters and sells tackle, fishing gear, licenses, ice, etc. [www.kensalaskantackle.com](http://www.kensalaskantackle.com)

**We're easy to find!**

Alaska Sausage and Seafood is conveniently located between Ted Stevens International Airport and the downtown city center.



**Coupon — 10% off**  
For smoking only  
(Not to be used in combination with any other special promotions or offers.)  
Expiration date - April 30, 2008

**Custom Fish Smoking**



enjoy this popular fish with cream cheese, bagels and capers. This process takes 3 – 5 days, 10 lb. minimum.

**Kipperd Smoking**

Kipperd salmon is cured in a specially seasoned brine, then heat and hardwood smoked. This process fully cooks the fish, making it tender and flaky and produces a succulent, mild taste. This process takes 3 – 5 days, 10 lb. minimum.

**Smoked Salmon Strips**

This time-honored method of curing, smoking and drying salmon produces an energy-rich, traditional Alaskan trail food that can be enjoyed as a snack anytime. This process takes about 10 days, 10 lb. minimum.

**Lachs Smoking (Lox)**

Lachs is salmon marinated in a special blend of seasoning and finished with a cool hardwood smoke that delicately cures to satisfy discriminating tastes. Many people

**Processing Prices**

(Includes smoking AND vacuum packing)

- Lachs (Lox) .....\$5.55/lb.
- + Slicing.....\$1.50/lb.
- Kipperd.....\$4.65/lb.
- Strips.....\$5.75/lb.

Based on incoming weight. Lemon pepper or cajun seasoning can be added for \$.40/lb. on the incoming weight.

**Vacuum Packaging**

- Fresh fish (filleting, trimming, vacuum packing).....\$2.25/lb.
- Fresh Fish (As is).....\$1.40/lb.

**Cutting Steaks & Roasts**

We will cut your fish into steaks and roasts, package them in 1 or 2 lb. packages and freeze them for \$2.25/lb. There is a \$35 minimum charge.

**All products are guaranteed to meet your satisfaction!**