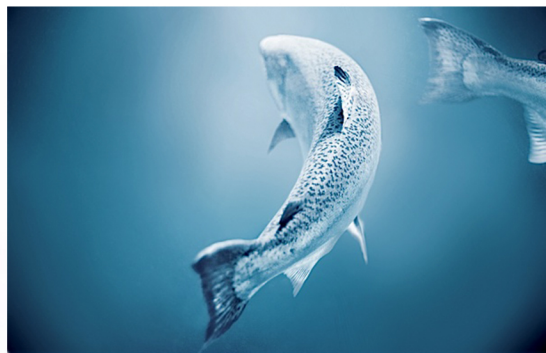


ŌRA KING™

A UNIQUE BREED OF KING SALMON FOR CULINARY EXCELLENCE

Ōra King Story

When aspiring to exceptional culinary standards, Ora King salmon is the first and only choice for discerning chefs around the world. The high oil content naturally present in the Ora King breed can be seen in the striking marbled fat lines within the bright orange flesh, instantly drawing comparison to Wagyu.



Best of Breed

Ora King's classical breeding programme has seen over 20 years of genetics expertise and sustainable husbandry practices to create eight generations of King salmon. This has produced over 100 distinct King salmon families, chosen so that only the finest examples, with the most appealing taste, texture, colour and size – are carried forward to subsequent generations. King salmon eggs destined to produce Ora King are nurtured in the crystal clear waters flowing from Te Waikoropupu Springs at their hatchery in Takaka. With an average of 14,000 litres of fresh water bubbling to the surface of the springs every second, the waters of this region have been verified as some of the clearest in the world, an ideal beginning to the life cycle for Ora King salmon. Within their first year, the smolt are transported in specially designed tankers to the Marlborough Sounds, to mature in fast flowing sea waters, thus emulating the lifecycle of the wild King salmon. The result is one of the highest quality farmed salmon in the world.

New Zealand Farmed King Salmon

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