

# DO YOU KNOW THE SECRET OF ICELANDIC BACALAO?



PRUÉBALO Y COMPÁRTELO

BACALAO DE  
**ISLANDIA**



## **“LIFE ITSELF IS SALTED FISH”**

For generations, the people of fishing villages in Iceland have worked together to create the delicacy that is Icelandic salted cod. It is known for its purity, quality and world-class taste that you can share with your family and friends.

To this day, we use tried and tested methods to produce our bacalao, known for the purity and quality that you can taste and share with your family.

## **ENJOY ICELANDIC BACALAO**

The hallmark of quality of Icelandic bacalao is that it has been chosen to be a part of tradition and social gatherings for generations. We have great respect for tradition and are very proud of being able to offer quality salted cod and of sharing this tradition with our consumers.



## THE VILLAGE

Closeness to the sea and many centuries of traditions is what has made the Icelandic village a place where the wisdom of fishing has been preserved in the collective memory of the villagers. Processing methods have been passed down and improved through the ages as generation after generation has participated in producing quality salted cod for people in South Europe and other distant markets. The ambition always remains the the same – to bring people the best possible product, namely the fish caught in the clean waters surrounding the island, and produced with both care and respect for nature and consumers alike.

It takes a village to produce quality salted cod.

# TASTE AND SHARE THE SECRET OF ICELANDIC BACALAO

## ABOUT

Icelandic companies producing and selling salted fish products have joined together in a market initiative that promotes the quality of products produced from fresh fish that is sustainably sourced from Icelandic waters. The Icelandic Salted Fish Association (ISF) and Promote Iceland (Islandsstofa), with the support of the Government of Iceland, initiated the project "Taste and Share the secret of Icelandic bacalao".

## PARTICIPATING IN THE INITIATIVE ARE:

Audbjorg, Dino, Eimskip, FISK Seafood, Fiskkaup, Finefish, Golden Seafood Company, Hafnarnes VER, Hradfrystihusid-Gunnvor, Iceland Seafood International, Icelandic Group, J. Benediktsson, Jakob Valgeir, KG Fiskverkun, Nesfiskur, Oddi, Saltkaup, Samhentir, Samskip, Skinney-Thinganes, Saeport, Thorfish, Thorsberg, Valafell, VSV, Visir.

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