

Smoked Fish

Our Smoked Fish

Foods have been preserved using smoke since before recorded history. Native American Indian coastal tribes used smoke and salt to preserve food for the winter months. They used a "hard" smoke which results in a product that has a texture more like jerky. The first European settlers arriving in North America introduced their sophisticated mild style of smoking. This process retained much of the moisture and oils of the fish, resulting in a far more flavorful product. Using woods like oak and various fruitwoods, the Irish, Scottish and Scandinavian styles figured prominently, and their influence is still evident today. Smoked fish is either "hot smoked", meaning cured, smoked and fully cooked, or "cold smoked" (like Nova Lox) which is cured and smoked without cooking it.

The Fish Market smokes all of its fish at its wholesale facility in South San Francisco. Smoked in the true traditional European mild style it has become a signature item at The Fish Market. The uniqueness of the five different species in our smoked fish sampler has introduced some of our guests to smoked fish for the first time. Featured on the sampler are wild King Salmon, Albacore Tuna, Rainbow Trout and Swordfish all of which are hot -smoked. The fifth species is the cold-smoked Shetland Isle Salmon (Nova Lox). Using only the finest quality finfish and flavoring them with a blend of Hickory and Sugar Maple wood smoke has created its much-favored status. So Bon Appetite, as you savor the flavor of our signature European styled smoked fish.

Seafood Handling Tips

Storage

Store fresh seafood and smoked fish in the coldest part of your refrigerator (ex: the salad keeper). Refrigerated, smoked fish should keep for 3-5 days following purchase.

Keep your raw and cooked seafood separate to prevent cross contamination. After handling any raw seafood always wash your hands, utensils and cutting boards with hot soapy water.

Frozen or previously frozen Seafood

Thaw frozen seafood in the refrigerator. Never thaw seafood on a counter top at room temperature. Allow one day to defrost frozen seafood in the refrigerator.

Remember to treat seafood like ice cream—keep it COLD!

Retail Market Tips

Any member of our retail market staff would be more than happy to go over any preparation or handling questions you may have.

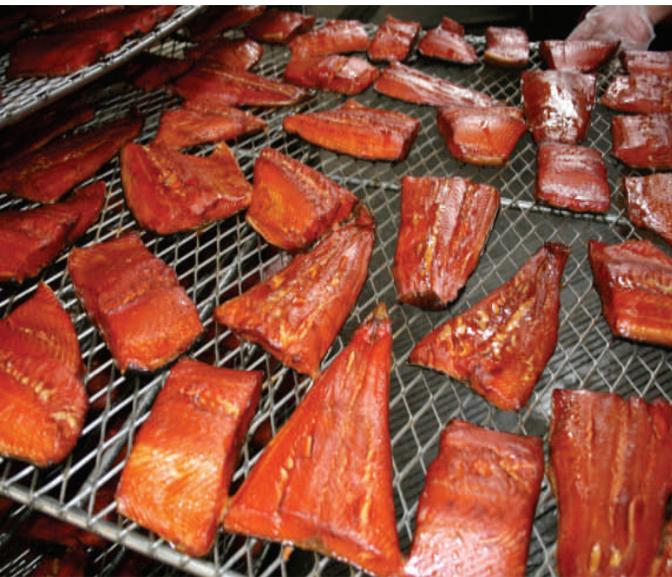
Our Smoked Fish makes the perfect appetizer for any occasion. Don't forget to pick up some of our sourdough bread and our famous tartar sauce to finish off the meal.

Serving Tips

Try serving our smoked fish as an appetizer, with an assortment of your favorite crackers, capers, thinly sliced red onions and Brie cheese. Arrange on a platter and garnish with grapes or sliced pears. Your family and guests will love it.



Palo Alto * Santa Clara * Del Mar
San Mateo * Phoenix * San Diego
San Jose * Mission Valley * Irvine



Some of our famous smoked salmon exiting the smoke-house at our own Farallon Fisheries in South San Francisco. Each month Farallon smokes over 2,000 pounds of fish for our guests at The Fish Market.

Nova Lox

Nova Lox has its roots in our country with early European immigrants. It was originally called "Lachs Fumar", the German name for cold smoked salmon. Served on Pumpnickel (black bread), it was one of their favorite snacks.

The discovery of vast supplies of Atlantic Salmon in Nova Scotia popularized cold smoking in America. Hence the name Nova (Scotia) Lox (Lachs) was given.

With its mild flavor and smooth, delicate texture, Lox is highly versatile, perfect for uses in hors d'oeuvres, omelets and creamy pasta dishes.

IN 1976, OUR FOUNDERS SET OUT TO OPEN A RESTAURANT THAT WOULD SERVE THE FRESHEST, HIGHEST QUALITY SEAFOOD AVAILABLE AT AN HONEST PRICE. WITH THAT THOUGHT IN MIND, WE OPENED OUR FIRST RESTAURANT IN PALO ALTO. SINCE THEN, OUR FLEET HAS GROWN TO INCLUDE NINE RESTAURANTS IN CALIFORNIA AND ARIZONA. OUR LOCATIONS ARE IN PALO ALTO, SANTA CLARA, DEL MAR, SAN MATEO, PHOENIX, SAN DIEGO, SAN JOSE, MISSION VALLEY AND IRVINE.

THE FISH MARKET'S COMMITMENT TO PROVIDING OUR GUESTS WITH THE WIDEST SELECTION OF FISH IS UNRIVALED. OUR MENUS ARE UPDATED DAILY TO REFLECT CHANGES IN SEASONS, AVAILABILITY AND FISHING LUCK. OUR ENTIRE STAFF IS COMMITTED TO PROVIDING YOU, OUR GUEST, WITH THE UTMOST IN COURTEOUS, ATTENTIVE SERVICE AND SUPERIOR SEAFOOD KNOWLEDGE.

YOUR FISH MARKET EXPERIENCE IS OUR NUMBER ONE PRIORITY. YOU ARE THE MOST IMPORTANT PERSON IN OUR RESTAURANTS. THANKS TO YOU, WE'VE GROWN FRESHER THAN EVER!

THE FISH MARKET

- Palo Alto 3150 el camino real (650) 493 8862
- Santa Clara 3775 el camino real (408) 246 3474
- Del Mar 640 via de la valle (858) 755 2277
- San Mateo 1855 south norfolk st (650) 349 3474
- Phoenix 1720 east camelback road (602) 277 3474
- San Diego 750 north harbor drive (619) 232 3474
- San Jose 1007 blossom hill road (408) 269 3474
- Mission Valley 1401 fenton pkwy ste 104 (619) 280 2277
- Irvine 85 fortune dr ste 329 (949) 727 3474