



SANTA MONICA SEAFOOD™

A PASSION FOR SEAFOOD

PREMIUM ICELANDIC COD

SKIN OFF LOIN | 24-40OZ

COD1000

WILD CAUGHT FROM ICELAND



Niceland Seafood is the first turn-key provider of fresh Icelandic Fish to offer full traceability from “sea-to-pan.”

Transparency in the fishing and seafood industries is all too often a murky business. Unfortunately, you do not always get what you pay for. “Sea-to-pan” traceability is Niceland Seafood’s response to this dilemma. Every Niceland Seafood package arrives with a unique QR (Quick Response) code that once scanned, visualizes the individual journey of all of our products from the fishing grounds (or fish farm) to the store. Their flexible TracabiliT™ system allows retailers to easily purchase and track their orders in real-time, all conveniently from their smartphone.

They want to combine premium seafood with a high-end customer experience. Niceland Seafood was established on the same values that built Iceland: sustainability and innovation. Top quality content reinforces the links between product, community, and the consumer at every step along the way.

Furthermore, Niceland Seafood constitutes a complete overhaul of the technologies underpinning seafood brokerage and traceability processes. It took them a lot of work, but they have created a simpler, faster, transparent, and more reliable chain that stretches from “sea-to-pan.”

Cod (*Gadus morhua*) is the fish that built Iceland. Cod from Iceland’s cold waters tend to be large and eat a varied diet of shellfish, crustaceans, and small fish that gives them their unique flavor.

Icelandic Cod has large white firm flakes that are sweet and mild - some even say it’s sweeter than Pacific Cod.

This fish adapts well to all types of flavors and cooking techniques - pan seared, baked, broiled, fried or steamed.

- Wild caught via net trawl, hook and line
- Marine Stewardship Council (MSC) certified
- Iceland Responsible Fisheries (IRF) certified
- Packed in a 12 pound box
- Avg. 24-40oz per loin
- Boneless loins
- 100% yield
- 100% traceable via QR code
- High profile portions
- Ease of cutting
- Longer shelf life
- Less gaping
- Better taste and texture

