



Groundfish from Iceland

From Responsibly Managed Fisheries



Aquanor Groundfish from Iceland are sustainably harvested in the pure, cold Arctic waters of the North Atlantic Ocean. Through partnerships with local fresh seafood producers, Aquanor buys daily on the Icelandic auction guaranteeing a steady supply of the highest quality fresh seafood from one of the most responsibly managed fishing grounds in the world. Shipped fresh from Iceland year-round, superior quality Aquanor Fresh Groundfish from Iceland are *Simply the Finest* fish on the market!



Sustainably Harvested Aquanor Groundfish from Iceland

Cod • Haddock • Wolffish • Sole • Plaice • Flounder • Redfish • Pollock

Aquanor Fresh Groundfish are long-line caught in the natural, unspoiled waters of Iceland's 200-mile fishing zone. Carefully managed under the nation's strict responsible fisheries regulations, these waters are most notably the richest and cleanest fishing grounds in the world producing healthy and sustainable levels of fish stock to meet the growing demand for superior quality seafood.

Aquanor's expert groundfish producers source only the highest quality groundfish from reputable dayboats to pack under the Aquanor brand. Processed in Iceland, Aquanor Fresh Icelandic Groundfish are shipped to Boston within 24 hours of landing on the docks to ensure superior quality and freshness. Available year-round, Aquanor Fresh Groundfish from Iceland are *Simply the Finest!*



- **Sustainably harvested from Iceland's richest and cleanest fishing grounds**
- **Long-line caught from reputable dayboats**
- **Purchased daily on the Icelandic auction**
- **Packed under HACCP regulations with strict quality control guidelines by expert producers**
- **Shipped fresh within 24 hours of landing on the docks**
- **Available year-round**



Iceland Responsible Fisheries Logo:

Found on every Aquanor Icelandic Groundfish box, the Iceland Responsible Fisheries logo signifies product origin in Iceland from responsibly managed fisheries as defined by the UN Food and Agricultural Organization's (FAO) guidelines. It represents Aquanor's commitment to responsible fisheries practices for the benefit of future generations.