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### **Alaskan Leader launches frozen sablefish portions with a custom miso marinade**

SEATTLE — Alaskan Leader Seafoods is expanding its popular Miso Sablefish foodservice product line into club and retail stores.

Paired with world-famous Hikari Miso, the packaged, portioned and marinated Alaska blackcod hits a trifecta of food trends: restaurant-quality at home, wild Alaska seafood, and an infusion of miso. Sablefish (aka, blackcod) is also known as Alaska’s omega-3 powerhouse, with the highest levels of DHA and EPA omega-3 fatty acids among the region’s popular commercial species.

Hikari is Japan’s leading miso company, marking its founding in 1936. Their miso is certified organic and non-GMO.

The popular combination of Japanese miso with buttery sablefish is a staple white-tablecloth offering on the U.S. West Coast that has been working its way east to fine-dining establishments across the country.

“Add this Hikari Miso marinade to our Wild Alaska Sablefish,” said Keith Singleton, president of Value-Added Division for Alaskan Leader Seafoods, “and you end up with a five-star restaurant meal served right in your own home.”

As a recipe-driven company with deep roots in Alaska’s commercial fisheries, the Alaskan Leader team is always looking for opportunities to grow market segments that also keep the commercial fleet fishing. An increase in Alaska’s annual sablefish quota presented an opportunity to keep more of the region’s wild sablefish in the domestic market.

“Traditionally, this fish is sold overseas,” Singleton notes. “We thought this might be an opportune time to expand the domestic market. But in order to have an award-winning

consumer product, we would need a flavorful sauce — something special, a newsworthy product.”

The Alaskan Leader team traveled to Japan, deep in the farming countryside to Hikari’s 4th-generation factory alongside a snowy river at the foot of the Japanese Alps of Nagano, site of the 1998 Winter Olympics (and again in 2026).

“The people, the farm and serene views were magical,” Singleton said. “I knew that we had come to the right place.”

The Hikari Miso family relies on generations of wisdom and culture to devise the perfect flavor, texture and consistency for the miso marinade.

“We could not be more excited to bring the irresistible combination of Hikari Miso and our Wild Alaska Sablefish to family dinner tables across the country,” said Scott Sandvig, VP of Sales at Alaskan Leader.

Retailers are excited, too.

“Winning Alaska’s Symphony of Seafoods People’s Choice Award for our Miso Sablefish really set our sail,” Sandvig added. “The orders are stacking up. We are just getting the product launched, and the customer feedback has been incredible!”

### **About Alaskan Leader Seafoods**

Alaskan Leader Seafoods, based in Edmonds, Wash., is one of the largest and most productive domestic longline fishing and seafood businesses. The company is vertically integrated and has achieved sustained and sustainable growth through the construction of new fishing vessels, acquisition of Alaskan fishing rights, and development of both commodity and value-added products.

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