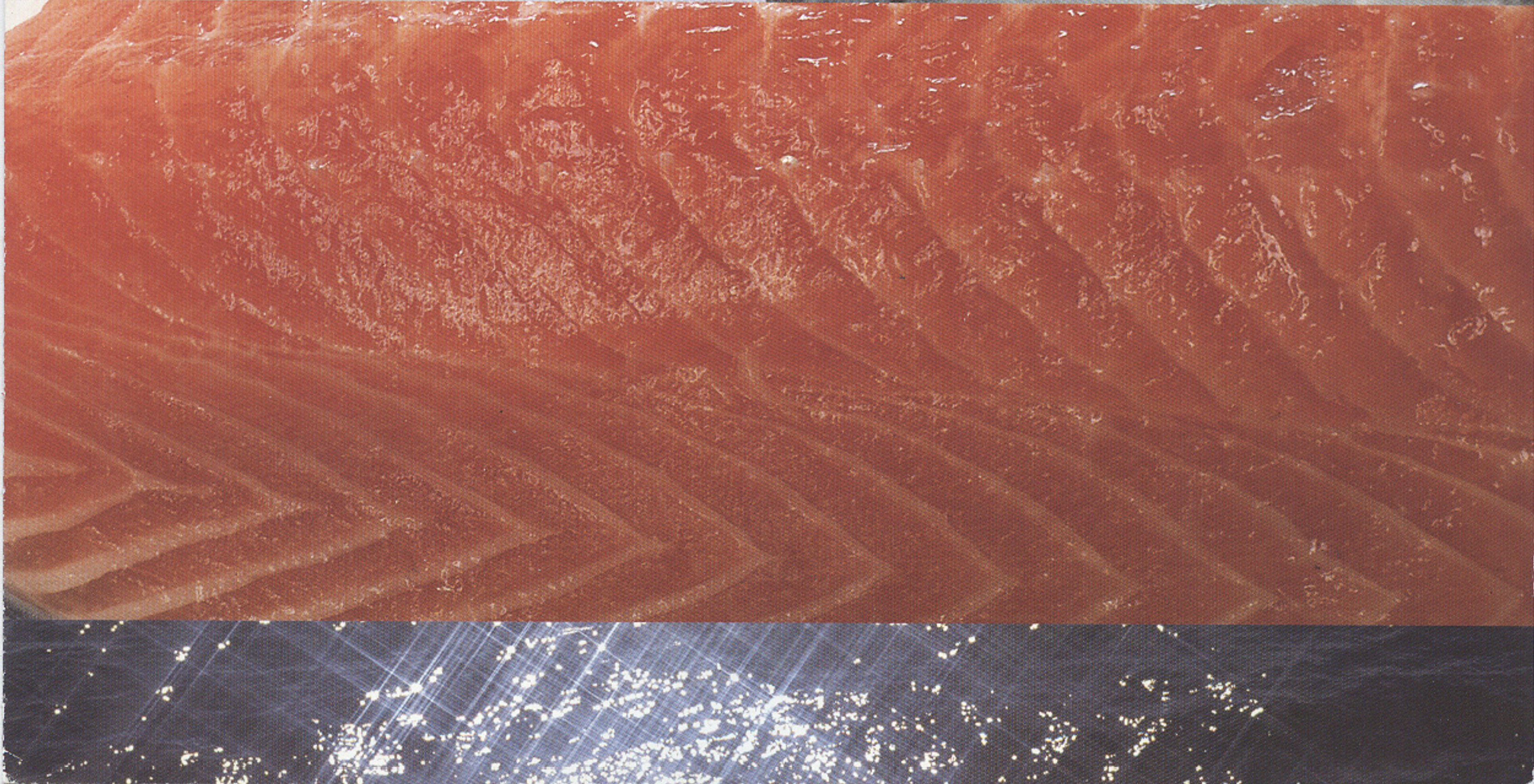
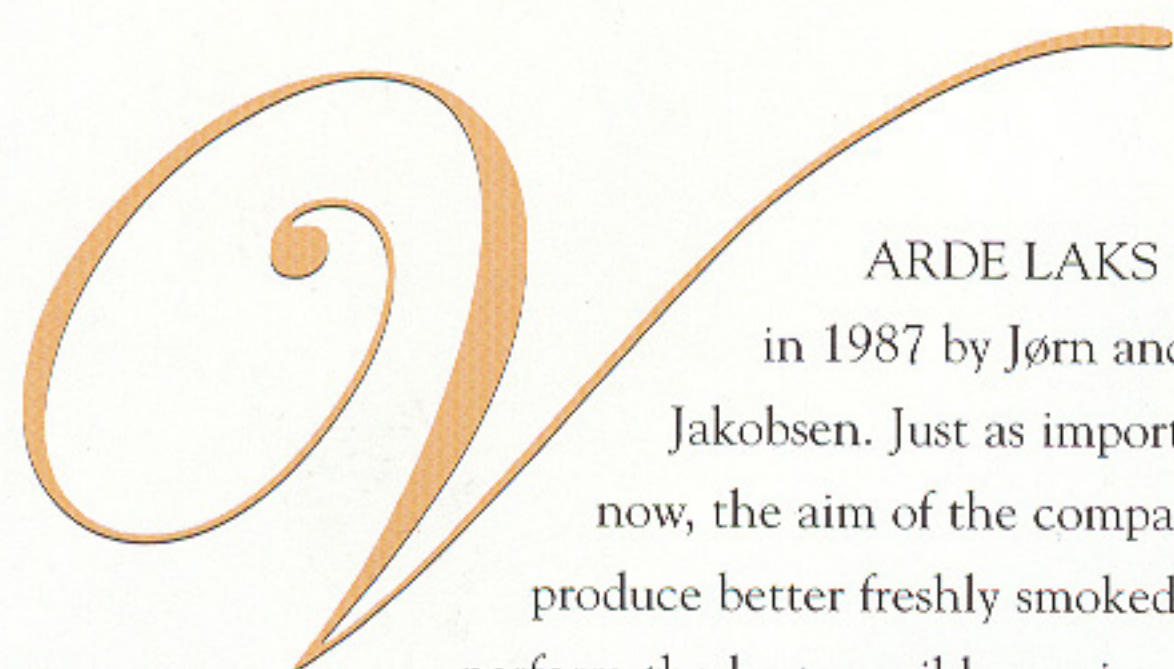
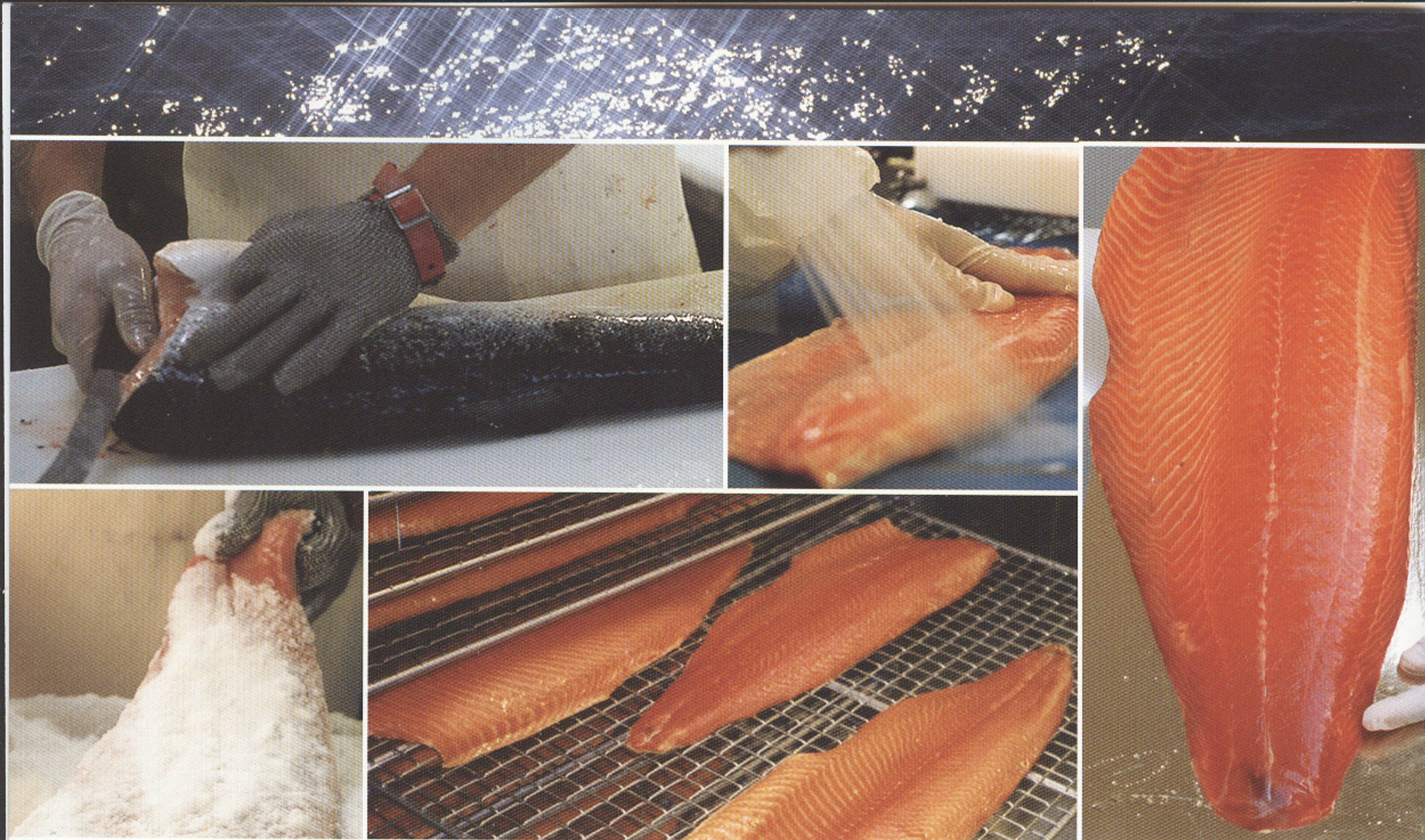


# Varde Laks

*R*especting the Raw Material







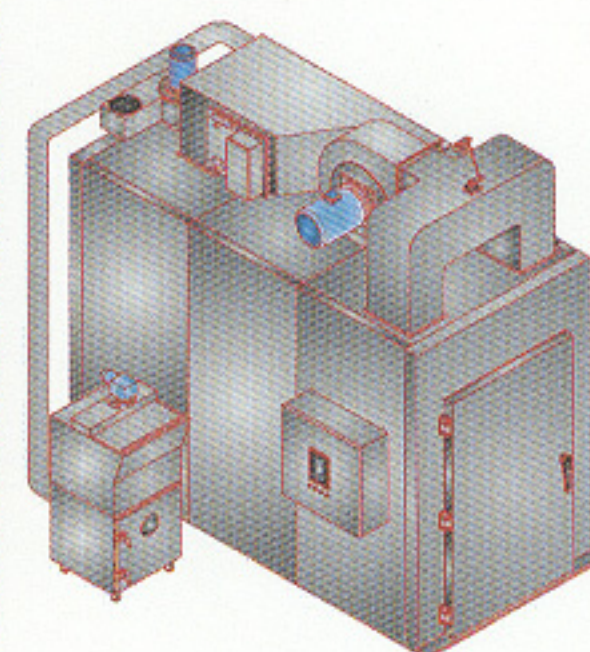
VARDE LAKS was established in 1987 by Jørn and Lisbeth Jakobsen. Just as important then as now, the aim of the company was to produce better freshly smoked salmon and to perform the best possible service.

We regard ourselves as a quality company. Small and fine – and this is how we would like to remain, even though we have expanded seven times since 1987. The most recent expansions in 2002 and 2003 resulted in a 50 per cent increase in capacity, enabling us to serve new customers. The secret behind a high-quality product is primarily fresh raw materials sourced from selected, quality-controlled fish farms. We make it a requirement that the fish we use are processed no more than five days from harvesting. This means that we receive fresh raw materials on a daily basis. Like our customers, we are extremely demanding when we purchase raw materials, and if their superior quality is at all questionable, we are obliged to return the products to the respective suppliers. Fortunately, it is possible to find excellent suppliers in Norway as well as in Scotland and Ireland.

Our HACCP programme was introduced as long ago as 1993 and, as one of the first smokeries in Denmark, was approved in 1998, when VARDE LAKS obtained comprehensive HACCP certification.

VARDE LAKS produces party packs from 50 to 500 grams and pre-sliced and whole sides from 600 grams to 3.0 kilograms. One of our specialities is producing extremely large sides of salmon. Others include marinated salmon, gravadlax and smoked Greenland halibut as well as salmon filets weighing 225 and 450 grams, both as marinated and smoked.

VARDE LAKS describes its production as SLOW FOOD as we only wish to produce the very best. This approach is highly valued by a wide range of customers from throughout Europe.



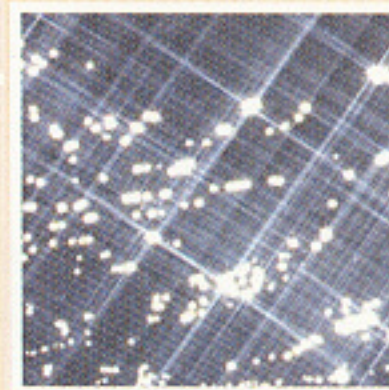
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# From Raw Material to Perfection



The keyword for us is HANDWORK. The fish are cut by hand, and the raw materials must be carefully handled to achieve an end product that will satisfy the requirements of the discerning customer. We allow TIME to do our work. Our salmon are not produced in just a couple of hours, but rather in three days.



On the first day the fish are cut and salted. We salt by hand to achieve a better flavour, a firmer texture and longer shelf-life.

On the second day, after maturing for 12 hours, the fish are smoked. Smoking takes place in a modern Smoke King oven to achieve a UNIFORM QUALITY.



On the third day the products are fresh-sliced and packed according to customer wishes. This procedure ensures that customers always receive the same high-quality product.

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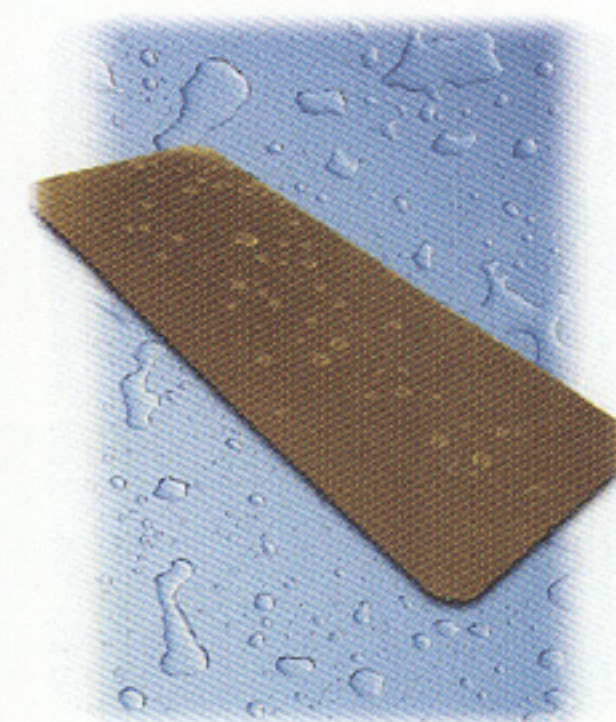
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