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## **Loch Duart invests downstream**

Loch Duart, known for its fresh salmon worldwide, is going downstream with a delicious new range of high quality smoked products. Loch Duart Ltd has been farming since 1999 and has given long and careful consideration into smoking their salmon. Finally, the company knows that they have the artisan smoking methods in place to enhance the taste of their fish.

The Oak Roasted Flaky Salmon is made in small batches and roasted in kilns designed specifically for this process. A distinctive cold smoked Loch Duart salmon has been devised by Michael Levisur, who joins the company with years of experience as an artisan smoker. Smoking and roasting is all done at Loch Duart's smokehouse in South Uist adjacent to their sea farms. The range will include:

Oak Roasted Flaky Smoked Salmon – smoked and roasted over oak for a distinctive flaky texture

Oak Smoked Salmon - the sweetness of the oak smoke complements the delicate, natural flavour of Loch Duart salmon.

Hot Smoked Salmon with Honey & Thyme – cooked and smoked with honey and thyme for depth of flavour

All the products are made exclusively from Loch Duart salmon which, since the company commenced operations in 1999, has won worldwide acclaim for quality and taste.

Loch Duart will be launching the new range at the European Seafood Exposition in Brussels from 3<sup>rd</sup> – 5<sup>th</sup> May and the new Hot Smoked Salmon with Honey & Thyme has been selected as a finalist in the Seafood Prix d'Elite New Products Competition at the show. In addition, all three products are, together, contenders for the 'Best Range' award.

Nick Joy, Managing Director of Loch Duart Ltd, says "Our move to the Hebrides has shown the strength that Scotland has in its outlying areas. The rearing of salmon is natural to people who have farmed in this environment for centuries. The artisanal production of high quality products from tweed to whisky show the delicate skills required to make the highest quality of product and so it is with food. Loch Duart is proud to invest in maintaining that heritage and is proud that such high quality foods have been added to our range."

He added;" When we bought the Flaky salmon smokehouse, little did we know that we would be able to grow the range through the good fortune of finding a magician like Michael Levisur to create wonderful products that

add to the world's range of smoked salmons. Michael and Debbie have joined an already highly skilled artisanal team to produce the full range."

Lesley Robertson, General Sales Manager for the Smokehouse, says "Our customers love the taste of Flaky Smoked Salmon and I have been under intense pressure to supply other differentiated and unique products. The Oak smoked is wonderful and Michael's organic brand has won many awards and we believe that this will too. The Honey and Thyme Hot Smoke is already a finalist in the Prix d'Elite and we haven't sold any packs yet!"

**For further information:**

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[www.lochduart.com](http://www.lochduart.com)

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**Notes for Editors**

- Loch Duart Ltd is an independent Scottish-owned salmon farm based in Sutherland and the Hebrides, producing 5,600 tonnes per year and employing 85 people in total. The salmon are sold to leading restaurants and quality retailers worldwide. For further information, go to [www.lochduart.com](http://www.lochduart.com).
- Loch Duart is accredited under the ISO 14001 Environmental Management System. It is awarded to organisations that demonstrate effective environmental management, compliance with legislation and total commitment to continuous improvement.
- Loch Duart was the first salmon farm approved under the Freedom Food scheme. Freedom Food is the RSPCA's farm assurance scheme and is a non-profit making charity. The aim of the scheme is simple – to improve the lives of as many farm animals as possible.
- In 2005, Loch Duart won the first-ever Gold Award for Best Food in the "Taste of Britain Awards" run by The Daily Telegraph and Sainsbury's.
- Loch Duart won one of Britain's most coveted commercial awards in 2008 - The Queen's Award for Enterprise in International Trade.

- Loch Duart is a Founder Member of Oceans 25, an initiative of The Marine Conservation Society (MCS). MCS is the UK charity dedicated to caring for our seas, shores and wildlife. MCS campaigns for clean seas and beaches, sustainable fisheries and protection for all marine life. ([www.mcsuk.org](http://www.mcsuk.org))
- Loch Duart Flaky Smoked Salmon won Product of the Year in 2009 at the Scotland Food & Drink Awards and was dubbed 'an iconic Scottish product' by the judges.



High resolution image available – contact Lesley Robertson.