



Press Release 2nd September 2008

LOCH DUART Ltd BUYS SALAR SMOKEHOUSE, SOUTH UIST.

Loch Duart Ltd, is delighted to announce the acquisition of Salar Smokehouse in South Uist, Hebrides. Loch Duart is adding to its already successful salmon farming operations in both Sutherland and the Hebrides.

“A number of our directors have been addicts of Salar Flaky Smoked Salmon for some time, so when the opportunity came to acquire the company we were already very interested. Flaky Smoked Salmon is an utterly delicious food and compliments the flavour of our Loch Duart salmon.” added Nick Joy, Loch Duart’s Managing Director. “We have been supplying our salmon to Salar Smokehouse for this product for some time, so this is an extension of a relationship which is already strong. To top it off, the Smokehouse is conveniently situated on the quayside next to our Loch Carnan sea site.”

Loch Duart Ltd farms salmon in the north-west corner of Scotland, with a clear vision of how salmon farms should be run – using the best welfare and environmental methods to produce salmon which taste outstandingly good. Nine years since starting, the demand for its salmon has spread from Europe to the USA, South Africa and Singapore. The combination of sustainable farming, optimum welfare practices and an excellent taste has opened niche markets domestically and also internationally. Loch Duart’s salmon is served by name on the menus of many leading chefs including Gordon Ramsay and Rick Stein and is found on menus all over the world. This year Loch Duart won one of Britain’s most coveted commercial awards, winning a Queen’s Award for Enterprise in International Trade.

Jane and Eric Twelves created the hugely successful Salar Flaky Smoked Salmon in 1997 to their own recipe. The recipe creates a product which has won so many awards that they can only be listed in the appendix. The unique nature of this product and its delicious taste makes it ideal for salads and for sandwiches as well as serving in portions as a main course. The recipe evolved from Jane Twelves’ kitchen and Eric designed a kiln which a friend built. This unique process and recipe has been protected ever since. Andy Bing, Sales Director of Loch Duart said “Comparisons with other smoked salmons are meaningless, Salar Flaky Smoked Salmon is an unique food, which has to be tasted to be believed!”

Jane and Eric Twelves will be retiring but their influence will always stay with the company as the originators of this concept and product. Jane Twelves said “We will miss the every day buzz of getting in good orders and receiving nice, complimentary feedback from our customers, but we are happy that we are leaving the Smokehouse in good hands and that we can rely on Loch Duart to develop the company and take it to new heights.” Loch Duart intend to carry on this business with same zeal and determination that Jane and Eric have shown for these many years.

Editorial Notes

- Loch Duart Ltd is an independent Scottish salmon farm based in Sutherland and the Hebrides. In 2009 it will produce c.6,000 tonnes per year, it employs 70 people. The salmon are sold mainly to the UK and Europe, to leading restaurants and quality retailers. For further information, go to the Loch Duart website at www.lochduart.com.
- Loch Duart Ltd won the first ever Gold Award for Best Food in the “Taste of Britain Awards 2005” run by The Daily Telegraph and J Sainsbury.
- In 2005 Loch Duart was awarded the national winner of ‘Vision in Business for the Environment’ (VIBES) award. This Scotland-wide award “is presented to companies demonstrating exceptional environmental performance”.
- Loch Duart salmon is served by name in top London restaurants such as Fortnum & Mason Restaurants, Gordon Ramsay’s Claridge’s and Maze restaurants, Feng Sushi, Moshi Moshi and in leading independent fishmongers in France.
- Loch Duart has just been featured in “Jimmy Doherty’s farming Heroes” in the current series.

Salar’s brand.

Salar have won the following awards in the last ten years:

Awards

Salar Smokehouse is one of Rick Stein’s Food Heroes

2008	Gold Award for Smoked Salmon
2008	Taste of the Hebrides Award
2007	Glenfiddich™ Spirit of Scotland Award for Food
2007	Gold Award for Smoked Salmon
2006	Waitrose Small Producers Award-finalist
2005	Bronze Award for Hot-Smoked Salmon
2004	Food Manufacturing Excellence Award
2004	Silver Award for Hot-Smoked Salmon
2003	Best Scottish Speciality Food Award
2003	Scottish Food & Drink Excellence Award
2003	Gold Award for Smoked Salmon
2003	Silver Award for Smoked Seafood
2002	Silver Award for Hot Smoked Salmon
2002	Best Value Smoked Salmon Award
2000	Best Fish Award
2000	Food as Giftware Award
2000	Silver Award for Smoked Salmon
1999	Food from Scotland Excellence Award
1998	Gold Award for Smoked Salmon
1998	Award of Catering Excellence

Prestigious Accolades for Flaky Smoked Salmon

- Served at the Gala Dinner at the Opening of the Scottish Parliament
- Served at the Gourmet Britain Banquet in Shanghai hosted by the Prime Minister
- Served for Her Majesty the Queen on a number of prestigious occasions
- Rick Stein names Salar Smokehouse as one of his 'Food Heroes' and serves Flaky Smoked Salmon in his cafe in Padstow.
- Nick Nairn lists Salar Smokehouse as one of his favourite suppliers. He writes "Flaky Smoked Salmon is the ultimate. It's superbly moist with a delicate smoky flavour. It's the only one I use for my 'Hot-smoked Salmon with Avocado Salsa' (one of Nick's signature dishes).
- Claire Macdonald praises Flaky Smoked Salmon ("utterly delicious") and regularly serves it at her hotel in Skye, Kinloch Lodge.

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