

# Sashimigrade.com



# Artisan Style Fish

- ◎ Sashimigrade.com is an artisan seafood supplier.
- ◎ Artisan style fish refers to the individual process each fish goes through to become sashimi grade, much in the same way artisan breads are crafted instead of mass produced.



# It begins on the water

- ◎ Beginning with a deep respect for ancient fishing traditions, our fishermen undergo rigorous training in IKE JIME and other techniques.
- ◎ The process is adapted for each species.
- ◎ It has a dramatic effect for some species - presenting an entirely new flavor and texture profile.



# The ultimate sashimi grade fish

- ◎ We even control the type of water used to clean the fish. No chemicals, CO, tasteless smoke, or other preservatives are allowed near our fish.
- ◎ Our fish are pole-and-line or troll caught, a sustainable method. It is primarily for quality reasons, and it effectively eliminates by-catch.



# Examples of the catch



Katsuo – Bonito



Kanpachi - Amberjack



# To the Table

- ◎ Once the fish is caught and properly processed, it is at its highest possible quality.
- ◎ Our goal is to “stop time” until the fish reaches the customer.





# Stopping Time with Cryogenic Preservation

- ◎ We “super freeze” the fish to  $-76^{\circ}\text{F}$  to stop all processes that lead to quality and texture issues.
- ◎ Decades ago, the Japanese adapted super freezing technology to long range tuna boats. This led to the majority of tuna seen in today's sushi restaurants coming to the dock super frozen.



# What is Super Freezing?

- ◎ "Super Frozen", "Ultra-Frozen", and "Ultra-Cold" are terms associated with the freezing and storage of fish at exceptionally low temperatures ( $-76^{\circ}\text{F}$ ,  $-60^{\circ}\text{C}$ ) or lower.
- ◎ Not to be confused with blast freezing, quick freezing, or IQF (Individually Quick Frozen). Super freezing is a form of cryogenic preservation.
- ◎ The primary difference is that the temperatures needed for super freezing cannot be obtained with conventional freezing equipment.
- ◎ Special compressors, refrigerants, and insulation are required.

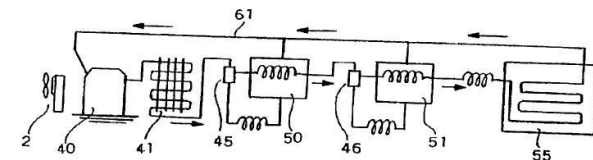





# DAIREI Brings the Cost Down

- ◎ Super freezing and its application are well developed, but the cost was prohibitive for all but the most valuable fish.
- ◎ DAIREI Co., Ltd. (Japan) patented new refrigerants and systems that enable ultra-low temperatures with a single compressor.
- ◎ A single compressor system is nearly half the cost and it halves the power consumption.

Fig. 2



# (-76 ° F) in your Restaurant

- ◎ Sashimigrade.com   
(Naismith Seafood, LLC) is an authorized DAIREI distributor.
- ◎ Rental and Lease programs are available.
- ◎ If you prefer to own outright, we sell freezers.



# Safety

- ◎ Super freezing exceeds all FDA guidelines for parasite destruction in fish that is to be served raw.
- ◎ Bacteria does not grow at  $-76^{\circ}\text{F}$  ( $-60^{\circ}\text{C}$ )
- ◎ Thawing in cold water and prompt removal from the packaging is critical to the safety and freshness of the fish.

# The Supply Chain

1. The fish is traditionally harvested
2. It is super frozen to  $-76^{\circ}\text{F}$
3. Shipped while still super frozen
4. Stored at  $-76^{\circ}\text{F}$  at the restaurant
5. Properly thawed, prepared, and served



# Artisan Style Fish

- ◎ Sashimigrade.com supplies many new species for a dining experience that is unique and beyond the routine.
- ◎ Knowledgeable chefs know that it is not hype. Properly harvesting fish makes a dramatic difference in quality.



# Sashimigrade.com



Naismith Seafood, LLC  
3765 South Alameda, Suite 205  
Corpus Christi, Texas, USA 78411

E-mail: [fish@sashimigrade.com](mailto:fish@sashimigrade.com)  
Phone: +1 (361) 334-5740

