

# SJÓR®

Finest Norwegian Seafood



ASSORTMENT GUIDE



## TRUSTED SUPPLIER OF HIGH QUALITY SEAFOOD

**Sjór** is the trusted supplier of the finest Norwegian seafood. Together with our family-owned salmon farmers, known for excellent fish welfare and innovation, we supply the world with sustainable seafood.

Sjór creates value through a continuous commitment to product development in cooperation with our partners. Our dedicated staff go above and beyond to satisfy the customers' needs.

This is why Sjór is the preferred choice for high quality seafood products.



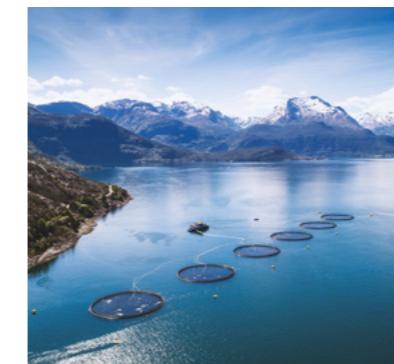


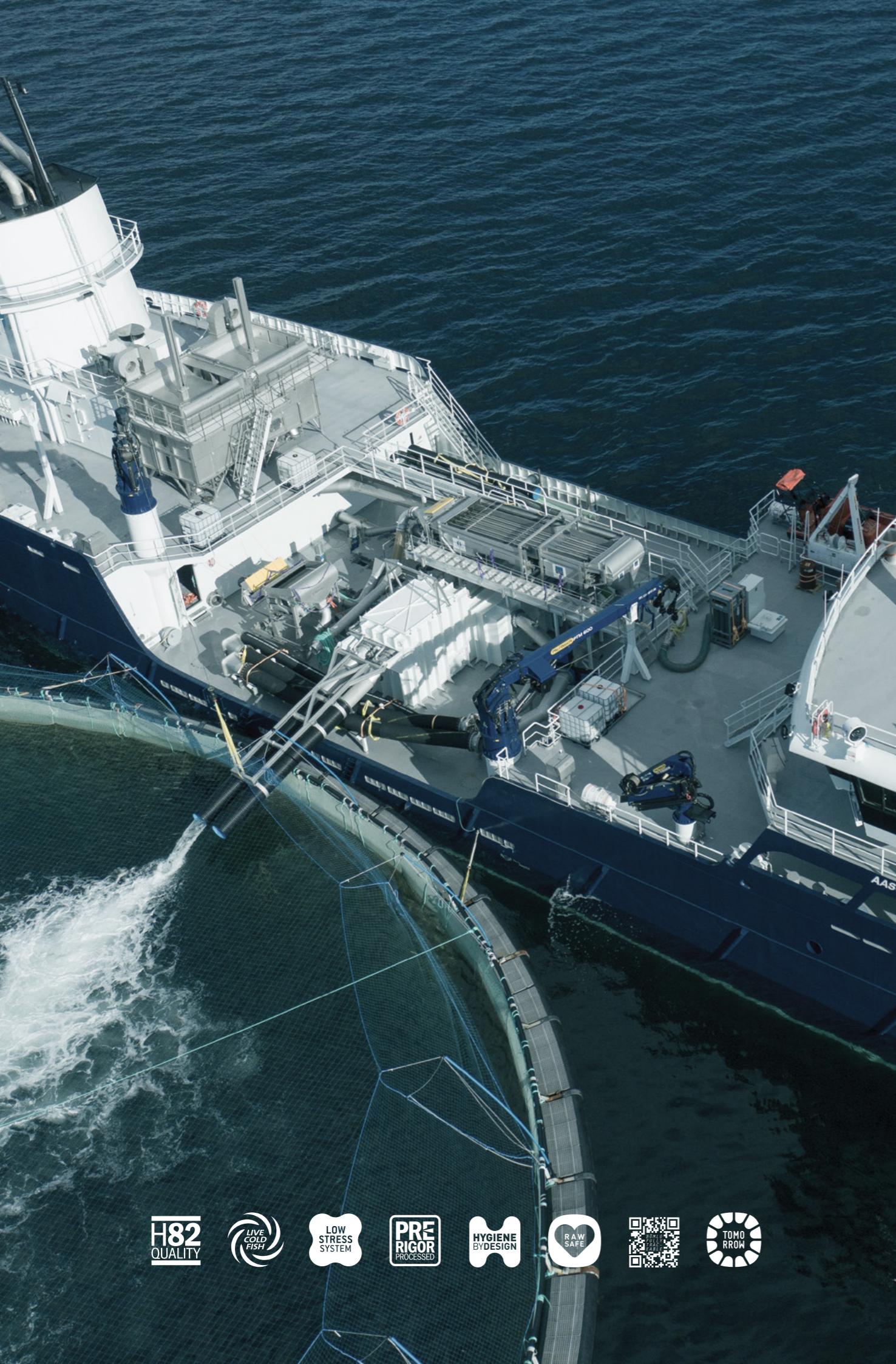
## DEDICATED TO QUALITY AND INNOVATION

Sjor AS is a part of the **Bremnes Seashore Group**, known as one of Norway's leading suppliers of farmed salmon.

Continuous investment in technology and innovation, makes Bremnes Seashore at the forefront of post-smolt production, electrification of salmon farms and high quality salmon due to a distinct focus on fish welfare. Bremnes Seashore is also acknowledged for its premium brand **BÖMLO**.

A dedication to supplying products of premium quality makes it possible to maintain a strong position in a market demanding high quality in both fresh and processed salmon products. We are proud of this position, and we will strive to maintain and develop it into the future.





**H82**  
QUALITY



LOW  
STRESS  
SYSTEM

PRE  
RIGOR  
PROCESSED

HYGIENE  
BY DESIGN



TOMO  
ROW

## LOW STRESS SYSTEM – MAKES OUR QUALITY UNIQUE

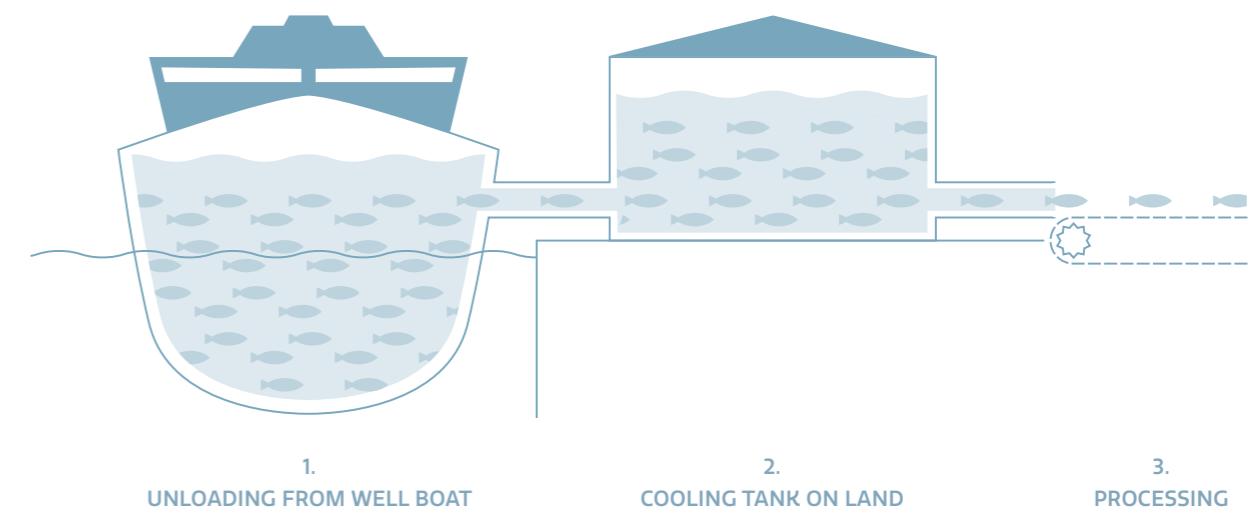
Bremnes Seashore has invented and patented the *LiveColdFish (LCF)* method; a groundbreaking system designed to minimize stress in salmon before harvest. By cooling down the fish, the LCF method reduces lactic acid build-up, helping to maintain superior quality after harvest. This low-stress approach is a key factor in ensuring the premium standard of our products.

At our state-of-the-art packing facility, **H82**, we take pride in delivering world-class salmon with unmatched efficiency. Depending on the product, it takes just two to four hours from the moment the salmon swims in cold water to being fully packed in boxes ready to be shipped to our valued customers.

This speed and precision is made possible by our skilled employees and our modern slaughter and packing facility, which is designed with a strong focus on hygiene—an essential element in achieving top-tier product quality.

A gentle harvest process is crucial for maintaining excellence, and we are dedicated to keeping stress levels in the fish as low as possible. The LCF method plays a vital role in this, ensuring that our salmon retains its outstanding quality from sea to table.

This commitment to innovation and care is why our quality is and has been renowned for many years.



## QUALITY ASSURANCE AND CERTIFICATIONS

Sjór has, in collaboration with our suppliers, strict quality assurance systems in place and chain of custody certifications.

Two of the key pillars of these systems are traceable products and control and monitoring throughout the value chain.

We ensure traceable products, meaning we can follow the history of each individual of salmon from roe to finished product. We do this with the aid of systems which mark, monitor and tie together data from start to finish.



## THE INNOVATIVE PRE-RIGOR CONCEPT – FOR THE FINEST SEAFOOD PRODUCTS

Our commitment to quality starts with gentle handling and the innovative ***Live Cold Fish (LCF)*** method, which utilizes the salmon's natural cold-blooded physiology to gradually lower its temperature before harvesting. This ensures high energy levels, minimal stress, and optimal conditions for ***superfresh*** processing.

Pre-rigor filleting means processing the fish at its absolute freshest, before rigor mortis sets in—typically within 1–3 hours after harvest. This unique approach preserves the fillet's exceptional texture and taste. Because of its freshness, the pin bones cannot be removed immediately, so all pre-rigor fillets are ***pin-bone in (PBI)***.

In 2024, we invested in a state-of-the-art cold storage and processing facility at ***H-82 on Børnlo island***, enhancing our ability to deliver both fresh and frozen pre-rigor fillets of the highest quality.

Our pre-rigor concept guarantees:

- ***Unrivaled product quality***
- ***Superfresh salmon for the market***
- ***Extended shelf life***
- ***Minimal drip loss***
- ***A firm, delicate texture***
- ***A more intense, deeply saturated color***
- ***Less gaping***
- ***Excellent microbiological control***

By combining cutting-edge technology with decades of expertise, we deliver premium salmon fillets that set a new standard for freshness and quality.

## SJÓR SALMON PRE-RIGOR TRIM

### LIGHTLY AND FULLY TRIMMED

#### LIGHTLY TRIMMED (A TRIM)

*Skin on or skin on scaled (sc). PBI.*



#### REMOVED:

- Back bone
- Belly bone
- Collar bone
- Back fins

#### FULLY TRIMMED (D TRIM)

*Skin on or skin on scaled (sc). PBI.*



#### REMOVED:

- Back bone
- Belly bone
- Collar bone
- Back fins
- Belly fins
- Tail piece
- Belly fat

#### FULLY TRIMMED, SKINNED (E TRIM)

*Normal skinned (Ns) 10 cm.*

*Deep skinned (Ds) 2 cm. PBI.*



#### REMOVED:

- Back bone
- Belly bone
- Collar bone
- Back fins
- Belly fin
- Tail piece
- Belly fat

## FRESH SALMON PRE-RIGOR PRODUCTS



Whole, head-on, gutted



Fillets



## FROZEN SALMON PRE-RIGOR PRODUCTS



Fillets, IVP  
(skin on, skin on sc, skin off ns and ds)



Fillets, IVP  
(skin on, skin on sc)



Lightly trimmed, skin on, scaled (A)



Individual vacuum-packed  
salmon fillets (IVP)



Fillets, skinned (ns or ds)



Belly flaps  
(1-3 cm) 12 kg boxes.



Back bones  
20 kg boxes

## FRESH AND FROZEN SALMON POST-RIGOR PRODUCTS

Sjór's **post-rigor production** is at secondary processing plants approved by Sjór's quality team. These processing plants are quality focused and have food safety assurance by being either IFS, BRC or FSSC 22 000 certificated.

Post-rigor products can be tailor-made to customer specifications. Fresh post-rigor products are made from fresh farmed Norwegian Atlantic Salmon after the salmon is out of rigor. This allows us to make products that are **pin bone out (PBO)**.

Post-rigor products are available as fresh or frozen in a variety of packing options. Our salmon is frozen for the first time at a packing plant and quick freezing ensures a core temperature below -18 °C within 24 hours.



## SJÓR SALMON POST-RIGOR TRIM

TRIM A-E

TRIM A



TRIM B



TRIM C



TRIM D



TRIM E



TRIM E, NORMAL SKINNED

TRIM	A	B	C	D	E
Back bone off	x	x	x	x	x
Belly bone off	x	x	x	x	x
Collar bone off		x	x	x	x
Belly fat off	x	x	x	x	x
Back fins off	x	x	x	x	x
Pin bone out		x	x	x	x
Belly flap off			x	x	
Tail piece off			x	x	
Skin on/skin off					NS/DS*

\*Normal skinned/deep skinned

# SJÓR SALMON POST-RIGOR PRODUCTS

# SJÓR SALMON POST-RIGOR PRODUCTS

**SJÓR**  
Finest Norwegian Seafood



Fillets, skin on, skin on sc



Fillets, skin off ns and ds



Vacuum-packed salmon fillets on  
goldboard or similar customized boards



Portions  
(skin on, skin off ns and ds)



Vacuum- packed salmon fillets (skin on, skin on sc, skin off ns and ds)



Vacuum-packed portions (skin on, skin off ns and ds)



# FROZEN SALMON POST-RIGOR PRODUCTS



Fillets (skin on, skin on sc, skin off ns and ds)



Fillets, interleaved  
(skin on, skin on, skin off ns and ds)



Fillets, IVP



Individual vacuum-packed salmon fillets  
(skin on, skin on sc, skin off ns and ds),  
customized boards



Individual vacuum-packed  
salmon fillets on goldboard  
(skin on, skin on sc, skin off ns and ds)



Portions, IVP (skin on, skin off ns and ds)



Vacuum-packed salmon fillets  
(skin on, skin on sc, skin off ns and ds)



Vacuum-packed salmon fillets on  
goldboard or similar customized boards



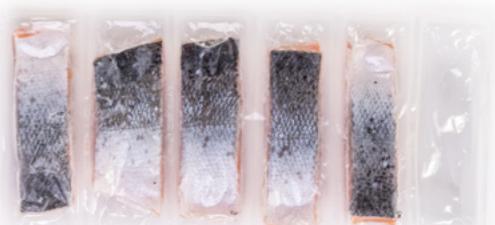
Individual vacuumed packed chain  
(skin off ns and ds)



Whole salmon, head-on/head-off

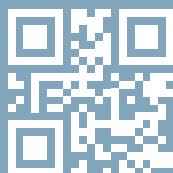


Portions, IVP bulk



Individual vacuum-packed chain  
(skin on, skin on sc)

# SJØR®



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