



Accolades continue for Mt. Cook Alpine Salmon

Hot on the heels of Mt. Cook Alpine Salmon winning the prestigious Transformational Marketing Award at the 2011 TVNZ New Zealand Marketing Awards, Mt. Cook Alpine Salmon has been named as a finalist in the New Zealand Innovation Awards.

Mt. Cook Alpine Salmon is a finalist in the Innovation in Marketing and Communications category, for their work done for Saikou Sushi Grade Salmon in the USA market in particular. Other finalists in the category include Draft FCB – The Journal, eBus Limited – eBus Delivery, TVNZ – TVNZU.

Geoff Matthews, CEO of Mt Cook Alpine Salmon Ltd, says the nomination recognises that Saikou Sushi Grade Salmon brought innovation to a commodity-based industry, creating a completely new market category of Ultra-premium salmon.

“It was a courageous move to implement a brand-led strategy, one that required us to bring innovation to the entire business. Essentially we had to re-engineer the entire company to ensure there was an unbroken chain of care and attention. This included how the fish were farmed, handled during harvesting, transported, and processed. It also required new levels of quality control, packing and delivery to market,” Geoff Matthews says.

Scott Murray, a Japanese trained Sushi Chef and Mt. Cook Alpine Salmon Added-Value Manager, says because Saikou Sushi Grade Salmon is more like wild salmon with natural variations, the company had to be innovative with communicating the unique features of Saikou Salmon.

“There is no denying the unique, subtle taste and texture of Saikou Sushi Grade Salmon, it reminds me of salmon I tasted in Japan in the 80’s, which is no longer available. As the world turned to aquaculture and farmed salmon, the industry as a whole started to operate on a feedlot mentality, which has taken the essence out of what is good about salmon,” Scott Murray says.

“To have top chefs recognise the quality of Saikou Sushi Grade Salmon we had to almost turn back the clock and remind them of what a fish grown in one of the most pristine environment’s in the world, to a natural cycle, would taste and look like,” he says.

Geoff Matthews says for the company to claim it produces the finest salmon in the world, it also required the business to operate to an exacting standard. “Being selected as a finalist in the New Zealand Innovation Awards reflects the hard work and dedication the entire staff and management of Mt. Cook Alpine Salmon have put into our Saikou Salmon.”

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Additional information: For a full list of finalists go to:

http://www.innovators.org.nz/index.php?option=com_content&view=article&id=61&Itemid=37

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