

MATORKA

THE WORLD'S FINEST ARCTIC CHAR

A magical location GRINDAVÍK, ICELAND

There is a magical place on this earth – a stark, wild, and otherworldly place of striking extremes and rugged landscapes – where all of nature comes together to create the perfect conditions for **the world's most extraordinary fish** to thrive.

On a single spectacular peninsula in Iceland, pristine arctic waters work in harmony with the natural filtration of 200,000-year-old lava beds, and geothermal energy provides constant 10-12°C temperatures. It is here, within this **ecosystem of perfect synergy**, that we raise the finest and most sustainable arctic char in the world.



An extraordinary fish ARCTIC CHAR

The northernmost freshwater fish on earth, Arctic char is **delicately flavored, with a rich, flaky texture and exquisite pink to orange color**. It's a delicious and extremely versatile fish, one that holds flavors beautifully and lends itself well to traditionally salmon-focused recipes.

It's **packed with EPA and DHA, the most beneficial Omega-3 EPA fatty acids, and high in protein**. Our Arctic Char is raised in some of the most pristine water in the world. And – by dedicating ourselves solely to raising this extraordinary fish in this single magical location – we are proud to supply the **best tasting, healthiest Arctic Char in Iceland, and the world**.

Trailblazing sustainability LAND-BASED AQUACULTURE

We work within Iceland's natural ecosystem to establish the **most sustainable aquaculture in the world**. Here, in our unique Grindavík location, we found the ideal setting to engineer a trailblazing land-based aquaculture facility, creating what is arguably the lowest impact, most responsible way to raise strong, thriving fish.



Production is fully integrated with the natural ecosystem to be self-sustaining and carbon neutral: We source all our water from precipitation and snowmelt naturally filtered and heated by the volcanic lava beds that make up the landscape. **We hatch our own fish**, never drawing from the ocean or lakes. And we use only **100% clean geothermal electricity** to power our energy-efficient facilities, never taking more than we need.

Our Arctic char are responsibly raised, with wellbeing of the fish and stewardship of the environment top priorities. Our fish are fed a **high-quality, sustainable non-GMO diet**. To ensure a stress-free environment, our production systems are designed to minimize visual and physical human contact, to enable natural schooling behavior, and to provide a strong circular current that ensures healthy movement.



WORLD-CLASS Business & Team

We exist with a singular focus: to raise and deliver the world's freshest, highest quality arctic char to your stores and kitchens. We are a dedicated and hands-on team, we operate with integrity, practicality, and a genuine passion for raising this exceptional fish in Iceland's beautiful and sometimes brutal environment. **We are customer-centric, structured entirely around quality, transparency, responsibility, and reliability.**

We harvest-to-order to ensure our fish arrive as fresh as possible, minimizing the time from when the fish is swimming in our tanks to when being processed, packaged and ready for export. And we can easily scale to meet customer and market needs. We are proud to be **compliant with multiple leading global certifications spanning environmental sustainability, best labour practices, aquaculture best practice, and animal welfare.**

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