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VERSATILE KONA KAMPACHI® TOUTED BY TOP CHEFS

KONA, Hawaii (2008) — Seafood gourmands and top chefs are raving about Kona Kampachi®, a succulent new Hawaiian yellowtail fish making a name for itself outside the Islands. The fish, raised naturally in the pristine deep waters off the Kona coast, has a fat content high enough to make it prized as sashimi and in cooked preparations. As sashimi it exhibits a silky texture associated with the best tropical snappers, a firmness of bite that betters even the sought-after *hamachi*, and a complex flavor with rich notes of butter and hazelnuts. In cooked preparations, the 30 percent fat content translates to moist, meaty fillets that are almost impossible to overcook and stand up well to the zesty fusion sauces of Pacific Rim cuisine.

“The next big fish is Kona Kampachi,” declares chef Alan Wong, whose Honolulu restaurant has been voted one of the ten best in the nation by *Gourmet* magazine. “It’s a good sashimi eating fish and pretty versatile—good news for chefs.”

Bernard Guillas, executive chef of the acclaimed Marine Room in La Jolla Beach, California, seasons Kona Kampachi with fennel pollen and parsley then presents it on a mound of Ecuadorian tabouleh and arugula drizzled over with lemon myrtle oil. He praises the fish for its ability to evoke the “*terroir*” of the exotic Kona coast—a place where deep blue seas meet black lava rock.

“Sweet, rich, delicate, versatile—an up-and-coming superstar,” says Chef Bernard. “Kona Kampachi® stands up to a variety of cooking techniques—sashimi, seared, cured or smoked. And it’s ethically raised in harmony with the environment.”

The rise of Kona Kampachi comes at a time when ecologically conscious chefs and restaurateurs are turning away from threatened species like beluga caviar and Chilean sea bass and sourcing their seafood exclusively from sustainable fisheries. Kona Kampachi fits the bill because it is nurtured from hatchery to harvest, fed sustainable feed, and raised responsibly in its natural deep-ocean habitat. No growth hormones or prophylactic antibiotics are used. This produces one of the purest, healthiest fish on the market while taking pressure off of wild fish populations.

Master chef Roy Yamaguchi—a pioneer of “Hawaiian fusion” cuisine who parlayed the style into 31 restaurants in the continental United States, Hawaii, Guam, and Japan—was attracted to

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Kona Kampachi for the ethics behind it as well as its culinary properties. He began experimenting with the fish in dishes like *pulehu* seared Kona Kampachi with garlic rice and sautéed Hamakua mushrooms in an *inamona* soy fusion. Now he lauds the fish for its amazing range.

“Kona Kampachi has all the versatility of the best that the market has to offer,” says Yamaguchi, who goes to great lengths finding foods that embody the Hawai`i mystique. “The rich flavor and superb texture make it adaptable to almost any style of preparation.”

Kona Kampachi appeals to gourmards on a health level as well, since it provides high levels of heart-healthy omega-3 fatty acids and contains no detectable mercury or other contaminants. And because it is harvested only to fill orders, it is consistently the freshest fish on any menu.

“Kona Blue Water Farms has been able to achieve what many have attempted for years, a quality product produced in a responsible manner,” says Yamaguchi.

ABOUT KONA KAMPACHI®

Kona Kampachi® is a premium, versatile Hawaiian yellowtail endorsed by top chefs nationwide. A healthy fish with high levels of Omega 3's and no detectable amounts of mercury, Kona Kampachi is a top quality sashimi-grade fish with no additives, genetic engineering or hormones. From the leader in eco-friendly aquaculture, Kona Kampachi provides numerous environmental benefits as it is raised by marine biologists at Kona Blue Water Farms in deep open-ocean off the Kona, Hawaii coast with no depletion of wild fish stocks or measurable environmental impact on water quality or coral reefs. Kona Blue, the first sustainable operation in the United States to grow fish in the open ocean from an integrated hatchery, is committed to building an environmentally sustainable future through marine fish hatchery technology, sustainable feeds, and open ocean aquaculture.

Additional Chef Quotes Available for Use:

“I like Kona Kampachi best because it's clean, firm and good for you. It doesn't have any mercury, and it's not an endangered species. It's similar to hamachi, but much leaner and mild enough to appeal to tunaphobes. It's not too fishy and has its own distinct flavor. So distinct, in fact, that I prefer not to cook it at all and serve it sashimi style. It pops in your mouth. For me, the first bite has to be as exciting as the last.”

- Jean-Georges Vongerichten, Chef and Owner, Vong, Jean-Georges, Perry Street, Mercer Kitchen, Spice Market, New York City

“Kona Kampachi is like foie gras without the guilt. I'm so excited to be a part of bringing it to the New York scene.”

- Timothy Reardon, Chef, Barbounia, New York City

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“Kona Kampachi is one of the few fish I like to buy from the U.S. rather than importing from the Tsukiji fish market in Tokyo. They do a good job farming it in Hawaii, maintaining excellent quality control.”

- Masaharu Morimoto, Iron Chef, Chef and Owner, Morimoto's, New York City

“I really like its flavor, its fattiness. It's a beautiful fish.”

- David Cohen, Chef, Scala's Bistro, San Francisco

“A lot of regulars know we have Kona Kampachi and will come in and ask for it or call ahead to make sure we save some for them. I'll offer it as a limited special when a shipment arrives on Thursdays, and will often sell out over the weekend. When you roast it, it becomes very tender. It breaks off and becomes very flaky. If you pan-sear it, it gets really crispy and creamy. I also do a lot with raw Kona Kampachi. It's definitely popular among our appetizers.”

- Dante deMagistris, Executive Chef, dante, Boston

“Kona Kampachi is great for all cooking methods, and it's really super-hyper fresh.”

- Jeff Tunks, Chef and Owner, Acadiana, DC Coast, Ceiba, TenPenh, Washington, D.C.

“The fact that Kona Kampachi is domestic helps puts my customers at ease, as they worry about possible contaminants in fish from overseas.”

- Todd Mitgang, Chef, Crave, New York City

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