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WE ARE ON THE WEB!
WWW.SMOKEHOUSE.IE

Watch what you eat!

About Us

Perched on the water's edge of the wild Atlantic Coast the Connemara Smokehouse is Connemara's longest established smokehouse and a leading manufacturer of high quality seafood, using only traditional methods. We are one of the few remaining smokehouses specialising in wild smoked salmon. We also specialise in Irish smoked tuna and gravadlax.

All salmon products are available in wild, organic or farmed.

All of our products are available to purchase by mail order and online. www.smokehouse.ie

A Special Thanks

It was great to see so many familiar faces coming back this year and catching up on your friends and family.

This is something very important to us. Keeping the quality & personal service to our customers continues to be our priority.

We thank you once again for your continued support and we look forward to talking to you in the coming year and we would like to take this opportunity to wish you all a very

Happy Christmas and a prosperous New Year.

From all of us at the Connemara Smokehouse.

Graham Roberts



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Newsletter Date
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See us at the
BBC GOOD FOOD SHOW
Birmingham
24th - 28th November
&
10th - 12th December
In London

Rick Stein & Graham Roberts



From Top to Bottom: Whole hot Smoked Trout, Side of Wild Smoked Salmon, Gravadlax, Smoked Tuna, Organic Smoked Salmon and Plain and peppered Mackerel

SMOKED MACKEREL – WILD

Mackerel fillets cured and hot smoked in the traditional way. Enjoy with some salad or makes an excellent smoky pate.

PEPPERED SMOKED MACKEREL – WILD

Mackerel fillets seasoned with black peppers, cured and hot smoked in the traditional way to give lovely smoked mackerel with a slightly spicy kick.

SMOKED COD – WILD

Locally caught cod species lightly smoked to our family recipe makes a lovely smoked fish pie or a great addition to chowder, or just enjoy.

KIPPERS – WILD

Smoked hearings, packed in pairs. Deliciously juicy for a great Breakfast.



We use no artificial colours or flavours only natural ingredients

SMOKED SALMON

Our Salmon is cured and smoked in the Slow traditional way to give a lightly salted, gently smoked salmon that melts in your mouth.

ROAST SMOKED SALMON

The salmon is slowly smoked using a hot fire to give a cooked salmon texture with a beautiful smoky taste.

HONEY ROAST SMOKED SALMON

We marinate the salmon in honey before smoking over the fire to give a cooked salmon texture with a gentle smoky flavour coupled with a hint of sweetness.

GRAVADLAX

Salmon marinated with salt, sugar, dill and Irish Whiskey to give a delicate flavour that will keep you coming back for more.

SMOKED TUNA – WILD

Caught in an environmentally friendly way, we lightly cure and smoke the tuna to our own unique recipe. This gives an unrivalled texture and flavour that is an absolute must to try.

HONEY ROAST SMOKED TUNA – WILD

We marinate the tuna in honey before smoking over the fire to give a cooked texture with a gentle smoky flavour and a hint of sweetness. (Nice served warm or cold)

Merry Christmas

connemara smokehouse

IMPORTANT CONNEMARA SMOKEHOUSE INFORMATION

Hello again from the Connemara Smokehouse. It is that time of year when we remind you of our Wild Salmon & other Connemara Smokehouse Seafood Products.

LAST ORDERS

If you forget or do not get a chance to order by the dates given below, please call anyway as we will do our very best to fill your order.

U.S. & Europe Friday 19th November

UK Friday 26th November

Ireland Friday 3rd December

SPECIAL OFFER

Orders over €150 will receive a free Honey Roast Smoked Tuna which has just won an award at the UK Great Taste Awards.

Offers apply to orders received before November 5th 2004 while Stocks last.

WILD SALMON

Interested in getting Wild salmon? Many of our customers now place their orders before the season starts in June. Whilst there is no guarantee of quantities, orders will be treated on a first come first served basis so we strongly advise getting your orders in for Wild Salmon as soon as possible.

IMPORTANT ABOUT FURTHER CONTACT

If you would like to continue receiving information and reminders from us about ordering Wild Salmon in time. Please let us know by post email or fax, also please indicate your preference of communication; by email or post.

***If we do not hear from you we will assume you do not want any further contact from us.**

BBC Good Food Show

We were honoured to be invited to exhibit, in Rick Stein's section for his FOOD HEROES, at the BBC GOOD FOOD SHOW. We received an extremely positive response to our products. Visitors to our stand said "Our Wild Smoked Salmon was the best they had ever tried". People were completely wowed by our Smoked Tuna and we even converted some fish haters into fish lovers!

Having met Rick Stein at the BBC Good Food Show and after a lengthy chat and sampling of our products he took a particular liking to our line caught Irish smoked tuna which we now supply to his restaurant in Padstow.

Graham says "It was wonderful to have the chance to interact with so many people interested in finding good quality food and we are looking forward to exhibiting again this

year. This year we were thrilled to be promoted to one of Rick Stein's SUPERHEROES. If any of you are going to the BBC GOOD FOOD SHOW at the NEC BIRMINGHAM on the 24th-28th of November and/or EARLS COURT LONDON 10th-12th of December, why not drop by our stand and get some Great Quality Seafood for Christmas for your friends, family or indulge yourselves over the festive Season".

PLEASE COME AND SEE US AT THE BBC GOOD FOOD SHOW IN BIRMINGHAM & LONDON IN THE FOOD HERO SECTION.



AWARDS & ACHIEVEMENTS 2003-2004



Pierre Perret

We are proud winners of the BRIDGESTONE GUIDE AWARD for the years 2002,2003 and 2004. We also feature in the Bridgestone Guide Book "The Bridgestone Shoppers Guide".

We are winners of the BIM BEST NEW SEAFOOD PRODUCT AWARD 2003 for our Organic Honey Roast Smoked Salmon.

In 2003 we were invited to the BBC GOOD FOOD SHOW as one of RICK STEIN'S FOOD HEROES and also began

supplying him with our unique Smoked Tuna. In summer of 04 we were promoted to being a SUPERHERO in Rick Stein's updated book of Food Heroes.

We won three medals at the UK GREAT TASTE AWARDS for our Smoked Tuna, Honey Roast Smoked Tuna and our Wild Gravavlax.

PIERRE PERRET famous French singer and well known Gourmet is a regular visitor to

the Connemara Smokehouse to have the fish he catches on the Corrib smoked. We recently featured in a TV. documentary about Pierre's holiday's in Ireland. He says "it's the best smoked fish available".

Amongst our prestigious clientele is the EUROPEAN PARLIAMENT.



European Parliament

WINNER OF THE BEST NEW SEAFOOD PRODUCT IN IRELAND



Graham receiving his award

ISE 2003 was the launch platform for BIM's first ever Seafood Product Innovation Award with Graham Roberts of Connemara Smokehouse, becoming the Awards first overall winner with his Organic Honey Roast Smoked Salmon. Commenting on the Award Graham said "We are delighted with this win at the Connemara Smokehouse, for a small company such as ours the development and staging of this new product was a significant undertaking. With this award we anticipate that we can now open doors to new business"

The CSH scooped top marks from the awards independent

judging panel from Irelands foodservice & retail sectors who assessed competing products for the quality of the seafood used; product creativity; aroma, taste & texture; product packaging; artwork;; storage instructions; portion size & value for money. All entries submitted for the award had to be in production & available for sale at retail and /or foodservices level.

AND THE FUTURE Graham says "This is not just a personal success as it goes along way toward underpinning the future of the Connemara Smokehouse & all its staff. I am very aware

of making sure the business does not become too commercial". For sometime Graham has been thinking that there was an opening in the market for a new salmon product, as Graham says" Smoked Salmon itself was fast becoming a common commodity". This has been the inspiration for the company's Award winning product Honey Roast Smoked Salmon. Graham, Saoirse & staff at this small enterprise are committed to develop a product of superior quality.



OUR NEW PACKAGING WITH THE NEW COMPANY LOGO



Having never had a Company logo we decided that after all of our recent success and in order to celebrate 25 years in business that this was an ideal time to launch our new company logo.

The logo captures the ethos of the smokehouse by

incorporating the smokehouse, where all the wonderful delicacies are produced, the fisherman who catches our wild salmon during the months of June and July, and the Twelve Bens which are Viewed from our smokehouse.

The logo was drawn by Catriona King who is a good friend of ours. She is originally from Clifden town and is now currently living in Finland with her husband Pekka and her daughter Laura.

PINKS SALMON CATCHES TOPS 121 MILLION AND ONE!

By Tom McDermot of Marine Institute

The banner screamed "Alaska's pink salmon catch for 2003 reached 121 million fish, the 5th largest on record and in terms of poundage landed the largest pink haul ever". Add to this tally a Pacific salmon discovered in the wrong ocean-the Atlantic-Ballyconneely, Co. Galway to be precise. It is expected that more exciting scientific discoveries are to follow from the same source. The pink, referred to as humpback is native to the Pacific Ocean so how was this one caught off the West Coast of Ireland? The all important catch was made by John McDonagh of Roundstone while drift netting for native Atlantic Salmon *Salmo salar* at Deer Island in the first week of July

2003. Little did John know he would be contributing to this year's pink salmon record though credit really goes to Graham Roberts of Connemara Smokehouse who purchased the fish for smoking. Having received the catch on 2nd July Graham set aside one that "just didn't look right" and asked Tom McDermott, Of Galway Marine Institute to examine the oddity. The fish turned out to be the third specimen of the Pacific salmon species

Oncorhynchus gorbuscha found in Irish waters and is currently on display after a quick spin to the Natural History Museum in Dublin under the watchful eye of record keeper Mark Homes. For Graham Roberts the discovery of a pink in his catch may yet be dwarfed by the significance of finding salmon that prey on crab. The mind boggles! Is this a first and what does it say about the current knowledge of the king of fish?



Pacific Salmon discovered in the wrong Ocean, The Atlantic - Ballyconneely Co. Galway to be precise



HOW DO YOU LIKE YOUR WILD SMOKED SALMON?

By Tom McDermot of Marine Institute

"Madam, do you want your smoked salmon with herring, sprat or our local delicacy dwarf swimming crab" is a question reserved only for the discerning clientele of west of Ireland eateries. This little dish was put together after the amazing discovery of salmon actively feeding on crab while migrating off the Irish coast. So what? Well it's a first and besides salmon are supposed to be pelagic, gorging on fish and plankton at or near the surface. Finding them on the seabed chasing crabs is simply not expected.

Salmon returning to or migrating along the Irish coast are caught in drift nets during the summer months,

are tagged, graded and sold by licensed fishermen to processor or direct to the public. Scientist of the Irish Marine Institute routinely visit processors who kindly allow them to examine catches and record any relevant info to help assess survival and stock performance. Tom McDermot, of Marine Institute visited Graham at the Connemara Smokehouse a leading processor. Arising from such a visit mention was made of crab coming in the stomachs of recently gutted wild salmon. The evidence was located in the drift net catch of 44 salmon on 11th June 2004 off Slyne Head. Though these were already processed the "guts" of five

and the heads of 14 coded wire tagged specimens were available for inspection. The Marine Institute in Galway removed the crabs, one had as many as 39 crabs. The crab was identified as *Liocarcinus pusillus* or the dwarf swimming crab is a small crab with a carapace length up to 20mm. It is found on coarse sands, gravel & rocky bottoms, intertidal to 100m; from Norway to West Africa. We were able to tell they were destined for rivers in Galway (Ballynahinch and Mayo). For Graham Roberts at Connemara Smokehouse it continues an impressive series of firsts.

How do you like your smoked salmon with herring, sprat or our local delicacy dwarf swimming



Liocarcinus pusillus or the dwarf swimming crab carapace length up to 20mm