The Kosher Marketplace

The Finest Fresh Fish

Always Sustainably-Sourced Daily
At The Kosher Marketplace, we have recognized a major need for fundamentally altering the way that our oceans are interacted with by people. As important to nutrition as fish can be (nearly 3 billion people rely on fish as a major source of protein), we believe that sustainable fishing is absolutely critical to the success of our planet. Human activities, led by overfishing, have seen the populations of fish species utilized by humans fall by half or so in the last forty years. When fish are taken from unhealthy schools, harvested by indecent methods or caught in quantities beyond a reasonable replacement rate, we threaten the future viability of our oceans for all of us. Ironically, although in need of far greater protections, it is estimated that only 3.4 percent of the oceans are protected and, of this miniscule amount, only part of that is effectively managed. It is imperative that we all do our part to preserve the beauty, harmony and wondrous gifts of the Earth’s oceans.

To truly understand the enormous magnitude of the problem, both in terms of the severity of some of these declines in fish stocks along with the world’s inability to competently deal with such, we need look no further than the absolute catastrophe facing the...
Bluefin Tuna. Demand for this luscious, buttery-tasting fish, led by Japan, has soared over the past several decades. During the same period, it is estimated that the population has dropped by more than 97 percent from its historic levels. Yet overfishing of this fish continues, with Bluefin Tuna harvested at triple the levels considered to be sustainable. And...in a shocking development, recent limits imposed after these estimates came out, have often times allowed for an increase in catch sizes. Simply put...the world must do more.

We strongly believe that the oceans are one of Earth’s greatest assets and, if properly protected and reasonably interacted with, its riches will live with us for all present and future generations to enjoy and benefit from. As such we are committed to a program here at The Kosher Marketplace as follows:

1 – We will not sell any fish labeled as AVOID by the Monterey Bay Aquarium Seafood Program;

2 – We will catch fish from healthy schools, in ways that are completely discriminate, without the possibility of the capture of dolphins, whales or other unintended marine life, including juveniles;

3 – We will partner with local watermen as much as possible, both helping them with their livelihood, while ensuring that our catch is the freshest, healthiest & tastiest, with the smallest carbon footprint left on the Earth; and

4 – We will constantly work to educate ourselves on the best ways to protect and foster the health of the world’s oceans.

The world’s oceans comprise over 71 percent of the Earth’s surface. In addition this vast underwater world is home to more than one million species. We must cherish and protect it, nurture it and foster it, in a way that ensures its many gifts multiply and continue long, long into the future. We commit to doing our part, perpetually and lovingly.

Alan, Jack & The Entire KMP Family
**Wild Fish**

**Pacific Halibut**
*Taste:* A lean, meaty and mild flavored whitefish with large flakes. The largest of the flatfish family and considered very versatile, Halibut is perfect for grilling or sautéing.
*Location:* Alaska or British Columbia, Canada

**Red Snapper**
*Taste:* This highly versatile fish has made quite a comeback in the last several years and is now a tribute to proper oceanic management systems. With a bright red, almost metallic looking skin, the Red Snapper can be simply grilled or broiled, or prepared with almost any kind of sauce.
*Location:* Florida or Gulf of Mexico

**Chilean Sea Bass**
*Taste:* Chilean Sea Bass has white flesh with large, tender flakes. It has a fabulous rich, buttery taste, an incredible texture & is easy to keep moist during cooking.
*Location:* Patagonia, Chile

**Ahi Tuna**
*Taste:* A delicious fish with medium-mild flavor and a prominent deep red color. Ahi Tuna possesses a very firm texture and is wonderful when prepared medium-rare to medium. It should never be overcooked. Always sashimi grade.
*Location:* Hawaii or Japan

**King Salmon**
King Salmon are prized for their rarity, texture & buttery succulence. Comprising less than .5% of the globe’s salmon population, these majestic fish are incredibly rich in nutrients & heart-healthy oils and create a wonderful presentation at any event.
*Taste:* They are phenomenal in taste and revered for their bright, tender flesh and firm texture. Best when broiled, grilled or baked, but not all the way through; allow the flesh to retain a touch of translucence for the finest flavor. Additional Wild Salmon Varieties (Available Seasonally): Coho Salmon, Sockeye Salmon
*Location:* Alaska or Prince Edward Island, Canada

**Flounder**
*Special Attribute:* Locally caught on small dayboats and delivered right to the store.
*Taste:* Flounder flesh is textured and incredibly soft with a mild, sweet flavor. It is one of the least fishy-tasting fish and must be handled with care for fear of it falling apart during the cooking process.
*Location:* Long Island Sound or New Jersey Shore
Black Cod

**Taste:** Buttery and delicious, with a far richer flavor profile than most other types of cod. Classically prepared in a miso blend, it also may be broiled, steamed or sautéed as a way to experience its exquisite flavor profile.

**Location:** Canada

Arctic Char

**Taste:** A relative of both the trout and salmon, Arctic Char retains several taste elements of each of these fish, combining the rich, robust taste of salmon with the less sweet, freshwater taste of trout. Prepare as you would a salmon fillet.

**Location:** Iceland or Canada

Lemon Sole

**Special Attribute:** Locally caught on small dayboats and delivered right to the store.

**Taste:** This fish has a very mild, sweet flavor, and must be carefully handled or it will flake apart. It has a classically tender, white flesh, which tastes best when baked, broiled, deep-fried or sautéed.

**Location:** Long Island Sound or New Jersey Shore
KMP Premium Ōra King Salmon
Location: New Zealand
This wonderful breed of King Salmon is sustainably raised in the South Island’s Marlborough Sounds in a country which, according to the Monterey Bay Aquarium, is “characterized by strong (aquaculture) management systems and pristine marine and freshwater ecosystems.” These fish are raised as if they were wild, in large open ocean pens with strong currents. As a result, the salmon develop into strong, healthy fish which showcase the rarefied attributes of their lineage.

They are raised free of antibiotics, chemicals, preservatives and their feed is free of GMO’s, dyes and artificial/synthetic colorants. The farm also utilizes extremely low stocking densities and has been judged to have absolutely no impact on “wild” fish stocks. As a result of all this, the Ōra King Salmon has become the only ocean-farmed salmon to receive a green rating (reserved for only the most sustainably harvested fish) from the Monterey Bay Aquarium.

Ōra King Salmon are rich and buttery with a large, moist flake and have almost as high a fat content as Wild King Salmon. Always sashimi grade, they are a delicious and healthy choice for almost any meal or occasion.

KMP Premium Tilapia
Location: USA and Costa Rica
At our farms, a complete traceability system is in place to ensure that KMP Premium Tilapia is the finest product on the market. The entire life history of our tilapia is monitored in order to ensure the freshest, healthiest & highest quality product. From hatching through harvesting, this process guarantees a fish which both looks and tastes great. Tilapia is naturally a mild fish with a big flake and, as such, it is ideal for a variety of cooking methods. Pan-fried, broiled, baked, or braised, tilapia readily absorbs the robust flavor of spicy marinades, creamy sauces and subtle seasonings.

KMP Premium Organic Salmon
Location: Scotland
Farmed in the deep, cold waters of the Scottish Highlands by a dedicated family, each KMP Premium Organic Salmon is hand-reared and hand-fed a responsibly-sourced diet comprised of 100% organic ingredients. These family seafarms are all organic certified. All salmon are tagged and 100% traceable. Absolutely no colorants, antibiotics, hormones or GMOs are used to raise these fish. These salmon are certified by the RSPCA (Royal Society for the Prevention of Cruelty to Animals). All farms are consistently monitored for compliance with all aspects of responsible aquaculture. A wonderfully high quality salmon, with bright flesh (close in color to that of wild salmon) and good intramuscular fat, this salmon is always sashimi grade and lends itself well to all raw, cooked & smoked preparations.
Join KMP’s FRIENDS & FAMILY Customer Rewards Program For Great Savings

We greatly thank you for your kind patronage & fully guarantee your customer satisfaction each and every day!

THE KOSHER MARKETPLACE
2442 Broadway • New York, NY 10024
Phone: (212) 580-6378 • Fax: (212) 580-0394
Website: www.thekmp.com
Email: service@thekmp.com

Please review us on:
@thekoshermarketplace
@thekoshermarketplace
@NYCKosher