



“We’re excited to showcase the incredible products of our local, small boat fishermen and processors through the second annual Smoked Salmon Super Bowl at Salmonfest,” - Katy Rexford, Director of Catch 49

PRESS RELEASE

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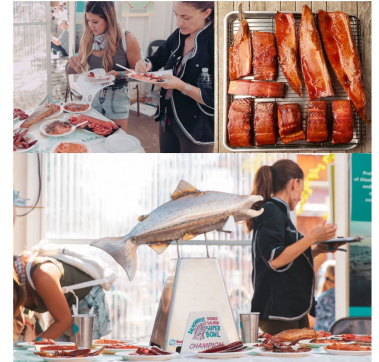
SMOKED SALMON SUPER BOWL

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Ninilchik, AK – July, 29th, 2021

Salmonfest and Catch 49 present the second annual Smoked Salmon Super Bowl Competition at this year’s festival, August 6-8, 2021. Delicious smoked salmon from Salmon Sisters, Saltwood Smokehouse, Kodiak Fresh Seafood, Tanner’s Alaskan Seafood, Custom Seafoods, and Alaska Sausage and Seafood will be judged by a panel including top musical acts from the festival and local Alaskan seafood specialists including chefs, fishmongers and fishermen. Winners will be announced on Sunday, August 8th, 2021 at Salmonfest.

Second Annual Smoked Salmon Super Bowl celebrates and highlights small Alaskan businesses that are working to promote their product and wild Alaskan seafood! Winners will enjoy the title of being a Salmonfest Smoked Salmon Super Bowl Champion and will be awarded the opportunity to sell their products at Catch 49’s Retail Store in Anchorage as well as online at www.catch49.org. Winners will also receive tickets to Salmonfest 2022, a Salmonfest schwag package, business listing on the Salmonfest website, and a myriad of media exposure.

About Salmonfest 2021

In it’s 10th year, Salmonfest has become widely recognized both nationally and within the state as the most compelling and dynamic event in Alaska. Every year more than 8,000 people turn the Kenai Peninsula village of Ninilchik into a small city, as families and friends fill the region with fish, love, and music. The three-day weekend includes over 60 bands performing across four stages, Alaska’s top food, art and brews, as well as a science symposium, and daily children’s program. Learn more at Salmonfest.org.

About Catch 49

Now in its 10th year of operation, Catch 49 is the social enterprise of the non-profit Alaska Marine Conservation Council (AMCC). It is a community-supported fishery or “boat to table” program that brings high-quality, responsibly-harvested Alaskan seafood to the homes of Alaskans stretching from Homer to Fairbanks. Catch 49 works with small boat, local fishermen and small processors to curate seasonal seafood offerings while helping stewardship-minded fishermen get a better price for their catch. Learn more at www.catch49.org.



Salmon Sisters

