



Sales Sheet

Affinity Fish

Our mission is to provide you with the best possible local Canadian fish and seafood, sourced and handled carefully and sustainably.

Who we are:

Matt Taylor and Jon Klip have spent years working with fish from all over the world. We found the Japanese, and First Nations handling processes to be some of the best around and are implementing both traditional and modern techniques such as Ike Jime to produce fish with optimal flavor, texture.

Our fisher-people:

Currently Affinity Fish is working with two boats. Guy Nadjiwon and his crew, an indigenous fisherman whose family have been fishing for generations on Lake Huron. Allen Robichaud trained with Guy when he was younger and now runs his own tug boat fishing near-by water with his family and crew. In the coming years, we hope to build relationships with other Canadian fisher-people to provide more variety in our offerings.

Who we sell to:

Until we finish construction on our retail shop, we will be selling exclusively to restaurants, caterers and other food related businesses. We will be opening up shop in Toronto and selling directly to customers early 2022.

What makes our fish different?

We spent a lot of time, money, and effort trying to keep the highest quality standards possible. Working closely with the fisher-people, all of our fish are killed in the most humane way possible, bled and then handled gently to prevent bruising and further damage. The removal of the blood slows the growth of bacteria on the fish and allows it to be aged much longer than conventionally killed fish. We clean, assess and pack each fish individually using specially chosen papers to keep the fish as dry and clean as possible. You will notice cleaner flavor, firmer texture and dryer skin compared to most other locally sourced fish.

Delivery:

Deliveries are typically done Tuesdays and Wednesdays though we are flexible and do our best to work around your schedule. For orders over \$200 within the city of Toronto delivery is free. If you are outside of Toronto and want to order from us, please inquire via email.

Payment:

We operate on COD, (Cash On Delivery). Because we are a very small business, we do not offer credit or terms. We accept cash, cheques, credit cards or e-transfers and provide paperless itemized invoicing. We know how busy things can be in the restaurant industry but just ask that invoices be paid in a timely manner. If you would like a Vendor ID form for accounting purposes, we would be happy to email you one.

Our Catch

(All fish come individually wrapped, head and scales on, gilled and gutted)

(PRICES ARE WHOLESALE PRICES FOR RESTAURANTS)

Regular availability:

Lake Trout - (*Salvelinus namaycush*) Average Size (4-20lbs) \$15/lbs

Burbot - (*Lota lota*) Average Size (2-4lbs) \$15/lbs

Pickeral - (*Sander vitrea*) Average Size (2-8lbs) \$18/lbs

Whitefish - (*Coregonus clupeaformis*) Average Size (2-8lbs) \$15/lbs

Irregular availability:

Smallmouth Bass - (*Micropterus dolomieu*) Average Size (1-3lbs) \$15/lbs

Freshwater Drum - (*Aplodinotus grunniens*) Average Size (4-10 lbs) \$15/lbs

Perch - (*Perca flavescens*) Average Size (0.5-1lbs) \$18/lbs

Brown Trout - (*Salmo trutta*) Average Size (5-25lbs) \$18/lbs

Rainbow Trout/Steelhead - (*Oncorhynchus mykiss*) Average Size (2-10lbs) \$18/lbs

Chinook Salmon - (*Oncorhynchus tshawytscha*) Average Size (5-8lbs) \$18/lbs

Pike - (*Esox lucius*) Average Size (5-20lbs) \$20/lbs

Our Promise:

We are a small business but we are determined to change the all-too-common poor relationship between restaurant and purveyor. Please let us know how we can improve to better serve you.