

Aussie seafood

guide

MUST-READ
BUYING &
COOKING TIPS

**CRISPY
BARRAMUNDI
WITH GARLIC
& HERB BUTTER**
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Welcome

Everyone knows Aussies love their seafood, and here at Coles we're always looking for the top catch: the best selection of Australian-caught, responsibly sourced seafood.

We're forming partnerships with key suppliers to give you some of the best quality seafood Australia has to offer, such as ocean barramundi from Cone Bay in the Kimberly, WA, and saddletail and crimson snapper caught by Australia Bay Seafoods in the Gulf of Carpentaria.

By choosing Australian seafood from Coles, you can be confident in the quality and know that you're helping Coles support local producers. Plus, you'll rest easy knowing that all Coles Brand seafood is responsibly sourced.

In this handy guide, we showcase some of the beautiful Australian seafood available in store. You'll also find interviews with leading Aussie seafood companies, handy prep and cooking tips, and fantastic recipes for fast midweek meals. Enjoy!



Better choices

Here's good news: you can rest assured that all Coles Brand seafood - fresh, frozen or canned - has been responsibly sourced. Since 2015, Coles Brand seafood has come from independently assessed fisheries and aquaculture farms.

You'll see the letters MSC or ASC on seafood certified by the Marine Stewardship Council or Aquaculture Stewardship Council. The Responsibly Sourced Seafood logo means an independent auditor has checked how and where the seafood is caught, to help maintain healthy fish populations and habitats.

MARINE STEWARDSHIP COUNCIL (MSC) This global not-for-profit organisation protects the health of the world's oceans and tries to prevent overfishing. Look for seafood with MSC on the label or ticket - it's wild-caught and comes from a fishery that meets strict MSC sustainability standards.



AQUACULTURE STEWARDSHIP COUNCIL (ASC) To meet ASC criteria, fish farms minimise their impact on marine life, protect local surroundings and support the local community. Look for seafood with ASC on the label or ticket.



RESPONSIBLY SOURCED SEAFOOD Coles has developed an independently assessed program to meet responsible sourcing requirements. This means all Coles Brand seafood, both farmed and wild-caught, is sourced ethically.



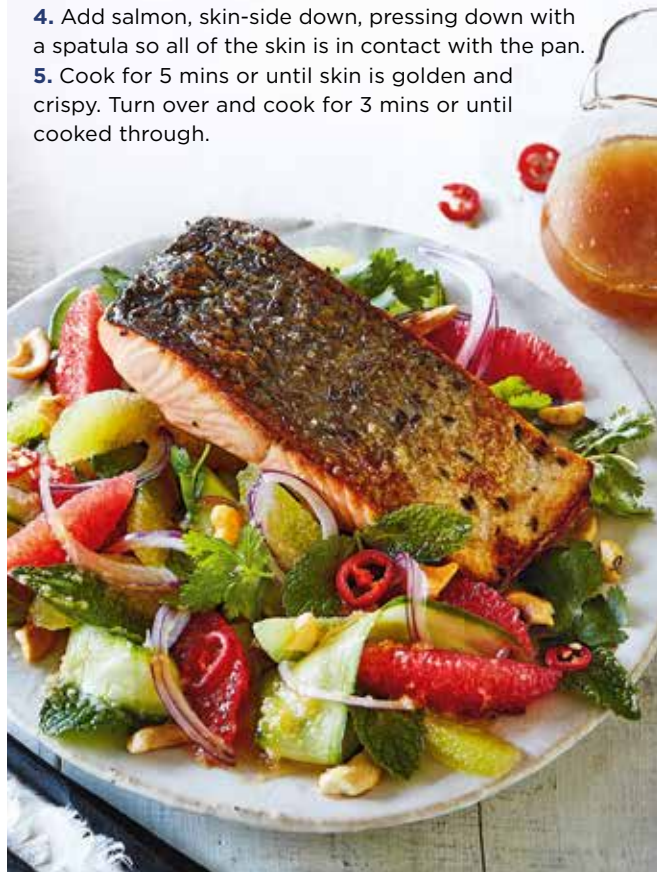
Hints & tips

Get great results every time with these handy hints for preparing and cooking Australian seafood from Coles.

HOW TO COOK PERFECT CRISPY-SKINNED SALMON

Cooking salmon with the skin on helps keep the flesh moist and adds flavour and texture. Here's how to do it.

1. Pat the salmon dry with paper towel.
2. Season the skin well with salt and pepper.
3. Heat oil in a frying pan until just smoking.
4. Add salmon, skin-side down, pressing down with a spatula so all of the skin is in contact with the pan.
5. Cook for 5 mins or until skin is golden and crispy. Turn over and cook for 3 mins or until cooked through.



HOW TO PREPARE RAW PRAWNS

Follow this 2-step guide to quickly and easily prepare whole prawns for cooking.



PEEL THE PRAWNS

To peel, hold each prawn firmly, twist off the head, then peel away the legs and shell. Leave the tail intact for the best presentation.



REMOVE THE VEINS

To devein prawns, carefully cut a slit along the back of each prawn to expose the vein. Use your fingers to remove and discard the vein.

QUICK IDEAS

Try these easy marinades and flavour matches for seafood.

CHILLI-GARLIC PRAWNS

Marinate prawns in a mixture of garlic, chilli, ginger and sesame oil. Pan-fry or barbecue, then top with sliced spring onion.



LEMON-DILL SALMON

Steam salmon with lemon slices and dill sprigs. Serve with a salad of crisp fennel and cucumber slices.

ITALIAN-STYLE BAKED FISH

Bake white fish fillets with garlic cloves, vine-ripened tomatoes and olive oil. Top with flat-leaf parsley leaves.



ZESTY BBQ BARRAMUNDI

Marinate barramundi in chopped rosemary, garlic, lime zest and juice and shredded basil, then barbecue.

ORANGE & GINGER SNAPPER

Marinate snapper in orange zest and juice, ginger and chopped coriander before pan-frying.



COOKING GUIDE

Follow our simple tips for perfectly cooked seafood.



Cook fish in a steamer over a saucepan of simmering water for 8-10 mins or until it flakes easily (salmon can be pink on the inside). Steam prawns for 4-5 mins or until they change colour.



Heat oil in a frying pan over medium-high heat. Cook fish, skin-side down, for 5 mins or until golden and crisp. Turn and cook for 3 mins or until cooked. Pan-fry prawns for 2 mins each side or until cooked.



Place prawns or fish on a baking tray lined with baking paper. Drizzle with oil. Bake at 200°C for 10 mins for prawns or 15-20 mins for fish, or until cooked through.



Heat a barbecue grill or chargrill on high. Coat fish or prawns in oil. Cook fish for 4 mins each side or until it flakes easily. Cook prawns for 2 mins or until they change colour.

Know your catch

Grab these responsibly sourced seafood favourites from Coles.

Raw banana prawns

Sourced from Western Australia, Queensland and the Northern Territory, these MSC-certified prawns are full of flavour. Throw them on the barbie or steam for a prawn cocktail.

Saddletail and crimson snapper

This lean, succulent fish is trawled from the waters of the Northern Territory and top end of Australia. Try it oven-baked or pan-fried.

Ocean barramundi

Farmed in Cone Bay, Western Australia, this mild-tasting fish has large flakes that turn white when cooked. Bake, pan-fry or barbecue and enjoy the buttery flavour.

Whole cooked black tiger prawns

Great-tasting with a firm, extra-meaty texture, these beauties from Queensland are ready to enjoy in salads, wraps and sandwiches.

Tasmanian salmon

Weeknight dinners are easy and tasty with these medium-to-firm fillets from Tasmania. Enjoy their rich flavour baked, grilled or pan-fried, with or without the skin.



SNAPPER HAPPY

Meet Bill Passey, director of Australia Bay Seafoods, a fishery catching saddletail and crimson snapper for Coles from the pristine waters of northern Australia.



"Snapper should have a nice pink colour. If a fish looks nice, it will taste nice."

**BILL PASSEY,
SNAPPER
FISHER, NT**

Bill Passey's passion for fishing runs deep. It took hold 56 years ago when he left school at 14 years old to work in the industry. "I love the ocean, and we're doing everything to protect the sustainability of the fishery," he says. "We are a quota fishery, and only catch 6 per cent of the available fish annually, so the fishery can last forever."

Bill co-founded Australia Bay Seafoods with Gary Kessell as a family business in 1987, and today the company catches about 2.5 million kilograms of fish every year.

TOP CATCH

Bill and his crew trawl for fish in the warm waters at the top end of Australia. "We fish from the WA/NT border to Cape York across the Gulf of Carpentaria," Bill says.

Australia Bay Seafoods is dedicated to minimising its environmental impact.

Plus, its vessels are leading the industry - Bill invented a trawling method using nets that lift off the ocean floor and a device that allows turtles, sharks and stingrays to escape the nets. "I'm proud that our fishery has better management and environmental practices now than when we founded it," Bill says.

FAMILY FAVOURITE

Australia Bay Seafoods prides itself in bringing great-tasting snapper to Aussie tables. "Snapper should have a nice pink colour. If a fish looks nice, it will taste nice," Bill says.

To make the most of snapper's delicate flavour, Bill puts sliced fillets in a bag with a mix of self-raising flour, cornflour, parmesan, salt, pepper and paprika, then seals and shakes before cooking. "It's not difficult, and it's not messy," he says.

ONE-PAN ROASTED SNAPPER

**Serves 4 Prep 10 mins
Cooking 20 mins**

**2 tbs olive oil
1 garlic clove, crushed
1 bunch baby broccoli, halved lengthways
350g mixed medley tomatoes or Perino tomatoes, halved if large
1 red onion, thinly sliced
4 saddletail or crimson snapper fillets
1 small lemon, thinly sliced
½ cup (65g) pitted Sicilian olives
Coriander sprigs, to serve**

1. Preheat oven to 200°C. Line a large baking tray with baking paper. Combine oil and garlic in a small bowl.
2. Arrange baby broccoli, tomatoes and onion over the lined tray. Drizzle with half the oil mixture. Add snapper to the tray and drizzle with the remaining oil mixture. Season. Bake for 15 mins.
3. Arrange lemon slices over the snapper and add the olives to the tray. Bake for 5 mins or until the snapper is cooked through and the vegetables are tender. Top with coriander sprigs.



AUSSIE CATCH



Australia Bay Seafoods trawls from sustainable fisheries in Northern Australia.

BEST BARRA

Farmed in the Kimberley in Western Australia, Cone Bay Ocean Barramundi is making a splash among top chefs and home cooks alike.



"I love barra on the barbecue with the skin on – the skin is like pork crackle!"

**RICHARD BUCZAK,
CONE BAY
BARRAMUNDI, WA**

Australia's only ocean-farmed barramundi, Cone Bay Ocean Barramundi comes from the pristine waters of the Kimberley in Western Australia.

"Everything in Cone Bay is beautiful: clear water and magnificent landscapes," says Richard Buczak of Cone Bay Barramundi.

Cone Bay Barramundi is Best Aquaculture Practices (BAP) certified and is committed to environmentally sustainable, socially responsible seafood. "We believe a healthy environment produces healthy fish," Richard says.

NATURALLY GOOD

From a nursery in Cone Bay, WA, the barramundi are moved into open ocean. "Here, there are two 11-metre tides per day, so our fish are constantly swimming," Richard says. "This means they're super-fit and lean."

Once big enough, the fish are harvested, sorted, graded, and distributed throughout Australia within a matter of days.

CHEF'S CHOICE

Prized by Aussie chefs, ocean barramundi has a deliciously fresh flavour thanks to its ocean-farmed origins, which means no muddy taste. "You can bank on its consistency of flavour and cooking abilities – it's moist and difficult to overcook," Richard says.

When cooking barramundi, Richard says you can't go past the crispy skin method. "I love barra on the barbecue with the skin on," he says. "Salt the skin, then cook it flesh-side down until halfway cooked – the colour will be just opaque. Turn it over, then crank up the heat to crisp up the skin and cook the fish through. Serve it skin-side up – the skin is like pork crackle!"

CRISPY BARRAMUNDI WITH GARLIC & HERB BUTTER

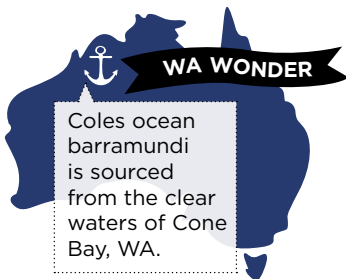
Serves 4 **Prep** 10 mins (+ freezing time) **Cooking** 15 mins

80g butter, softened
1 garlic clove, crushed
2 tsp finely grated lemon rind
2 tsp finely chopped dill
2 tsp finely chopped flat-leaf parsley
1 zucchini, thinly sliced lengthways
1 pkt tri-colour capsicum, seeded, cut into strips
1 red onion, cut into thin wedges
1 tbs olive oil
4 barramundi fillets
Steamed snow peas, to serve
Steamed asparagus, to serve

1. Combine butter, garlic, lemon rind, dill and parsley in a small bowl. Spoon the butter mixture along the centre of a large piece of plastic wrap and shape to form a log. Roll up and twist the ends to secure. Place in freezer until firm.
2. Heat a barbecue grill or chargrill on medium-high. Place the zucchini, capsicum, onion and oil in a bowl. Season. Toss to combine. Cook on the grill, in batches, for 1-2 mins each side or until the vegetables are just tender.

3. Meanwhile, heat a greased barbecue flat plate or large non-stick frying pan on medium. Cook the barramundi for 3 mins each side or until crisp and cooked through.

4. Arrange the zucchini mixture and barramundi on serving plates. Cut the butter mixture into 1cm-thick slices and place over the barramundi. Serve with the snow peas and asparagus.



Coles ocean barramundi is sourced from the clear waters of Cone Bay, WA.