

2021



HISTORY

- FRØYSAGARDEN has roots dating back to the 19th century. A farm located on the hill by Klokk along Storfjorden.
 - The farmers had to use the Storfjord and fishing as a supplementary industry for long periods of time to make a living.
 - Hans Fredrik Klokk has several generations behind him who come from Klokk, and he is the founder of the smokehouse and food processing company Frøysagarden.
 - He has taken with him the traditional craftsmanship and processes the fish in the same way as his ancestors did.
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Location

- Sykkylven is a municipality in Møre og Romsdal county, on the south side of Storfjorden on Sunnmøre, southeast of Ålesund, Norway. Sykkylven is located on the outer part of the peninsula between Hjørundfjorden in the west and Storfjorden in the east and includes the approximately 9-kilometer long Sykkylvsfjorden, a south-going arm of Storfjorden, with Velledalen inside, and the mountain areas around.
 - Area with rich tradition within the fishing industry.
 - Ensures access to the best raw materials.
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Sykkylvsbladet vitja Nor-Laks sitt oppdrettsanlegg på Vik i 1963. Dette var det første anlegget av sitt slag i landet, og det var starten på ei næring som skulle få mykje å seie for mange bygder langs kysten i åra som kom. Her er det frå venstre Olav C. Vik, Ole Klokk og Per Inge Svindseth som sorterer regnbogeare.

PRODUCTION

- Traditional craftsmanship.
 - Only local, pure and natural ingredients.
 - Quality raw materials.
 - Use of old local recipes.
 - Processed by hand and without additives.
 - Dry salting, drying and smoking with wood shavings that give a pure and real old-fashion smoke taste.
 - Respecting the time it takes to give the fish the right taste and texture. Not mass production.
 - The production method gives an authentic old-fashion Norwegian product of superior quality.
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SMOKED SALMON WITH THE TASTE OF JUNIPER

- Handcrafted.
 - Only local, pure and natural ingredients.
 - Quality raw materials.
 - Use of old local recipes.
 - Without additives.
 - Drying, drysalted and smoked with own wood shaving recipe that give a pure and real old-fashion smoke taste of juniper. Dried and aerated for 1 week after smoking.
 - Respecting the time it takes to give the fish the right taste and texture. Not mass production.
 - Superior quality.
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HOT SMOKED SALMON WITH SPICES

- Handcrafted.
 - Only local, pure and natural ingredients.
 - Quality raw materials.
 - Use of old local recipes.
 - Without additives.
 - Brine salted with sea salt, seasoned with own spice mixture, smoked over 3 hours to keep the delicious fish juice.
 - Respecting the time it takes to give the fish the right taste and texture. Not mass production.
 - Superior quality.
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COGNAC MARINATED GRAVED SALMON

- Handcrafted.
 - Only local, pure and natural ingredients.
 - Quality raw materials.
 - Use of old local recipes.
 - Without additives.
 - Dug in brine of sea salt, sugar, dill, spices and the Norwegian Bakke Gabrielsen cognac for 3 days. Then dry for 12 hours.
 - Respecting the time it takes to give the fish the right taste and texture. Not mass production.
 - Superior quality.
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FRØYSAGARDEN