



Hoki

Hoki has a firm succulent fillet with a delicate flavour and low oil content. The fillets are white and flake easily when cooked. Hoki is ideal for most delicate fish recipes and can be prepared using most cooking methods.



Wild, clean fish from New Zealand's unspoilt marine wilderness. Legally protected and strictly managed for sustainable fishing. It's pure, premium quality – **the greenest seafood on earth.**



Go wild.

Hoki

Hoki is related to hake (Merluccius australis) and, although sometimes referred to as blue grenadier, is not related to the grenadiers or rattails.

Hoki

Hoki is New Zealand's most important commercial fish species. It lives mainly in the middle water depths and is taken by mid-water trawling, usually at depths of around 300 - 600 metres.

Hoki are found throughout New Zealand waters, but the main catching grounds are off the West Coast of the South Island, in Cook Strait, and on the Chatham Rise. Virtually all hoki is exported as frozen fillets, frozen blocks of fillets and minced meat.

Hoki Meat Quality

Hoki flesh is moist, white and delicate, with few bones. It flakes easily and is excellent for forming into fish block. It is also well suited to further processing into a wide range of consumer presentations. In fact, in New Zealand and many other countries, it is New Zealand's sustainable hoki in your McDonalds Fillet 'o' Fish.

Scientific Name

Macruronus novaezelandiae

Maori Name

Hoki

Market Names

New Zealand: Hoki, Whiptail, Blue Grenadier, Blue Hake

Australia: Blue Grenadier

Germany: Langschwanz-Seehecht

Italy: Nasello azzurro

Spain: Merluza azul

Product Profile

Length: 60-100 cm, reaching 130 cm

Weight: 0.5-3.5 kg

Availability: Year-round, but the main season is June to September when the fish are spawning.

Wild caught seafood.

- ✓ sustainable
- ✓ drug free
- ✓ preservative free
- ✓ artificial additive free



Packaging



Fillet



Serving suggestion

Product name	Grades	Carton Size
Fillets. Skin-on	2-4oz, 4-6oz, 6-8oz, 8-12oz, 12oz & up	3x6.8kg
Fillets. Skinless and Boneless	4-6oz and 6-8oz	3x6.8kg
Steaks. Skinless and Boneless	3-4oz, 4-5oz and 5-6oz	3x6kg
Loins. Skinless and Boneless	3-4oz and 4-5oz	3x6kg
Roe	A, B, C, D and E	3x7.5kg and 10kg with centre divider
Blocks	7.5kg (16.5lb) blocks	3 and 4 blocks per outer carton



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