



SIGNATURE
FLAVOR

PERFECTING POKE

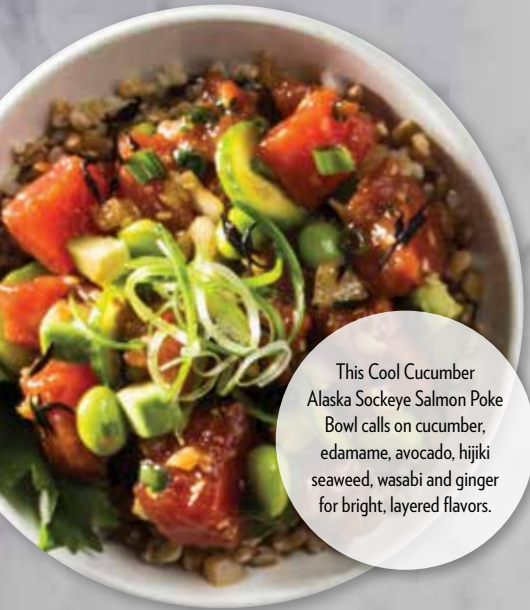
BY KATIE AYOUB



Poke meets Korean barbecue in this sockeye salmon version with deft add-ins like gochujang, honey, kimchi, ginger, green apple and toasted black sesame seeds.




With the addition of Sriracha, pickled onion, celery and mango, this poke bowl turns into the "Sriracha Smack."



This Cool Cucumber Alaska Sockeye Salmon Poke Bowl calls on cucumber, edamame, avocado, hijiki seaweed, wasabi and ginger for bright, layered flavors.

The poke phenomenon is astonishing. Few would have predicted that a marinated raw fish dish would not only proliferate on mainland menus, but gain momentum in the fast-casual space. But poke, when executed well, brings all the flavors to the yard. It also plays well in the customization universe. On behalf of the Alaska Seafood Marketing Institute, Chef Kathy Casey of Kathy Casey Food Studios showcases its versatility and craveability through a base recipe, then moves poke into various profiles with easy add-ins. "There's so much fun to be had with poke, because of its customizability," she says. The base, of course, is critical. Casey uses salmon or surimi as they boast firmer flesh with good, clean flavor. For signature takes, she created different profiles using popular flavor systems, like this California roll version, demonstrating how well poke can fit into a brand's menu with the right context.

SUSHI RICE FORMS THE BASE HERE, BUT CASEY SUGGESTS ALTERNATES LIKE A BABY PEA VINE MIXTURE OR MIZUNA BLEND.



SURIMI TASTES LIKE SWEET, DELICIOUS CRAB, SAYS CASEY. SALMON ALSO WORKS WELL HERE.

AVOCADO, NORI, PICKLED GINGER AND ROE HELP TURN THIS INTO A CREATIVE TAKE ON THE CALIFORNIA ROLL.

PHOTOS COURTESY OF ALASKA SEAFOOD MARKETING INSTITUTE