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* * * Fresh Alert * * *

Wild Copper River Salmon, the King of Kings

Each year, Chefs and Restaurateurs wait with anticipation for the premiere of the year . . . Copper River Salmon!

The Copper River King Salmon stands alone for its size, meat quality, oil content, and overall rich flavor.

Genetically distinct, the Copper River King is a fine-blooded thoroughbred, a powerful fish able to fight its way 250 miles upriver to spawn.

The Copper River is located in an extremely primitive area.

Seven monumental glaciers calve into the River, making it especially turbulent and difficult as it thunders through the Baird and Woods Canyons, dropping vertically 450 feet per mile.

A salmon does not eat once it enters fresh waters and its upstream journey. It depends on its own body fat for the energy needed to reach the headwaters of the river.

Gastronomically, the Copper River King is in a league by itself.

Its deep orange color, luxuriant texture and remarkable flavor make this salmon among the world's truly noble fishes.

Copper River King Salmon can reach weights exceeding 100 pounds.

The season started on May 18, 2008. The fishermen bring in the Kings during a twelve hour period, then suspend the harvest for about five days. At this point, they repeat the fishing for another twelve hours . . . this process usually goes on for about three to four weeks.

Again this year, Artist Point Restaurant at Disney's Wilderness Lodge is one of the few restaurants in the State of Florida where you can savor Copper River Salmon.

Enjoy