



**amazone**  
a nature respect initiative  
*Paiche (Arapaima gigas)*

## Paiche (*Arapaima gigas*)



# Paiche, king of the Amazon

- **Ancient and mythical fish species from the Amazonian rainforest.** One of the few virgin areas in the world, the Amazon boasts unparalleled biodiversity and constitutes the world's largest collection of living plants and animal species, many of them yet to be classified.
- **The Paiche is a carnivore fish and one of the largest freshwater fish in the world, reaching over 6.6ft and over 220lb.** A Paiche can reach 22-26 lbs in only 12 months, it can be naturally cultivated within its natural habitat, but without touching wild populations living in Amazonian rivers and lagoons.
- **Through years it has been considered the "King of the Amazonas".** However, such popularity and the greatness of its meat has resulted in the species' depredation and threatened status (CITES since 1975).
- **Paiche has boneless, odorless white meat with superb attributes for culinary use and for healthy eating (Omega 3 and 6).** Its mild flavor and unique texture are well-suited for different cuisine types. Generous, soft, but firm filet structure allows for different, even thin or small, cuts without affecting the quality of the meat.
- **Paiche's delicacy status in fine Peruvian and regional cuisine has been highly recognized internationally.** Only recently has investment in aquaculture and the development of Amazonian products allowed for sustained commercial Paiche production. Now there evidence of scientifically proven, successful reproduction and breeding of Paiche.



# A royal species



# A royal species... the chef perspective

- **Fish with delicate taste.** Paiche contains low fat and low mio-hemoglobin. It has excellent white color and delicate taste.
- **Fish with high nutritional value.** High amounts of protein (20 gr of proteins in 100 gr of fish muscle) and low levels of unsaturated fat make it the perfect fish for "Light and fancy dishes".
- **Texture.** Chefs are impressed with three main characteristics: (1) its firmness (capacity to keep itself compact and without any detachment at all); (2) the smoothness (consequence of cooking); and (3) its juiciness (capacity to keep water due to its collagen). High end restaurants working with AMAZONE Paiche are offering it grilled, seared, and stewed.
- **Form and size.** No other aquaculture fish reaches the same commercial size as Paiche. The size allows chefs to produce dishes with symmetrical and regular shapes (in culinary terms).



**Pedro Miguel Schiaffino**

Malabar restaurant  
Lima, Perú



**Hervé Galidie**

Hervé bistro  
Lima, Perú

*Hervé*



# A unique and exquisite culinary experience



**Paiche ceviche with lime juice, red onions and cilantro**

*Loin and tail; avoid belly section*



**Paiche ceviche with yellow chilli pepper-lime juice**

*Marinated in lemon juice, yellow chilli purée, salt, red onion and cilantro*

*Loin and tail; avoid belly section*



**Paiche sashimi**

*Only loin*



**Miso marinated Paiche**

*Cooked in oven and served with its sauce*

*Loin and belly*



**Grilled Paiche steak**

*Cut with backbone and skin, marinated and grilled; bone preserves the humidity in the meat*



**Grilled Paiche with summer vegetables**

*Loin and belly*

# Suitable for different types of cuisine



**Baked Paiche wrapped in banana leaf**  
Loin



**Panko deep fried Paiche**  
Paiche coated in Japanese panko and fried in sunflower oil  
Loin, tail and small meat fragments



**Seared Paiche with red wine sauce and wild mushrooms**  
Paiche loin sealed with meat juice, fresh wild mushrooms and lima beans purée  
Loin



**Stir fried Paiche with soy-vinegar sauce**  
Loin, tail and small meat fragments



**Poached Paiche in cilantro broth**  
Loin and tail

Recipes by:  
Pedro Miguel Schiaffino  
Malabar Restaurant  
(Peru)



# Amazone paiche: excellent product attributes

- **Product: superb quality and meat attributes**

- Natural reproduction and breeding technique; no genetic or sex intervention
- Absence of antibiotics, total volatile basic nitrogen levels below 20%, almost imperceptible histamine levels, no mercury or other metal content <sup>(1)</sup>
- Superb organoleptic properties: mild flavor, boneless and odorless white meat
- Excellent physical properties and texture (rich in collagen)
- Rich in Omega 3 and 6 compared to other white meat fishes; ~20% protein content <sup>(2)</sup>



- ✓ **Versatile fish**
- ✓ **Excellent texture and exquisite taste**
- ✓ **Optimum ratio between healthy omega 3 and 6 fat**
- ✓ **Rich source of protein**
- ✓ **100% natural & sustainable**
- ✓ **Healthy fish, with no antibiotics**
- ✓ **Raised in very low densities**

(1) Other tests available on demand  
(2) Nutritional facts on demand

## Value to our customer

- Sustainable quality and differentiation to the culinary world
  - Differentiation from traditional fish offering: Paiche is unique in the world
- Amazon intends to sell its 2011 estimated production (~100 tons) to a limited number of customers around the world
- Natural product environmentally friendly practices, while bringing social



# Top international chefs in the US, EU, Japan and Latam have tried Amazone paiche



**Nobu, Japan**



**Punta Sal, Peru**



**L'Espalier, Boston**



**La Mar, San Francisco**



**Casa Tua, Miami**



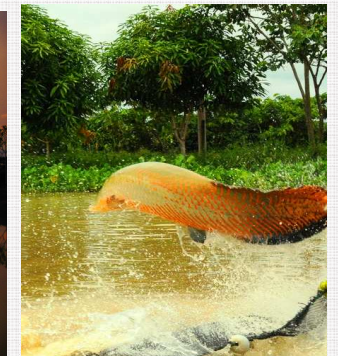
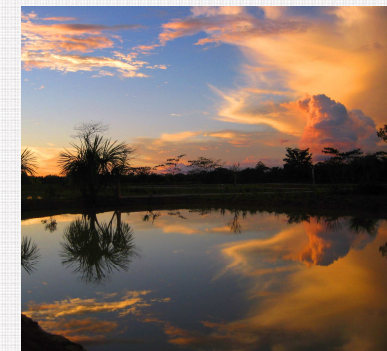
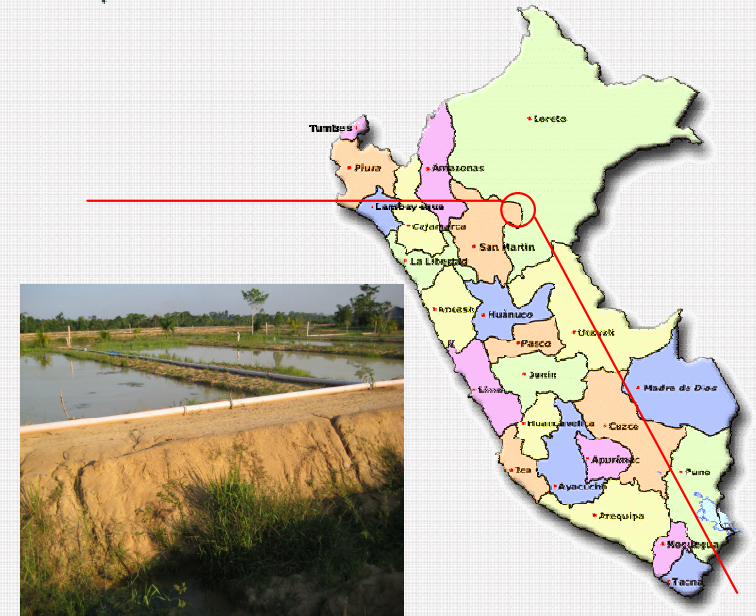
**Marc Foucher, 2004  
Meilleur Ouvriers  
de France**

# Amazone...a nature respect initiative

- **Amazone was founded in 2006 in the city of Yurimaguas, in Peru's Amazon region.** The company gathered a group of top professionals and invested significant resources to develop scientifically a natural and sustainable Paiche reproduction and breeding technique.
- **Environmentally friendly aquaculture practices based on low densities and no chemical use.** 83 hectares river-side farm for hatchery and small scale breeding. Operations area expansion underway for large scale breeding and farming. All operations supported on pure river and tropical rain water sources
- **Objective: To sustain a commercial scale profitable Paiche production and ensure its preservation.** Starting point to promote the commercialization of other valuable Amazonian products
- **Our mission:** Unveil and launch Peru's ancient Amazonian resources through an environmentally respectful and sustainable initiative and ultra-premium quality products.
- **Our vision:** Become one of the top 20 aquaculture companies in the world with the best sustainable, ecological and environmental practices.



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# Integrated operations



**Research**



**Reproduction/Breeding**



**Hatchery**



**Feeding and fishing**



**Processing**



**Product testing and commercialization**

# Innovation within the industry

- **A new naturally and responsibly bred aquaculture product provides a competitive edge within the fish industry**
  - World's fishing volumes have recently remained stable (~90MM tns.) due to fishing quotas to prevent biomass depredation
  - Large fishing volumes (~30%) are destined to animal feed production, while there is limited product innovation for human direct consumption
  - Aquaculture has been growing steadily and accounts for over 25% of world's fishing activity
  - Genetic and chemical intervention to main aquaculture white meat fishes has greatly affected product quality, while facing significant environmental and social challenges
  - Premium sea fish species typically show long biomass recovery periods and are facing a growing capture pressure and social concern
- **Paiche is a high quality, sustainable, unique and natural proposal**
  - Outstanding meat attributes, suitable for fine and sophisticated cuisine
  - Good cultivation results within its natural area (the Amazon) without the need of genetic or chemical intervention, and without altering wild populations and natural habitat
  - Limited offering restricted to the Amazon basin; ALP is the only company in the world that has managed to develop a natural reproduction protocol for Paiche and to sustain a year-round production
  - Paiche is an exotic, mythical, threatened species, with no scientifically proven reproduction techniques within public domain or with known widespread commercial application besides ALP
  - ALP's Paiche production is supported on an environmentally friendly and social development proposal, and will lead the way to other unique Amazonian products for the world



# Integrated operations

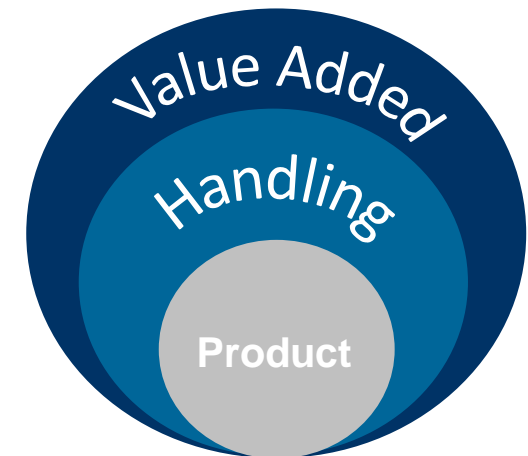


- **Handling: Top notch processing and logistics infrastructure**

- Top quality logistics with uninterrupted cold-chain management assuring product freshness and innocuous state
- Processing plant with HACCP and ISO 9001:2000; FDA and EU certification
- Product presentation tailored to customer needs

- **Value added: Environmentally friendly project**

- Contributes to the preservation of the Paiche species and to the economic development and employment generation in a less favored area of the country
- Project is the cornerstone for the development of other unique Amazonian valuable export quality products



(1) Other tests available on demand  
(2) Nutritional facts on demand



# Fundamental pillars

Product attributes and limited offering



Amazonian origin



Residue treatment



Restore natural Paiche biomass



Best practices



Top logistics and cold chain



Technical contribution

Employment generation



# Amazona is part of one of Peru's largest economic conglomerates – The Hochschild Group



- **Acuícola Los Paiches (ALP)** is the sole private and integrated Paiche aquaculture project in the Amazonian basin managing reproduction, breeding and commercialization of the species through its **Amazona** brand ([www.amazona.com.pe](http://www.amazona.com.pe))



- Hochschild Mining is a gold and silver mining operations in Canada, Mexico, Argentina and Peru; listed in the London Stock Exchange ([www.hocplc.com](http://www.hocplc.com))



- Cementos Pacasmayo is the second largest cement, lime and construction materials company in Peru; listed in the Lima Stock Exchange ([www.pacasmayo.com.pe](http://www.pacasmayo.com.pe))



- Tecsup is Peru's leading technical engineering institute founded and sponsored by HG ([www.tecsup.edu.pe](http://www.tecsup.edu.pe))



- Fosfatos del Pacífico is the second largest phosphate rock project in Perú
- Other investments: In house project development, including Peru's largest potassium chloride project, and specialized diatomite bricks,
- HG's investment principles are:

Innovation

Value creation & development

Environmental respect

Profitability



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# News & Press

- Newspaper Gestión (Peru):** March 26, 2010  
May 21, 2010
- Magazine Mis Peces (Spain):** May 20, 2010
- New York Times (U.S.A.):** July 29, 2010  
Jan 27, 2011 **NEW**
- Magazine Produit de la Mer (France):** Edition No.121
- Magazine Proveedor a la Carta (Peru):** Edition No.11  
Edition No.18 **NEW**
- SeafoodSource:** May 07, 2010
- News:** Chef Nobu tried Amazone paiche in Japan  
Chef Adolfo Perret used Amazone paiche in Mistura 2010  
Bon Jovi tried Amazone paiche in Peru



Foto: Andrés Ferrando Allain