



H. FORMAN & SON



PURVEYORS OF THE WORLD'S FINEST SMOKED SALMON
formans.co.uk



1935 The largest salmon ever sold at Billingsgate Fish Market, weighing in at 74lbs. This beauty was sold for 2/10 a lb when typical prices were 2/3. Louis Forman, Harry Forman's son, stands behind wearing a black homburg hat



H. FORMAN & SON

When Harry (Aaron) Forman arrived in London's East End from Russia at the beginning of the last century he pursued the trade he knew best – curing fish; in particular, the salmon he imported in barrels of brine from the Baltic. It wasn't long, however, before he discovered a rich source of fresh wild salmon much closer to home: Scotland.

Inspired by the exceptional quality of fresh Scottish salmon, Harry developed a cure that complemented its unrivalled flavour. The deliciously mild London Cure was born and soon it was the talk of reputable establishments around the capital.

A century later H. Forman & Son remains a family concern, the last of the original London smokeries, with Lance Forman, Harry's great

grandson, flying the flag for the famous London Cure. Remaining faithful to principles established in 1905 – the freshest salmon, a little salt, just the right amount of oak smoke – he is upholding traditional values and skills that would otherwise have died out long ago, along with one of gastronomy's finest foods: H. Forman & Son's Genuine Wild Smoked Scottish Salmon.



THE BEST SMOKED SALMON IN THE WORLD

All salmon arrive in pristine condition daily at 4.00am and every fish is inspected



Step 1 – Selection, filleting and curing

H. Forman & Son is, and will always remain, a smoker and wholesaler of salmon. London Cure Smoked Scottish Salmon is the signature product. Quite simply, there is no finer smoked salmon in the world. Why? Because no corners are cut.

The story starts with the fish itself. The Atlantic salmon is the king of fish, and those caught in the estuaries of Scotland are renowned for their flavour. Unlike some smokers prepared to compromise freshness for profit, H. Forman & Son always purchases the freshest fish. Wild Scottish salmon arrives at Forman's temperature-controlled smokehouse within 24 hours of being caught and superior farmed Scottish salmon within 48 hours of harvest. As soon as it arrives it is cleaned, split and trimmed entirely by hand whereas most smokehouses use machines which damage the flesh, give lower yields and cannot handle the firm flesh of very fresh fish.

Small amounts of rock salt are then sprinkled over each fish, again by hand, to dehydrate the flesh. During salting a side of salmon can lose up to 15% in weight over 24 hours so less reputable producers have been known to inject brine to increase weight (and margins!) then disguise the saltiness with sugar. Such deception is anathema to Lance Forman and his team. Consequently, H. Forman & Son smoked salmon is the healthy option, with no added sugar and only 3% salt content, as opposed to 5% in many cheaper brands.



Pure rock salt is used for curing

All fish are filleted by hand



Dry salting by hand



Traditional curing for 24 hours before smoking
Curing for gravadlax, one of many H. Forman & Son recipes





Hanging cured salmon are wheeled into the kiln for cold smoking – the holes in the skin allow salt and smoke to penetrate for an even taste

Hot smoked salmon with cracked peppercorns, another speciality



Step 2 – Smoking

After salting, with bones left in to enhance flavour, whole sides of salmon are hung by hand in traditional style ready for smoking. Hanging allows the smoke to circulate freely and penetrate the stretched pores of the flesh.

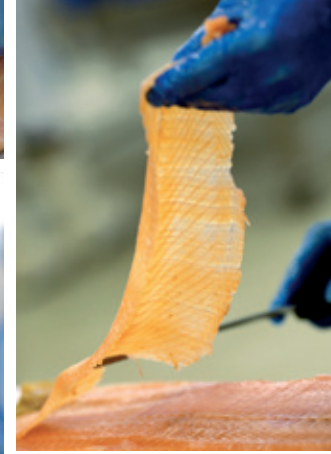
Controlling smoke is vital. Too much smoke and the subtle flavour of the salmon is overpowered. H. Forman & Son's expertise results in a perfect blend of air-drying and dehumidification with precise quantities of smoke produced by friction-burning oak logs sourced from sustainable forests.

Two different methods are employed – cold-smoking and hot-smoking. London Cure Smoked Scottish Salmon is cold-smoked, but salmon also takes well to hot-smoking, as do many other fish. Both methods require a high level of expertise. The key to cold-smoking is the drying whereas with hot-smoking moisture retention is paramount, and it is this intuitive understanding of smoking principles, refined over the last 100 years, that ensures H. Forman & Son's full range of traditional smoked fish remains unsurpassed.

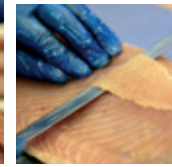
Pin bones are removed by hand



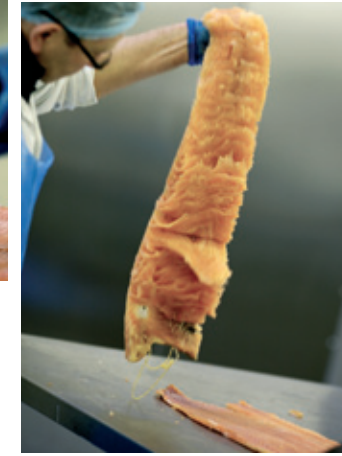
Hand trimming



Hand slicing 'banquet' style



'D-cut' slices



Step 3 – Hand-carving

Whilst much of H. Forman & Son smoked salmon is dispatched from the factory as whole, untrimmed sides straight out of the kilns, wrapped in greaseproof paper, the rest undergoes further attention.

Trimming, pin-boning and carving by hand is a labour-intensive process employed for good reason: it makes a huge difference. Cheaper sliced smoked salmon is often sold untrimmed with the pellicle (the hard and chewy outer crust that forms during smoking) left intact because it adds to the weight. H. Forman & Son smoked salmon, on the other hand, is supplied with the pellicle removed for a far superior taste.

Slicing by hand – D-cut or banquet slices (length-wise), according to customer preference – also enhances taste because the slightly uneven surface of each slice releases more flavour. Lance Forman likens this to eating ready-sliced bread as opposed to a loaf sliced by hand at home.

Finally, the slices are re-assembled, with considerable skill, in the form of the original side, or as fixed weight or portion-controlled packets, and wrapped ready for dispatch. A fleet of refrigerated delivery vans supplies customers as soon as possible. Time is of the essence as the best smoked salmon should be eaten as fresh as possible; preferably, the same day it leaves the kiln.



Forman's Darren Matson holds the World Record for the fastest time to trim, pin bone and slice a side of smoked salmon

Freshly sliced smoked salmon is interleaved with perforated paper to allow it to breathe

Whole sides being inspected and selected



More than smoked salmon

While smoked salmon remains the heart and soul of the business, gourmet tastes change regularly and H. Forman & Son has always been at the forefront of the curing industry, pioneering new styles and delicacies. The same principles of curing – the best fish, artisan skills – are applied to a wide range of products of exceptional quality. The diverse flavours of wild halibut, cod's roe, tuna, eel and mackerel, for example, are all given a delightful Forman & Son twist.

Forman's expertise is so highly regarded that distinguished chefs regularly request bespoke cured salmon. Diverse cures range from the company's unique aromatic gravadlax to wasabi and ginger, sweet beetroot, gin and tonic, vodka, chilli and lime, tequila and parsley, and even a spicy cinnamon and orange cure for the festive season.

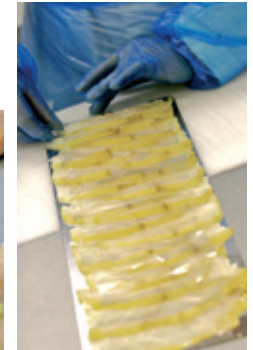
Rightly proud of its artisanal expertise in salmon filleting and smoked salmon carving, H. Forman & Son also welcomes clients' staff to train at the factory and improve their skills.



Cured salmon being sliced by hand



Wasabi and ginger cured salmon slices



Smoked wild halibut is packed by hand



“ Arguably the finest smoked salmon in the world ”
 Tom Parker Bowles,
 The Mail on Sunday



“ Not too salty, delicately smoked and with a perfect matte sheen when sliced ”
 Bill Knott, The FT



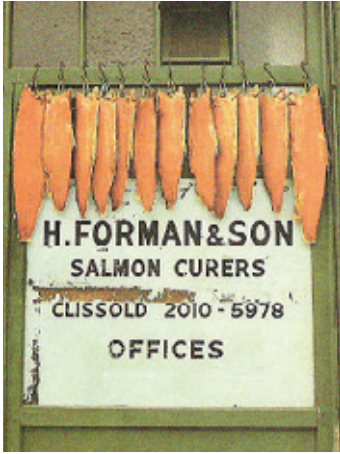
“ Continuing the traditional art of salmon smoking that made its name ”
 delicious. magazine



“ Its wild smoked salmon is matchless – dry, gamey, lightly cured and salted ”
 Tamasin Day Lewis, television chef, food writer and author
 (Daily Telegraph)



“ Soft and utterly delicious. A beautiful thing. ”
 Anne Shooter,
 Daily Mail



“ A great London business in the East End with incomparable smoked salmon ”
 Boris Johnson, Mayor of London

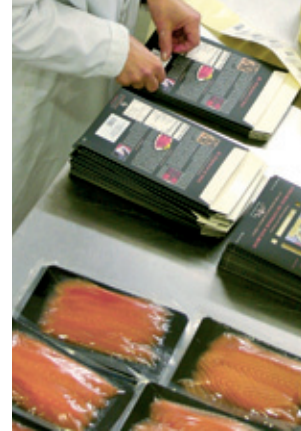


TRADITIONAL SERVICE

Smoked salmon sides are traditionally wrapped in greaseproof paper for dispatch to client



Retail packs are individually inspected and packed by hand



Award-winning packaging



Attention to detail

H. Forman & Son has a long established working relationship with leading hoteliers, restaurateurs and retailers. The customer is always right and Lance Forman places the emphasis squarely on traditional service and meeting the demands of his varied clients.

Michelin-star chefs, food hall managers and caterers, both large and small, know they can rely on H. Forman & Son to respond rapidly and deliver consistently outstanding quality. Attention to detail extends to presentation with products available in private label packaging or the company's award-winning own-label designer packs.



MORE THAN JUST A SMOKE HOUSE

Out of the smokery and into the kitchen



Scotch Eggs – fast becoming a Forman speciality



The freshest ingredients prepared by hand



A bespoke kitchen

The Willy Wonka-style kilns might grab the eye of any visitor but the equally high-tech kitchens, with facilities to match any top restaurant, have also allowed diversification and innovation. It's here that Lloyd Hardwick, Forman's Roux-trained chef, works his magic developing new recipes and creating restaurant quality dishes for an ever-increasing list of discerning clients.

The culinary skills offered by Forman's kitchen team are in great demand. More and more customers, including chefs in leading hotels and restaurants, are relying on H. Forman & Son to supplement their own kitchens by providing 'homemade' gourmet dishes of impeccable provenance. As Lance Forman explains: "Everything we make is prepared from first principles using the finest ingredients, whether it's one of our own recipes or a client's recipe. We provide old-fashioned quality and consistency and, in doing so, help customers reduce waste."

Crayfish Cocktail – part of Forman's diverse range of pre-prepared dishes





Cover stars from our Forman & Field catalogues



OUR SMOKED SALMON MISSION

The original smoked Scottish salmon

Heritage and provenance are key elements of any luxury food's success and yet few understand the history of smoking, or appreciate how top quality smoked salmon is made. We intend to change that.

When the early smokers like Harry Forman first arrived from Eastern Europe they discovered the quality of the native Scottish salmon. The end product was quite magnificent and it was soon introduced into fine dining and delicatessens. The Scots did have a tradition of smoking fish, but it was based in herring and haddock. A top chef putting on a 5 course banquet would not start with a heavily smoked kipper that guests would still be tasting after the pudding. It was the clean and delicate "London Cure" smoked salmon that became the gourmet food. Smoked salmon was not about the smoke, it was about the quality of the fish – locking in the joyous natural flavour of this prince of seas and rivers.

Swimming against the tide

The advent of commercial salmon farming in the 1970s has meant smoked salmon can be made widely available at a lower price, but the quality varies enormously. Underhand practices in search of easy profits are chiefly to blame. Cheap fish from less responsible farmers, often degraded before it is cured, is injected with brine to increase weight, then 'spray-tanned' with smoke guns before being butchered by machine. Excessive salt and even sugar are commonplace in the list of ingredients. Mass production has ruined a very special product. Forman's are the only smoker staying true to the tradition of the London Cure that made smoked salmon a gourmet food.

Our mission is set. The campaign starts here. London Cure smoked Scottish salmon is the only cure.



Lance Forman; building a 21st century business on traditional, artisan skills

THE FORMAN'S FAMILY OF BUSINESSES



Our restaurant



Hampers and
Corporate gifts from
Forman & Field



H. FORMAN & SON

Producers of legendary London Cure and Genuine Wild Smoked Scottish Salmon, among other bespoke fine foods.

FORMAN & FIELD

Luxury artisan foodstuffs delivered direct to your door, or culinary establishment. Britain's best foods, selected for seasonality and quality, plus dishes prepared in our own kitchens.

FORMAN'S LONDON SINCE 1880

Our on-site restaurant:
British food, award-winning English wines

FORMAN'S SMOKEHOUSE GALLERY

A spectacular art project space of 7500sq ft showcasing contemporary art in the heart of our local art community in Hackney Wick and Fish Island.



FORMAN'S FISH ISLAND

Our luxurious in-house hospitality venues catering from 10 to 1000 people with views into the smokery, out to the Olympic Park and with their own terraces. Ultra-chic industrial space.



The Smokehouse Gallery features contemporary art by local artists



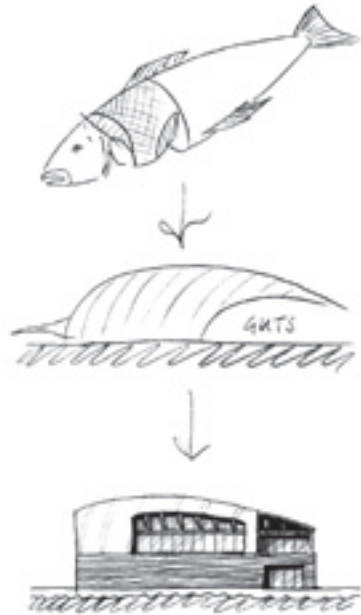
In-house catering is second to none



Roof terrace with views across to the Olympic Park and with their own terraces. Ultra-chic industrial space.



WHERE TO FIND US



The smoked salmon factory was designed to resemble a darne of salmon by award-winning architects



"Forman's is not just a smokehouse, It's a salmon theme park!"
BORIS JOHNSON - MAYOR OF LONDON

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Forman's from the air, 2011



H. FORMAN & SON



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