

100% Icelandic cod liver oil.

Cold processed.

No artificial ingredients.

Pure and natural vitamins, omega, and other nutrients.









## In Iceland, fish oil (I. lýsi) has been used for various purposes for centuries, including:

- as lighting fuel
- to soften and waterproof clothes
- as medicine
- o to calm down the ocean around the boat,
- to make boats watertight.

The Vikings truly understood that ingesting cod liver oil on regular basis greatly improved their health and spirit. Using the old traditional methods of the Icelandic settlers, we are able to bring you a unique extra virgin cod liver oil from the ocean around Iceland.

#### Other Historical Facts about Icelandic Cod Liver Oil:

Earliest known documentation from 1096, tithe laws (I. tíundarlög)

The laws suggest that any man paying tithe should pay 1 litre to his church.

The word "dropi" comes from Old Norse and means drop.









## Bolungarvík

True Westfjords Fish Oil Company is based in Bolungarvík, a town in the Westfjords of Iceland. In this area of deep fjords, birdlife, and rich fishing grounds, Bolungarvík is sheltered by the surrounding mountains.

Bolungarvík is one of the oldest fishing ports in Iceland







#### It begins with bait ...

Early in the morning fishermen in Bolungarvík bait their fishing lines before they sail out to the fishing grounds on their longliners and jiggers.

#### ... then they return to harbour ...

Every day the fishermen on Þorlákur ÍS-15, Hjörtur Stapi ÍS-124, Fríða Dagmar ÍS-103, and several other small fishing vessels bring their fresh catch back to harbour where the fish is cured and the liver removed for oil processing.

#### ... where our facility awaits

Our facility is located by the harbour in Bolungarvík. This means that our cod liver oil is made from the freshest wild cod available.





# An old method with new technology

Our production idea is based on an old method.

Historically, The fish liver was stored in a container or in a hole in the ground outside people's homes. When it had released its oil, the oil was bottled. The oil was believed to make people healthier and stronger.





#### Pure and exclusively cold processed cod liver oil

The whole process is shorter than with commerially produced cod liver oil.

We use low temperature in the process to maintain all the natural properties of the oil.

Temperature never exceeds 42°C.

Our production is dependent on nature, e.g. weather, circumstances at the Ísafjarðardjúp fishing grounds, and fish population.

#### Quality product

Dropi cod liver oil is of the highest quality as 25% of the oil is pure and natural omega oil.

Our quality standards are according to EU directives.

HACCP certified.

The Westfjords are an industrial free zone.

Since the very beginning we have worked in close cooperation with Matís, Icelandic Food and Biotech R&D.

#### **Key Selling Points**

No GMO

No artificial preservatives

Sustainable and Responsible fisheries

RAW food compatible

Gluten free



## Extra virgin – RAW food

Dropi Cod Liver Oil is crafted using an ancient extraction method.

Harvesting of the oil is performed in the absence of high temperatures, enabling us to bring to you unique extra virgin cod liver oil.

The fresh cod livers are exclusively cold processed to maintain all its natural properties and to preserve the natural state of the much essential Omega-3 fatty and vitamin A & D.

The final product can thus considered both as an extra virgin cod liver oil and RAW food supplement.





#### **MSC Certified**

All of Iceland's cod fisheries were certified according to the Iceland Responsible Fisheries Management Certification Programme in December 2010. This certification is maintained by The Marine Stewardship Council. (MSC)

The programme is based on an independent FAO-ISO certification.

www.responsiblefisheries.is

ISF Icelandic cod fishery is also certified according to the MSC's (Marine Stewardship Council) global standard for sustainability.

www.msc.org



Seafood from Iceland

for the benefit of future generations www.ResponsibleFisheries.is



## And these do the job

We use only fresh liver for our product from Icelandic codfish (Gadus morhua) which is caught in the local sustainable fishing ground of Bolungarvík by longliners and hand jiggers.

#### To name few of them:

Hjörtur Stapi ÍS-124

Fríða Dagmar ÍS-103

NúNú ÍS-99

Beggi Gísla

Jagger

Jóhanna Steinunn

Fagranes







#### Industrial free zone

#### Westfjords of Iceland:

Westfjords are in the northwest part of Iceland and the area is characterized by deep fjords, mountains, great birds and rich fishing grounds.

Westfjords are one of the least populated quarters of Iceland and there are no polluting - intensive corporations, industry or manufacturing of any kind present in Westfjords.

Therefore Westfjords is an industrial free zone.



## Our products

Cod Liver Oil - 220 ml

Pure Icelandic cod liver oil extra virgin.
Serving size 4ml.

### The Bottle

Our bottles are made of dark brown glass to protect the oil from light. The cap has protective sealing to prevent leaks and spills. Short bottle neck and small opening to make pouring in teaspoon easy as possible.

#### Capsules -60/120 pcs.

Each capsule contains 500 mg of pure Dropi cod liver oil.

Daily use 2 capsules.

100% fish gelatin capsules.

## The Capsule

We pride ourselves of using the best gelatin available for our capsule, i.e. fish gelatin which makes our product even more unique as well as 100% fish product. It is soft gel capsule.



## The Freshest, Purest Cod Liver Oil





## Now available in Canada



