



Pred dobrimi enajstimi leti se je začela pisati zgodba, ki je bila podprta z močno in trdno zavezo do narave ter ljubezni do morja. Družina biologov - oče Ugo, hči Irena in sin Lean - je bila odločena, da vzgojijo najboljšega brancina na svetu. Povsem sonaravno, brez nepotrebne kemije proti obraščanju ribogojjskih mrež in nosilnih bazenov. Pred sedmimi leti so po vzoru vinske dejavnosti ribi nadeli blagovno znamko »Fonda piranski brancin« - "Piran Loup de mer".

Piranski brancin Fonda je dobil mesto na jedilnih listih v odličnih slovenskih restavracijah, gostiščih in hotelih, prva spletna ribja tržnica pa je postala odlično orodje za zasebne kupce, ki si tedensko zaželijo povsem svežega brancina. Prodaja rib poteka izključno na podlagi prednaročila, brez posrednikov ali prek ribje borze; znamka je postala prepoznavna predvsem zunaj naših meja: v Italiji in Avstriji.

The story started more than eleven years ago, supported by strong and solid commitment to nature and love of sea. A family of biologists: father Ugo, daughter Irena and son Lean, were determined to grow the best sea bass in the world. Completely in sync with nature, without any unnecessary chemical products applied for anti-fouling practices. Seven years ago, following the example of the wine industry, the fish was awarded a brand name "Fonda piranski brancin" - "Piran Loup de mer".

The Fonda Piran sea bass was included in the menus of exquisite Slovenian restaurants, inns and hotels, whereas the first web fish market has become an excellent tool for private buyers, who weekly have a craving for a perfectly fresh sea bass. The sale of fish is done exclusively on the basis of advance order, without intermediaries or via fish market; the brand has become recognizable particularly beyond our borders: in Italy and Austria.



# PIRANSKI BRANCIN

RIBA S POREKLOM

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# PIRAN SEA BASS

A FISH WITH ORIGIN

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Edina slovenska aktivna morska ribogojnica, ki jo upravlja družinsko podjetje Fonda.si in ga vodi dr. Irena Fonda, leži v Piranskem zalivu, na najjužnejšem delu slovenskega morja, ki ga obdajajo starodavna solinska polja.

The only active Slovenian sea fish farm, which is run by the family company Fonda si. and managed by Dr Irena Fonda, is situated in the Piran Bay, at the southernmost part of the Slovenian sea, surrounded by ancient salt fields.

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Besedilo/Text: **Gorazd Šinik**  
Foto/Photos: **Fonda.si**





Fonda piranski brancin ni le znak najvišje kakovosti, je prepoznavna znamka slovenske Istre in z njo tudi nova turistična točka na zemljevidu naše dežele.

The Fonda Piran sea bass is not only a sign of the highest quality, it is also a recognizable brand of Slovenian Istria and, consequently, a new tourist point on the map of our country.

Z nekaj evropskimi sredstvi iz naslova razvoja trajnostnega razvoja je podjetje Fonda.si osnovno dejavnost podprlo z nekaj ekološkimi projekti. Za podporo blagovni znamki, predvsem pa v namen izobraževanja in kulture so se opremili s fotovoltaičnim hibridnim plovilom greenline by Seaway. Pripravili so nekaj programov ogledov ribogojnice s povsem ekološkim načinom plovbe. V drugem delu projekta so združili ekologijo in šport. S kajakom, kanujem ali supom si pod sloganom "veslaj in poberi" lahko mladi in malo manj mladi ogledajo pokrajino zaliva in življenje v ribogojskem polju.

With some European funds intended for sustainable development the company supported the primary activity with some ecological projects. To support the brand, but above all for educational and cultural purposes, the company enhanced its equipment with a photovoltaic hybrid vessel, Greenline by Seaway. They organized some programmes of visiting the fish farm with a fully ecological method of navigation. In the second part of the project they joined together ecology and sport. With a kayak, canoe or sup under the slogan "row and pick up" young people and those a little less young can enjoy the scenery of the bay and learn about the life in the fish farm pools.





## Fonda piranski brancin v soli

Fonda piranski brancin v soli sodi med najbolj zdrave in izjemno okusne načine priprave brancina, saj lahko to jed pripravimo popolnoma brez dodanih maščob. Brancina pečemo zakopanega v soli, ki ščiti površino ribe pred direktno toploto, zato se brancin lepo in enakomerno speče, ribje meso pa ostane sočno, izjemno dobrega in nežnega okusa.

**Zahtevnost:** preprosto, brez posebne predpriprave  
**Čas priprave:** 70 minut

### Sestavine (za štiri osebe):

- 2 piranska brancina - približno 0,6 do 0,8 kg ali 1 piranskega brancina - približno 0,8 do 1,2 kg,
- 3 kg soli za peko,
- po želji: olivno olje, česen, vejica rožmarina - najbolje svežega, sveže mlet poper.

**Priporočena priloga:** krompir, pečen v soli, ali blitva s krompirjem.

### Priprava:

Ribo očistimo, vendar ne oluskamo, rahlo speremo in osušimo s papirnato brisačo. Na pekač nanesimo podlago iz približno enega centimetra soli za peko, nanjo položimo ribo. Po želji lahko damo v trebušno votlino ribe malo olivnega olja in vejico rožmarina in/ali česna. Rez na trebušni votlini prekrijemo s koščkom folije, da preprečimo neposredni stik ribjega mesa s soljo. Nato ribo v celoti prekrijemo s preostalo soljo, približno en centimeter ali več na debelo. Po želji (močno priporočamo) lahko v sol zakopljemo tudi nekaj opranih, neolupljenih, na pol kuhanih krompirjev. Pekač prestavimo v predhodno ogreto pečico in pečemo od 30 do 60 minut pri 200 do 220 stopinjah (odvisno od velikosti ribe). Med peko sol nekoliko porjavi in otrdi.

Po končani peki skorjo - slani oklep - razbijemo z nožem ali s kuhinjskim kladivom in sol čim bolj odstranimo z ribe, tako da se vidi celotna polovica brancina. Nato odstranimo kožo (ki ni užitna oziroma dobra, saj vsebuje luske) - tako, da jo z nožem ali vilicami zarezemo na hrbtu, od hrbtnih plavutih od glave do repa, na trebušni strani odstranimo folijo in kožo zarezemo tik ob trebušnih plavutih do repa. Kožo, ki se z lahkoto odlepi od mesa, nato preprosto dvignemo ali navijemo na vilice (pri tem pazimo, da nam ne pade preveč soli na izpostavljeno meso). Ko je zgornja stran ribe olupljena, lahko meso s te strani ribe serviramo. Nato odstranimo kosti in glavo in tako očistimo meso še z druge strani ribe. Če je riba ravno prav kuhana/pečena, se meso ne prijema kosti.

Če želimo, da bo slani oklep, ki nastane okoli ribe po peki, še trši in nekoliko bolj rjavkast, naredimo v skledi iz soli za peko in dveh jajčnih beljakov grobo maso. Dodamo lahko tudi dve žlici moke. V vseh primerih se riba speče enako dobro, razlika je le v trudu, ki ga moramo vložiti v razbijanje in odstranjevanje slanega oklepa med serviranjem. Po želji lahko čez očiščeno ribje meso prelijemo še malo nežnega olivnega olja, ki odlično, a zelo blag okus brancina v soli še poudari.

## Fonda Piran sea bass in salt

Fonda Piran sea bass in salt is one of the healthiest and extremely tasty methods of preparation of sea bass, because it can be prepared without any fat added. Sea bass is baked in salt, which protects the surface of the fish from direct warmth, which results in a perfectly evenly baked fish with the meat delivering juicy, delicious and soft taste.

**Difficulty:** Easy, no special preparation.  
**Time of preparation:** 70 minutes

### Ingredients (four persons):

- 2 Piran sea bass – about 0.6 – 0.8 kg or 1 Piran sea bass – about 0.8 – 1.2 kg
- 3 kg of salt for baking
- If desired: olive oil, garlic, rosemary sprig – best fresh, freshly ground pepper

**Recommended side dish:** potatoes, baked in salt, or mangold with potato.

### Preparation:

Clean but don't de-scale the fish, lightly wash and dry it with a paper towel. Cover a baking tray with salt about 1 cm deep and lay the fish across. If desired, you can put a little olive oil and a rosemary sprig and/or garlic in the fish stomach cavity. Cover the stomach cavity opening with a piece of foil in order to prevent direct contact of fish meat with salt. Then cover the entire fish with the remaining salt, 1 cm thick or more. If you wish (highly recommended) bury a few washed, unpeeled, and half-cooked potatoes in the salt. Place the baking tray in the preheated oven and bake for 30 to 60 minutes at 200 to 220 degrees C (depending on the size of the fish). During baking the salt will harden and turn slightly brown.

When the fish is done – crack the salt crust with a knife or kitchen mallet and remove all of the salt as much as possible to reveal the top half of the sea bass. Then remove the skin (which isn't good because of the scales) – by taking a knife or a fork and cutting it along the back from dorsal fins from head to tail, and removing the foil from the stomach and making another cut past the pelvic fins to the tail. The skin is easily removed, then simply lift and roll it on a fork (be careful not to drop too much salt on the exposed meat). Once the top half of the fish has been cleaned, you can serve the meat on that side of the fish. Then remove the bones and head and clean the other half of the fish. If the fish is baked/cooked just right, the meat will not stick to the bones. If you want the salt crust that forms around the fish after baking even harder and somewhat browner, make rough dough in a bowl using salt and two egg whites. You can also add two tablespoons of flour. In any case the fish will bake equally well, the only difference is in the effort you will invest in breaking and removing the salt crust before serving. You can also sprinkle some gentle olive oil on the cleaned fish, if you want, as this will further enhance the delicious, but very mild taste of sea bass baked in salt.