



FISH TALES

NEWS THAT'S JUST, WELL, A LITTLE FISHY

VOL 2, ISSUE 2

Summer, 05

THIS MONTHS RESTAURANT IN FOCUS IS WASHINGTON D.C'S OWN INDE BLEU. THIS FRESH NEW SPOT IN OUR NATIONS CAPITAL IS CREATING QUITE A BUZZ. SEE PAGE TWO FOR MORE INFO

AUSTRALIAN OR JAPANESE, IT DOES NOT MATTER, THIS SUZUKI IS REVVING UP RAVE REVIEWS IN RESTAURANTS AROUND THE GLOBE. CHECK OUT WHAT THE BUZZ IS ABOUT ON PAGE TWO.

INSIDE THE GRILLING EXPERIENCE WITH CUBA LIBRA'S TOP MAN GUILLERMO VELOSO. IN THIS ARTICLE CHEF EXPLAINS WHAT HE LIKES TO DO ON HIS GRILL, CHECK IT OUT ON PAGE THREE

SAMUELS EMPLOYEE SPOTLIGHT – GET TO KNOW A LITTLE MORE ABOUT THE PEOPLE AT SAMUELS WITH A CANDID LOOK AT WHAT GOT THEM IN THE BUSINESS AND WHAT MAKES THEM TICK. PAGE THREE

FISH TALES BRINGS YOU PAGE 4 1/2. IN THIS NEW SECTION, WE GIVE YOU CHEFS TRAVELS, NEW LOCATIONS, INFO ON PRODUCTS TALKED ABOUT ON TV AND NEWSPAPERS, CELEBRITIES SIGHTINGS, AND UPCOMING EVENTS

SAMUELS BRINGS YOU A NEW SECTION IN FISH TALES: TALES FROM THE SEA, IN THIS WE WILL OFFER INFORMATION ON TOPICS BROUGHT UP BY YOU, OUR CUSTOMERS PAGE

PREVIEW RECEIVES RAVE REVIEWS

On the night of March 1st the staff of Samuels & Son Seafood Co. once again welcomed key customers and vendors to the popular Philadelphia return of "A Chef's Night Out"! Held within the hip, sprawling confines of the latest culinary inspiration of Chef Patrice Rames, Patou Restaurant & Bar located at 312 Market Street, the evening was a major success. "The Sneak Preview from the Sea" brought together the hottest new seafood products in the wide-ranging, high-quality Samuels and Son inventory.



Chefs were wisked down the Red Carpet, cameras flashed and history was made. Japan, Australia and New Zealand all had representatives there hyping up the products displayed for Philly's phinest. We would like to thank the wonderful staff at Patou, as well as our customers who attended this enjoyable event. For more information on the delicious products showcased at this event, please contact your sales representative or email us...

info@samuelsandsonseafood.com

DUXBERRY MUSSELS AND AUSTRALIAN BARRAMUNDI WERE PREPARED TO PERFECTION BY CHEF RAMES AND HIS STAFF.



FRESH FISH DISPLAYS WERE PLACED THROUGHOUT THE RESTAURANT TO SHOW THE CUSTOMERS WHAT THE PRODUCTS LOOKED LIKE UNCOOKED





From New Delhi to D.C., **Chef Vikram Garg** has done it all. He has worked in India, the Virgin Islands, Bangalore, and now here in the states. He also co-authored an asian menu planner cookbook.

INDE BLEU IS RED HOT

In a city captivated by the return of Major League baseball with the Washington Nationals, as well as the exciting Washington Wizards shooting their way back into the NBA playoffs, the celebratory appetites of those living in and around the **District of Columbia** have reached new levels of hunger as of late. Luckily, they can now find their way to the Bleu..... **Inde Bleu.**

Located in the popular Penn Quarter district and within walking distance to the 20,000 seat MCI Center, Inde Bleu has captured the attention and respect of most every fine dining aficionado up and down the Capital Beltway. Also known for the **Salon Bleu** (hair styling) and **Studio Bleu** (art of dance), the dining experience at Inde Bleu is equally glamorous and breathtaking.

Amidst an atmosphere of decadent elegance and sophistication, the cuisine served at Inde Bleu fits their interior decor. **Executive Chef Vikram Garg's** imaginative menu combines traditional French cuisine with the exotic richness of India. Offering three dining courses, plus dessert and a relaxing lounge, Inde Bleu is the ideal setting for politicians, tourist and locals alike.

This upscale restaurant offers numerous seafood dishes using such favorites as Lobster, Crabmeat, Tuna, Shrimp, Scallops, Caviar and mouth watering Chilean Sea Bass. **Samuels and Son Seafood** wishes Inde Bleu continued success, providing Washington DC a hip, welcoming fine dining establishment for many years to come.



REV UP YOUR SALES WITH JAPANESE SUZUKI

In Japanese culture, the fish Suzuki (Sea Bass) and its delicious white flesh is associated with success in life. In fact another name for Suzuki, shusse uo, means "advancement in life" or "promotion" fish. As it grows, the sea bass goes through a series of life stages, starting life in fresh water before ending up in the sea. Known by different names throughout each stage, the fish does not earn the name Suzuki title until it has lived in the sea and grown to a particular size.

This sea bass should not be confused with the Artic species, Patagonian Toothfish (aka Chilean sea bass).

In fact, Suzuki's firm white meat is thick and meaty, making it ideal for sushi. Also, when cut paper thin Suzuki makes elegant sashimi.

While the season in Japan hits in early summer and late summer in Australia, here in North America the wild sea bass season runs year-round. Mostly sold H&G whole, or whole-wieght fillet, Suzuki usually weighs close to 6 lbs each. Please consult you Samuels & Son sales representative for details and pricing.



*traditionally used in sushi, **suzuki** is now being prepared in many different methods*



*similar to **Bronzino**, or **Striped bass**, **Suzuki** is likely to be a customer favorite*



GRILLIN' AND CHILLIN'



Grass is green, birds are chirping and that smell will soon fill the air. You know the smell...DELICIOUS GRILLED SEAFOOD! We recently asked **Guillermo Veloso, Corporate Executive Chef at the Havana-themed Cuba Libre Restaurant**, questions regarding his techniques and style when grilling seafood. Highlighting **Tropicana's** dining quarters in the **Atlantic City casino**, Cuba Libre has been a crowd-pleasing favorite, in part thanks to Veloso's creative seafood cuisine. The native of the Bronx and then North Jersey, Veloso relocated to Miami in 1990, where he was part of the influx of innovative Latin cuisine that in the past few years has taken the kitchens across the country by storm. We recently asked Guillermo Veloso to share his insight on grilling seafood with Fish Tales. Here is what he had to say....

Fish Tales: Does the change of seasons effect the seafood you choose to grill?

Guillermo Veloso: For me, whole fish has always sold better in the summer. As far as availability, toward the summertime there seems to be more fish around like pompano. We sell whole fish year-round, but once I get to the summer months whole fish just sells better.

Fish Tales: Tell me about grilling whole fish. What fish or techniques work best for you and your applications?

Guillermo Veloso: What I learned that worked best was the use of ray shortening, like Pam or Vegeline.

What I do is I spray the grill, but I also spray the fish. Being a vegetable shortening, it doesn't add any flavor, although you can get the can spray in olive oil or butter flavor. So before I put the fish on the grill I'll put a few slits in the fish that don't go to the bone, season it inside and out. The slits allow the seasoning to get into the meat, they allow me to gauge the cooking time and doneness of the fish a little better...take a sneak peek, if you will. The key is generously spraying the fish like I'm spray painting, and then I put the fish on the hot spot of the grill that allows the searing to happen quickly. It won't stick to the grill, the skin will start getting crispy and it comes off the grill a lot easier. Then what I do is move it to a slower part of the grill, to finish cooking on the side. When I'm ready to cook it on the other side, I'll give it a quick hit of Pam spray on the fish and then put it back on the hot part of the grill and repeat the process.

Fish Tales: What fish do you most enjoy grilling?

Guillermo Veloso: I spent eleven years in Miami, Florida and I used to get some yellow-tail snappers that were just unbelievable! Locally, they seemed to be the most plentiful and the quality was day-boat...basically right out of the water. I also really love the flavor and richness of pompano.

Fish Tales: Do you ever grill shellfish?

Guillermo Veloso: Yes, in fact the Florida Spiny lobsters I've been getting from you guys are phenomenal. I'll do a lot of Surf-n-Turf and I've found that Florida lobsters grill up perfectly. Not that Maine lobster is a bad grilling item, but I just find **Florida lobster** on the grill has a more pronounced salt flavor. I just love it off the grill.

Fish Tales: Well Guillermo, you have been more than helpful with these seafood grilling tips. Thank you so much for your time. The family at **Samuels and Son** wishes you a successful summer and all the best in the future.

Guillermo Veloso: It's been a pleasure.

INTRODUCING: JASON WILSON

After 10-years as the seafood specialist for Upstate New York broad line distributor Quandt's Foodservice, Jason returned to the Philadelphia area to be closer to his family. He joined the team at Samuels & Son in early March with 13-years of seafood experience and looks forward to helping Samuels continue their growth and success in the future.

Name: Jason Wilson

Age: 36

Job Description:

Sales, Marketing and some Purchasing

Where you grew up:

Saratoga Springs, NY

Where you live now:

Washington Township, NJ

First job: Circus act juggling swords

First job in seafood industry:

Worked for nearly three years at B&G Seafood in Philadelphia.

Favorite part of fish business:

The people, the pace and the challenge.

Person you admire most:

My mother and father (tie)

Favorite TV show: Sportscenter

Favorite movie: Rocky and Godfather

Favorite actor/actress:

Robert Duvall

Favorite singer/group: Son Volt

Favorite food: Porterhouse steak w/mashed potatoes

Favorite sports team: Virginia Tech

hobbies/Interests: Coaching youth football, Alt-Country music, the History Channel.

Favorite saying:

"What you talking about...?"

-Arnold Drummon, *Different Strokes*



Restaurant **La Famiglia** plans on hosting the Philadelphia return of **Tony and Tina's Wedding...**

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Vice President Dick Cheney recently in Ivyland, Pa enjoyed a delicious dinner at the **Spring Mill Country Club**.

The James Beard Award for "Rising Star Chef of the Year" went to **Christopher Lee of Striped Bass**

Vernon Morales, formerly of Salt Restaurant, is doing well at **Winterland** restaurant in San Francisco....

Mark Salter, Executive Chef at The Inn at Perry Cabin, was recently one of the featured chefs at the **2005 St. Michaels Food and Wine Festival** in Maryland....

Georges Perrier's 5-star Philadelphia eatery **Le Bec-Fin** celebrated their 35th anniversary last month with cocktails and hor d'oeuvres...

The NY Times singled out **suzuki** and **barramundi** last month as popular Australian fish currently making waves in the states....

In a recent sighting at Samuels **Mark Vetri** stopped in to shoot photos for his new website

Have you ever found yourself wondering about fish? Is there something in the world of seafood that you want to know? Did you have a question about the seafood segment you saw on the news? If so, now is your chance to ask the purchasing department at Samuels & Son the seafood questions you want answered in an upcoming issue of Fish Tales. Each month we will select one question and ask our purchasers to do the research necessary to answer it. With more than 120-years combined of seafood experience, the purchasing department will find the information you need to set your curious mind at ease. Do you have a question for us? If so, please email it to.

info@samuelsandsonseafood.com,
and look for your answer in Fish Tales.



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