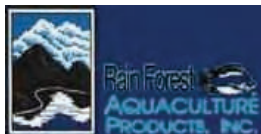




FISH TALES

NEWS THAT'S JUST, WELL, A LITTLE FISHY

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read about them on page 5

VOL 2, ISSUE 3

fall, 05

HOTSPOTLIGHT:

Pelican Fish opens new spot in Philadelphia and is flying high. Check out what the buzz is on **page 2**

Q and A: Joe Las

Our Director of Purchasing, Joe Lasprogata, discusses the effects of Mother Natures Wrath **page 2**

Did you know

talks about some things maybe you didn't know about Samuels **page 4**

Product line:

Fresh water fish like catfish, rainbow trout, and tilapia are slowly becoming staples in Americans diets, find out why on **page 5**

Focus Area:

New Zealand talks about the seafood coming out of this beautiful water and popular fish at that **page 7**

Sushi Guru

Matt Mahler is profiled. Matt has been with the company for some time. Find out what makes him tick on **page 7**

¿IS SPANISH THE NEW "ASIAN"?

In the early 1990's Asian inspired sushi restaurants were the hottest segment in American fine dining circles. The end of the decade was highlighted with a growing selection of innovative Nuevo Latin cuisine featuring Caribbean and Cuban inspired specialties. Nowadays, a Spanish gastronomic revolution is looming on the horizon with a growing number of Spanish-themed tapas bars and restaurants operating throughout the country.

Samuels and Son Seafood imports shipments directly from the region including fresh octopus, cuttlefish, sardines, sea bream (snappers), red mullets and other traditional Mediterranean favorites that any successful Spanish-themed restaurant, including **Washington DC's Jaleo** and the new **Amada in Philadelphia**, could not succeed without.

Nearly surrounded by a combination of the Atlantic Ocean and Mediterranean Sea, Spain is in large part a maritime country, ranking third in the world in

per-capita fish and seafood consumption. Traditional Spanish cooking and etiquette has helped make local tapas bars in both rural agricultural villages, as well as cosmopolitan cities such as Barcelona and Madrid, the center of all Spanish communities.

Jose' Ramon Andres, who trained at the beachfront restaurant, **El Bulli**, northeast of Barcelona, under the renowned Catalan chef **Ferran Adria**, has been a driving force in the increase of tapas appeal at Jaleo. "I asked myself a long time ago, how can we conquer America?" Mr. Andres said in a May 11, 2005 interview with The New York Times. "The answer is clear to me now: by starting with traditional Spanish cooking."

Folklore traces the beginning of tapas (which literally means "covers") Twice a day, Spaniards flock to their local tapas bar to enjoy their appetizers and glass of white wine or sherry. These dishes can consist of a variety of seafood species and range from small to large, cold to hot, simple to complex with

something for every palate and every occasion. **Jose' Garces**, one of the country's top Latin-American chefs, hopes patrons in the City of Brotherly Love are as passionate about Amada as those in Spain are passionate about tapas.

"By bringing Spanish tapas to Philadelphia, we are offering something that's been missing from the city's vibrant dining scene," Garces said in a recent press release, "I'm excited about pushing my creativity in a new direction with my own restaurant." The menus at both Amada and Jaleo are packed with classic Spanish seafood species.

Fresh octopus, also known as pulpo, is a key ingredient in Spanish cuisine. Tender, succulent and unique, Samuels has it flown in direct from Portugal every week. Pulpo a feira (boiled octopus seasoned with sea salt, olive oil and paprika) is a classic tapas dish that is made extraordinary by using fresh octopus.

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PELICAN FISH FLYS TO PHILLY

pelican fish company

Since meeting as students at Rutgers-Camden, **Dominick and Jaishree Stulpinas** knew life would be better together. The South Jersey natives fell in love, and soon the ambitious young guy from Sommerdale was proposing to his Jersey Girl from Ventnor. Thankfully for lovers of seafood in South Jersey and Philadelphia, the marriage between Dominick and Jaishree hasn't been the couple's only long term partnership.

As newlyweds Dominick and Jaishree hooked up again, setting their sights on fulfilling another dream. The couple rolled up their sleeves and put their hearts, minds and hard work into opening a top-notch seafood restaurant in Sewell, NJ...the **Pelican Fish Company**. Just recently, after establishing a stellar reputation at the original South Jersey location Dominick and Jaishree spread their wings by opening another **Pelican Fish Company at 1305 Locust Street in Philadelphia**. It has been a little over six years since Pelican Fish

Company welcomed their first patrons into the seafood restaurant. Located across from Washington Township High School along Hurffville-Crosskeys Road, Dominick and Jaishree had a simple philosophy. They wanted their dream business venture to be where the neighborhood could enjoy the freshest seafood at a place that is friendly and sophisticated, warm yet modern. One visit to the Pelican Fish Company proves the Stulpinas family dream has come true.

Realizing that true blue seafood lovers were a diverse, educated crowd it was imperative to hire a chef that could excel with the classics yet be adventurous and experimental with the latest hot thing. Dominick and Jaishree found what they looking for with their hire **Chef Darren Watson** in charge of the kitchen.

Chef Watson's dedication to the finest fresh fish, shellfish and other menu companions can be tasted in every bite. Excelling with staples such as salmon, scallops, grouper and sole, Chef Watson and his staff are equally as capable in creating memorable seafood dishes featuring such delicacies as cobia, blue nose bass and soft shell crabs.

Another favorite at the Pelican Fish Company in Sewell is the numerous varieties of ice cold oysters available every night. Using the meatiest, most succulent oysters available from both the East Coast and West Coast has proven to be just one way Pelican Fish has set itself apart. It's a concept carried on by Chef Ed Fialkowski at the Locust Street location.

A veteran of the Philadelphia culinary scene, Chef Fialkowski offers his oysters raw on the half shell or as a deliciously popular shaved fennel and pernod scented Oysters Rockefeller appetizer. Other menu highlights that Chef Fialkowski has perfected are the drunken Lobster Bisque, cashew crusted Halibut, jalapeno grilled Tuna and pan seared Scallops.

Dominick and Jaishree Stulpinas welcome you to visit either the Sewell or Center City Pelican Fish Company location. Try the bisque, slurp the oysters and enjoy a mouth watering entrée. But please leave room for dessert, which are all intensely wholesome and comforting.



QUESTION FROM: DIMITRI OF BLACK OLIVE

WHAT MOTHER NATURE DOES TO OUR INDUSTRY

FROM HURRICANES TO THE RED TIDE... INFO BY JOE LASPROGATA

Mother Nature and her residual effects have played a major role thus far in our 2005 domestic seafood industry.

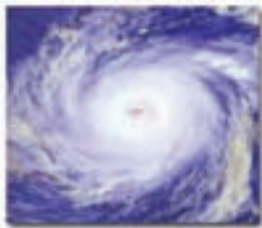
In early May, the harmful algae bloom developed in the Gulf of Maine, spreading into Massachusetts Bay, closing fertile shellfish beds such as Buzzards Bay, Nantucket Island and Martha's Vineyard. The red tide, which contained the alga *Alexandrium fundyense*, was possibly caused by an unusually cold and wet winter and spring. Scientists believe this very dense and geographically extensive red tide was the most damaging algae bloom in the region since 1972.

Fishermen were prohibited from taking bivalves such as clams, oysters and mussels from any restricted areas, although they were still allowed to fish for lobster, crab and shrimp. States were slowly reopening some areas to harvesting as levels dropped in the month of August.

Hurricane Katrina hit landfall late in August, leaving an entire region in chaos and our nation in shock. Unfortunately, the damaging winds, monstrous storm surge and floodwaters continued to cause problems for the region's seafood industry long after Katrina.

Much of the fishing fleet in the Southeastern part of Louisiana was destroyed. As we went to print, all commercial fishing waters in Alabama are closed, as were the molluscan shellfish (oysters, clams, and mussels) beds in Louisiana and Mississippi.

By mid-September, the Louisiana Seafood Promotion Board and Oyster task force stated that more areas were soon re-opening their oyster production. In fact, it was estimated that 1/3 of the state's oyster beds had survived Hurricane Katrina. But then came Hurricane Rita, and again the gulf region seafood industry was



HURRICANE KATRINA DESTROYED THE GULF SEPT 05



RED TIDE HIT THE NEW ENGLAND COAST THIS SUMMER, HURTING MANY SEAFOOD SUPPLIERS

CONTINUED ON PAGE 4



IF YOU SERVE IT, THEY WILL COME.

Samuels & Son Seafood Co is proud to introduce the latest addition to our expanding line of seafood products: **BLU** brand blue crab meat. This crabmeat is hand picked and packed exclusively for **Samuels**, with each can of **BLU** packed full of flavor and value.

We are excited to present **BLU** brand into the market and into your favorite recipes. Each can of **BLU** is presented in our own attractive label, but the real difference can be tasted in every bite.

Please call your **Samuels and Son** representative today for details on pricing and current availability regarding this excellent new line of crabmeat. You will soon see and taste what the buzz is all about! And remember.....If you serve it, they will come!

800 580 5810 call now

HARVESTING

The Blue Swimming Crab (portunus-spp) is harvested year-round from the tropical waters of Southeast Asia.

CHARACTERISTICS

The maximum length from point to point on the carapace is eight inches. The fifth pair of legs forms flat paddles for swimming. Body meat is white and leg meat is brown.

PROCESSING AND PASTEURIZATION

Our fresh crabs are cooked and then allowed to cool. The meat is hand picked, graded and placed in cans, then hermetically sealed and pasteurized. Pasteurization is a heat treatment process which destroys natural pathogenic microorganisms to extend shelf life without adding artificial preservatives or flavors. Once pasteurized, the product has a shelf life of 18 months in the 1 lb. white and **BLU** can under proper refrigeration.

ADVANTAGES OF USING **BLU**

- Dependable year-round supply
- Virtually shell-free*
- Consistent: Every can opened looks like the last and will look like the next
- Extended shelf life eliminates waste and controls inventory
- Inspection: All **BLU** crab meat is *FDA* lot inspected upon arrival into the United States
- Quality-controlled standards at our plant are enforced
- Exceeds *HACCP* government regulations – (Hazardous Analysis Critical Control Points)

jumbo



White meat:
the two largest unbroken muscles connected to the swimming legs of the crab.

lump



White meat:
broken pieces of Jumbo Lump with large flakes included.

backfin



White meat:
smaller & broken pieces of Jumbo Lump with large flakes included.

special



White meat:
the remaining body meat, with some lump and flake meat

claw



Dark meat:
from the claws and legs of the crab

ALSO AVAILABLE IN COLOSSIAL WITH PIECES OVER AN OUNCE EACH

MOTHER NATURES WRATH FROM PAGE 2

forced to hold its collective breath.

Though not as deadly as Katrina, Hurricane Rita still crippled the industry. Most crabbing, shrimping and fishing, as well as harvesting of molluscan shellfish should resume as the hurricane-damaged regions recover. Unfortunately, it could take a very long time to get back to normal levels. No one knows for sure.

To help offset the financial burden of the fishermen hit hardest by Katrina and Rita, the U.S. Commerce Department declared a fishery failure in the Gulf. Fishermen from Texas to Pensacola and the Florida Keys economically hurt by Hurricane Katrina and Hurricane Rita are eligible for federal money.

Fall Items Coming In

Florida Stone Crab Claw season opened October 15th.

Thanksgiving means Oyster Stuffing. Samuels & Son stocks gallons, pints, 8oz cups and a wide variety of live, in-shell Oysters!!!!

Nantucket Bay Scallops become available soon after the season opens on November 1st!!!!

Mahi Mahi is opening again late October

Summer Items Going Out

Halibut season officially closes on November 15th.

King Salmon Season closes in the end of October

**FOR MORE INFORMATION CALL 800.580.5810
AND IF YOU WOULD LIKE TO ASK A QUESTION
ABOUT OUR SEAFOOD INDUSTRY EMAIL US @
INFO@SAMUELSANDSONSEAFOOD.COM**

DID YOU KNOW...

Did you know our purchasing power allows us to be more than competitive with the larger broad line distributors with commodities such as shrimp, lobster and crab products...?

Did you know Samuels & Son has a certified Marine Biologist of staff...?

Did you know our location is ideal for both pickups and deliveries conveniently located off of three major roadways (I-95, I-76 and New Jersey Turnpike)...?

Did you know each night you can call 1 (800) 580-5810, press 2 and hear our nightly special listing that provides you variety, savings and accessories to make any seafood dish just a little bit better...?

Did you know our refrigerated cutting rooms and expert cutters are available day and night to produce any and all special portion, shucking and fillet orders you may need...?

Did you know on any given day Samuels & Son sources our products from all over the world, from Europe to South America, Asia and Oceania? We receive it direct so the product is fresh and affordable.

Did you know the belief and motto of our sales department that motivates Samuels to be the best reads "Success Is One Customer at a Time"...?



**only @
SAMUELS**

FRESH WATER FAVORITES MAKE WAVES

The goal of every good seafood vendor is to offer consistent quality product day after day, week after week. Unfortunately, factors such as poor weather, rough seas and bad luck can give certain species in the seafood industry "hit or miss" availability.

Samuels and Son Seafood is proud to provide three center-of-the-plate favorites that are farm-raised in a safe, clean and controlled environment. In fact, catfish, tilapia and stripped bass are valuable species to any chef, caterer or retail market that depends on offering high quality fresh fish to their respected clientele because they are always in stock.

CATFISH

Harvest Select Catfish was founded by five farmers from West Alabama in 1991. Paul Bryant, Jr., son of legendary college football coach Paul "Bear" Bryant, purchased controlling interest of **Harvest Select** in 1999 and is still dedicated to continuing the expansion of the farm-raised catfish industry.

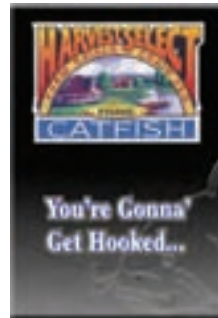
Fillets of both red and black tilapia have a similar, mild taste when raised properly, although they could be slightly different in color. Since tilapia absorbs flavor from the water in which it is raised, wild tilapia can have an inconsistent, sometimes muddy flavor. **Rain Forest tilapia** will always taste mild and sweet thanks to the right feed, monitored growth and a reliable water source.

STRIPPED BASS

Hybrid Stripped Bass from **Nature's Catch** is also grown in ponds fed by clean artesian well water. Harvested 52 weeks a year, the stripped bass from **Nature's Catch** have a consistent mild flavor and a firm flaky texture.

Fed a grain-based, high protein diet, these mouth-watering stripped bass are grown under the watchful eye of **Nature's Catch** expert staff. Upon reaching a customers preferred size, the bass are harvested fresh to order, packed in their **HAACP certified** processing facility and immediately shipped to customers nationwide.

Samuels and Son Seafood is proud to partner with quality aquaculture fish farms such as **Harvest Select, Rain Forest Aquaculture** and **Nature's Catch**. These reputable, innovative companies help provide fish the whole year round, thus allowing chefs, retailers and wholesalers to market high quality seafood products on a daily basis.



from
mojito's
to cigalis
everyone
loves
latin.

continued from
page 1

Another true old world favorite is fresh sepia. Also known as cuttlefish or English ink fish, sepia is much like squid in texture but with a much milder flavor. Sepia, a popular addition in many traditional Spanish paella recipes is also great in salads, grilled or added to pasta dishes.

Perhaps the most likely seafood on a Spanish menu is sardines. In fact, many people relate the smell of grilling sardines with Spain. These wild, fresh imported sardines are net caught at night and have become a valuable addition to our product line. So whether your recipe calls for

the sardines roasted, grilled, stuffed, marinated, salted or fried, you can count on Samuels and Son Seafood to provide your Spanish inspired seafood items week after week.



FISH FACT

PHONE SERVICE OPTIONS METHOD OF ORDER

DELIVERY	PRESS 1
PICK UP	PRESS 2

LOCATION OF DELIVERY

NYC/JERSEY	PRESS 1
PA	PRESS 2
DEL/ MARYLAND	PRESS 3
D.C / VIRGINIA	PRESS 4

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PRODUCT AREA: Australia, New Zealand
“ ITS NOT JUST ROUGHY ANYMORE.”



Spanning the globe to bring you a constant variety of fish, Samuels and Son Seafood is proud to offer the most desirable seafood products from New Zealand. Species such as Bluenose Bass, John Dory, Trevally, and Tarakihi are flown into the United States for Samuels each week

Located southeast of Australia in the South Pacific and surrounded by the Tasman Sea and Southern Ocean, the waters around New Zealand are a natural meeting place for families, genera, and even species whose main center of distribution lies elsewhere. A number of fish came by way of chance drift or purposeful migration. For the benefit of our customers, the Samuels and Son Seafood purchasing department makes having these unique treasures from New Zealand a part of our regular weekly inventory.

While local Kiwis call them Breams, Snappers from Tailand are more commonly known as Tai or Madai Snapper. Landed throughout the year, the main season runs from October to March. Its white flesh and medium texture mixed with a golden to pale pink skin tone make these fish one of the most popular snappers on the market.

Moist, succulent and taking area menus by storm, Bluenose Bass has proven to be a worldwide seafood standout. Although the medium colored meat whitens when cooked, the flavor profile strengthens. Just one bite will have your customers saying “Giddyay” like a true New Zealander.

Trevally, landed all year round, is an essential New Zealand fish. Possessing flesh pinkish in color with dark lines, Trevally meat cooks to light cream color with a medium to soft texture. Oreo Dory is an interesting fish, whose small fillets are firm and turn off white when cooked.

Tarakihi, or Ocean Bream to Kiwis, is common all around New Zealand but most abundant in the cooler waters south of East Cape and Around South Island. A white flesh with medium-firm texture makes Tarakihi suitable for all methods of cooking.

Other New Zealand seafood favorites available from through Samuels and Son Seafood include Cockles, John Dory, Orange Roughy, Green-shell Mussels and cold water Lobster Tails. Please talk to your Samuels sales representative today for details on an upcoming shipment of delicious New Zealand seafood.



SCORPION FISH ARE ONE OF THE MANY NEW FISH COMING FROM THIS REGION TO OUR DOOR.



TREVALLY IS ANOTHER POPULAR IMPORT FROM THIS AREA THAT EASTERN CITY CHEFS ARE JUST RAVING ABOUT.

MATT MAHLER
SUSHI GURU

A member of the Samuels and Son Seafood team since 1996, Matt sources many of the interesting product lines the company stocks and sales. These include various frozen and fresh fillets, all hard and soft shell crabs, butter, any hot/cold smoked products and our extensive line of sushi products. Matt’s experience and product knowledge makes him a valuable member of the Samuels organization.

Name: Matt Mahler

Age: 31

Job Description: Purchasing Agent

Where you grew up: Philly, PA

Where you live now: Philly, PA

First job: Back up Dancer for boy band

First job in seafood industry:

Order entry at Samuels

Favorite part of fish business:

The Challenging Atmoshere

Person you admire most:

My mother

Favorite TV show: Monday Night Football

Favorite movie: Scareface

Favorite actor/actress:

Denzel Washington

Favorite food: Pernil (Roasted Pork Shoulder)

Favorite sports team:

Denver Broncos

Hobbies/Interests: Billards, Surfing the net, Listening to music, and Fantasy Football

Favorite saying:

“you spin me round, round, baby, round, round, like a record player, right round, round, round





if you serve it, they will come...



in restaurants **01NOV05**

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