



Fish Tales

May 2013



Blue Bay Mussels

Delicious, Healthy and Sustainable

Skuna Bay Kentucky Derby Cook-Off



The race to cook at the Kentucky Derby has officially begun. On Tuesday, April 2nd, Chef's Anthony Sasso of Casa Mono & Bar Jamon, Chris Leahy of Lexington Brass Restaurant and Chris Knapp of Cedarbrook Country Club were the three competitors at Dream Hotel in New York City cooking their original Skuna Bay dishes for a group of judges.

After tasting all three delicious and creative dishes, Chef Anthony Sasso was announced the winner. Chef Sasso proudly advanced to the semi-finals in Chicago and faced-off against chefs from all over the country.

This year, Skuna Bay Salmon has some of the world's best chefs competing to eventually cook-off at the 2013 Kentucky Derby. The prize at the end of the track for the winning chef is a full-page ad in *Saveur* magazine.

When providing your guests with Atlantic Aqua Farm's Blue Bay Mussels, you may wonder how they became the number one grower and processor of live mussels in North America. After one bite, it will become obvious.

These juicy, full-meated and succulent mussels come from the clean, cool waters of Prince Edward Island. They are cared for by a team of farmers that have the highest standards of quality in the North American mussel industry. With over 20 years in the mussel business, their farming techniques, cleaning, holding, grading, packaging and quality control processes set the standard for the industry.

These tasty and affordable treats also provide for a healthy meal. Mussels are high in protein, yet low in fat and calories. They are also a great source of vitamin B12, so while you're enjoying that plate of sautéed mussels in wine sauce, you're also getting a healthy dose of B12.

Nowadays, taste is just one important factor your customers are looking for. Sustainability is also a huge selling point. Just as in taste, Blue Bay Mussels impress with their sustainable aquaculture practices. They are rope-cultivated, and suspended in the water above the sea floor, not touching the bottom. This method of mussel farming continues to gain the highest rankings by many organizations assessing the environmental impact of aquaculture. The Monterey Bay Aquarium Seafood Watch program includes farmed mussels among their list of BEST CHOICES for seafood

consumers. In fact, last July, Atlantic Aqua Farms received its Global Food Safety Initiative (GFSI) certification as part of a successful SQF 2000, Level 2 factory audit.

The Atlantic Aqua Farms process is natural and arguably entirely organic in nature. Blue Bay Mussels are 100% natural and have absolutely no added chemicals, antibiotics, hormones or preservatives. Because the water columns they grow in are placed further apart, the mussels don't have to compete for the same available food. They simply feed off the surrounding natural resources. This is healthy for the mussels, good for the environment and provides a great, meaty mussel. This high meat yield will also keep your customers coming back as they know they'll have a nice piece of meat waiting for them when they open the shell.

The supply of Blue Bay Mussels is consistent and so is the quality. Tolerances for cracked, broken or unusable mussels is very low so your mussels arrive 100% clean and ready for your pot. They also have a very tight grading standard and strive for uniform mussels in all their packs to ensure they cook evenly for you. Warm weather is here and so is a new seafood dining season, show your guests why Blue Bay Mussels are so desired.

Please speak with your sales representative to order Atlantic Aqua Farm's Blue Bay Mussels today.

Verlasso Chef Charity Challenge

Four D.C. Chefs Compete - The Real Winner, No Kids Hungry Charity



The best chefs from our nation's capital gathered for a competitive, yet friendly competition to see who can create the absolute tastiest Verlasso Salmon dish and benefit charity at the very same time.

Samuels and Son Seafood and Verlasso Salmon held the event at the functional Living Social Event Space for D.C. chefs to taste, drink, mingle, laugh and watch four competing chefs make the kitchen come alive.

These innovative chefs each have their own successful background and appetizing dish. Chef Takeshi Nishikawa, head chef of New Heights, in DC, prepared Verlasso Salmon with cream cheese, dill and pumpernickel. Chef Mossimo Fabbri, executive chef of Tosca Restaurant in DC, delighted guest with his Verlasso Salmon carpaccio with pesto, asparagus salad, pickled morel mushrooms and meyer lemon fava bean pesto. Chef Alberto Contestabile of Trattoria Alberto, MD treated everyone to his Salmone in Crosta d'Erbe using sustainable Verlasso Salmon. Chef Yuh Shimomura who serves as a culinary consultant and chef at SEI Restaurant & Lounge, DC carefully prepared a Verlasso Salmon Japanese risotto.

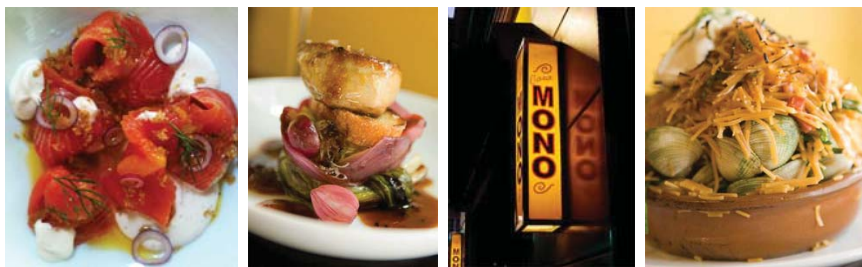
Judging the event was a panel of esteemed guests judges. These judges consisted of Executive Chef of the Ronald Reagan Building and International Trade Center, Xavier Deshayes. Along with an amazing chef, the panel consisted of some accomplished journalists like Kate Parham, a food and travel writer with works published in USA Today, Travel & Leisure, The Washington Post and more. Another great journalist serving as a judge that day was Jessica Sidman who is food editor at the Washington City Paper and blogger for "Young & Hungry." As popular as blogging is nowadays, Samuels and Verlasso were fortunate enough to have Bree Hester on the panel of judges. Ms. Hester is the blogger for "Baked Bree" and is co-editor of "The Creative Mama."

The collaboration of food knowledge gave the judges the ability to pick a winner out of these four astonishing dishes. In the end, Chef Yuh Shimomura was announced the victor. Along with everyone that tasted his outstanding dish benefiting, the true winner was the No Kids Hungry charity.

Speak with your sales representative to take part in the next installment of the "Samuels Chef Series" and to order your own sustainable Verlasso Salmon.

Chef Anthony Sasso

of Casa Mono & Bar Jamon, NYC



He's cooked for restaurants on the beaches in Spain, worked with some of New York City's most notable chefs and recently competed in a nationwide contest for Skuna Bay Salmon. These opportunities helped mold Chef Anthony Sasso into one of today's best up - and - coming chefs with the experience to back it up.

While most chefs grew up with great cooks as parents, Chef Sasso didn't have the same background, but it's for this reason he got so good at experimenting in the kitchen and teaching himself new tricks. His career started after he graduated college and made his first of many visits to family in Catalunya, Spain. When he returned to the states he enrolled and graduated from the Institute of Culinary Education. He wasted no time, started knocking on doors and began working with famous New York City chefs at restaurants including Bolo, Union Pacific and WD-50 until he finally landed at Mario Batali's, Bar Jamon. A few days later, he was cooking at Casa Mono.

After a successful year at Casa Mona, Chef Sasso decided to return to Spain. Two days after he landed, he found a position as a chef. He eventually cooked at the renowned marisqueria "El Hogar Gallego." He recalls the restaurants near the docks where the fish auctions were held. Some of the items he mentions very popular were cigalas, merluza, turbot, baby eels, sardines and anchovies.

He eventually returned to Casa Mono a better chef with first-hand knowledge of Spanish cuisine. Along with his skill of whole animal butchering, Chef Sasso put his mark on the menu by offering unique pairings of seafood and meat, or *Mar I Muntanya*. I like to be more creative and interesting with my seafood and meat dishes, not just place a piece of

steak next to a lobster tail," he says. Those looking for surf & turf with Chef Sasso's style will be delighted by a tamarindo pork belly and octopus with butternut squash.

Ever since Chef Sasso became chef of Casa Mono, the restaurant has received 4 consecutive Michelin stars and is a favorite spot to eat in a city with plenty of fine dining to offer. He also currently teaches at the Institute of Culinary Education that he attended just several years ago. Talk about moving up. His incredible talent with seafood made him the winner of the Mid-Atlantic regionals of the Skuna Bay Kentucky Derby Challenge. The winning recipe was maple cured Skuna Bay Salmon with preserved kumquats, taramasalata and salted pretzel crumble. "We served it the first time we ever used Skuna Bay. I remembered how stunning it looked on a plate," he says.

The dish did indeed stun the judges and Chef Sasso took the chance to cook for them as a nice addition to his list of accomplishments. "I was glad to have such great seafood chefs as judges," he says. Some of these chefs consisted of Chef Andy Choi of Cherry Restaurant, Chef Ed Brown of Ed's Chowder House and Chef Khamla Vongsakoun of Kittichai.

It's pretty clear that his education, time spent cooking on the beaches of Spain and working with some of the country's best chefs has made Chef Sasso an impressive chef that cooks in one of New York City's most popular restaurants. It's these experiences and opportunities that made him a national competitor in one of the best salmon companies in the world. He's back in his kitchen at Casa Mono now, but what will he dazzle the seafood industry with next?

For more info on Casa Mono, go to casamononyc.com

Pasteurized Crabmeat

How and Why It Taste So Good for So Long



When the word “pasteurized” enters most people’s minds, it’s safe to say the first thing they’d think about is milk, or maybe Louis Pasteur. What some don’t know is how tremendous of a tool pasteurized crabmeat is for the food industry.

Up until a few years ago, one could only find a freshly made crab cake during the warmer months and along the east and gulf coasts. With the perfection of the crabmeat pasteurization process, consumers can get these freshly made crab cakes year round, and anywhere the country.

It helps to know the difference between fresh and pasteurized crabmeat. Fresh crabmeat is already either steamed or boiled and ready to eat. To keep it simple, when producing a pasteurized crab product, once the meat is sealed in the can, the can is then heated to about 185 degrees F for about 30 minutes. After being heated, they are cooled to 100 degrees F or less and refrigerated immediately.

So what are the pros and cons of pasteur-

ized crabmeat? Fresh crabmeat has limitations such as a limited shelf life and seasonal availability. Of course, seasonal availability will always effect price. What pasteurized crabmeat gives consumers is a shelf life of 18 months and year round availability. The product will also maintain clean meat with minimum shell particles and that amazing, sweet crab taste. It will also have full traceability and HACCP quality assurances. Keep in mind the difference between pasteurized crabmeat and shelf stable products. Shelf stable products can be left out of the refrigerator for even longer than 18 months, but they are pasteurized at much higher temperatures and for longer periods of time. This affects the taste and texture of the product. Add another point for pasteurized crabmeat.

A question very commonly asked about pasteurized crabmeat is “What’s the difference between Indonesian crabmeat and the product from China?” Perhaps the biggest difference is that they’re two different species of swimming crabs. Indonesian meat comes from the blue Pelagicus crab

and the crabmeat coming from China is the red Hanaii crab. The next big difference involves production of the meat. The Indonesian product is processed live whereas the Chinese product is processed fresh dead. The reason for this is because the processing plants in China are further away from where the crabs are caught. This is why the Indonesian meat has a slightly firmer meat. Regardless where the crab is caught and where it’s processed, all overseas plants are required to follow strict USDC and HACCP guidelines.

Samuels is happy to provide you every major brand of pasteurized crabmeat. We get our products from a variety of countries of origin. We have the highest quality fresh and pasteurized, domestic and imported crabmeat. Ask your sales representative about our Blu Brand lump, jumbo and claw meat which is the finest pasteurized crabmeat available and will go a long way with your guests this summer when they have a craving for crab cakes.

Billi Bi Soup

Chefs Corner



Chef Davis Denick

Questions or Comments?
Chef Davis will be happy to assist.
800-580-5810 x6555
davis@SamuelsandSonSeafood.com

When I reflect back on my time in culinary school there were a few days that jump out and one of those moments was the day I prepared Billi Bi soup in the international kitchen class. I was truly impressed with the simplicity and fantastic flavor of this soup. Mussels are inexpensive, abundant and one of the few maricultured products that are widely considered to have a beneficial impact on their local environment.

A good mussel dish makes money and has your customers coming back asking for it again. I am including the recipe as it is listed in the Professional Chef, although I sometimes make a few changes. I prefer to use a natural thickener like rice or potatoes with some aromatics and puree my base in a blender and pass it through a chinois to get a better consistency and fuller flavor. If I am serving it cold, I forgo the liaison and usually garnish with a little truffle oil and chive. If I am running it hot on the line, I make my base and reheat to order adding in the liaison to each batch. Make sure to start with nice, fresh, clean Blue Bay mussels and always ladle out your soup broth after cooking mussels and leave some of the broth in the bottom of the pot. Blue Bay mussels are a good choice for any mussel preparation due to their clean flavor and hefty fill.

Billi Bi Soup

Onions, sliced	12 oz
Parsley stems	6 ea
Whole black peppercorns, cracked	6 ea
Blue Bay Mussels	4 #
White wine, dry	1 ½ qt
Fish fumet	1 ½ qt
Saffron threads, crushed	½ t
Roux	5 oz
Egg yolks	3 ea
Heavy cream	12 fl oz
Salt	tt
Black pepper	tt

Combine onions, parsley, peppercorns, mussels, wine, fish stock, and saffron; cover and bring to a simmer. When the Blue Bay mussels open, remove the meat and reserve. Discard shells. Strain the soup and return to simmer. Thicken the liquid with roux, simmer 20 minutes. Combine egg yolks and heavy cream to make a liaison. Temper with the hot soup, return liaison to soup, and bring soup back to a bare simmer. Strain through a fine chinois or cheesecloth. Adjust consistency of soup and season to taste with salt and black pepper. Add Blue Bay mussels to soup. Yield is 1 gallon.

Samuels' Sustainability Series

Fish farms are becoming a huge force in the food industry and diet of consumers. Like many developing ideas and industries, there's plenty of information to communicate, light to be shed on positive truths and misconceptions to be cleared up on fish farms and the progress of farm-raised seafood. Samuels is happy to do that for you as part of our ongoing "Fish Farm to Table" series.

Samuels' "Fish Farm to Table" Series Sustainability Advisors

Meeting with colleagues is always something to look forward to at the Boston Seafood Show. This year, Samuels had an especially interesting meeting as they were hand-picked to consult on the hot topic of sustainability being discussed within National Oceanic and Atmospheric Administration, or NOAA.

As part of the Marine Fishery Advisory Council (MAFAC,) Dr. Robert Rheault has spent many years in the shellfish industry and is a member of the East Coast Shellfish Growers Association (ECSGA). Joseph Lasprogata of Samuels & Son Seafood serves as both Vice President of New Product Development and as resident marine biologist at Samuels and Son Seafood.

These two gentlemen, along with other colleagues, got together in a conference room in Boston's beautiful convention center to discuss the need for another certification program. This conversation partly consisted of the pros and cons of a possible program led by NOAA itself.

MAFLAC knows that buyers and sellers of

seafood can make or break this idea and potential program. It's for this reason they've asked for the advice and ideas from some members of this group that have the best sense of direction within the sustainability movement.

This day and age, everyone wants to be certified sustainable, but not everyone can afford it. Dr. Rheault cited high costs and a lack of education regarding sustainability as the reasons MAFAC originally brought the idea to NOAA about two years ago. Dr. Rheault says the high cost of becoming certified inhibits smaller fisheries and business from becoming certified. "We want a program that can get smaller distributors in the door," he says. He also mentions he'd like a certification program to be a tool used by smaller companies to become bigger companies.

Mr. Lasprogata's take on this point is quite simple. "Why do what's already being done? NOAA should continue to educate and get information to people because that's what needs to be done and that's what they're good at." This is an area of the field he has mastered during his decades as

both a marine biologist and time at Samuels Seafood. Mr. Lasprogata says throwing another certification into the mix would somewhat muddy the water.

Misinformation and confusion are other aspects that Dr. Rheault would like to address with a NOAA certification. "We've been hearing people are confused about certification and sustainability," he says. "We want to solve some of the issues with certification," he adds. This is an area Mr. Lasprogata agrees with MAFAC and NOAA. "What's more confusing in the seafood industry right now than sustainability?" Mr. Lasprogata rhetorically asks.

Sustainability is the hottest topic in seafood today and it's clear most leaders of the industry agree on the end goal. Now the question is "what's the best way to go about it?" There are a lot of intelligent buyers, sellers, conservationists and even scientists discussing and working together to reach the goal. Samuels is honored an organization like NOAA came to them for their input and added them into this group of sustainability advisors.



- Hand Graded and Packed
- Harvested Daily
- Deep Cup and Size Consistent
- Distinctive Sweet Ocean Flavor
- Local Sustainable

Chesapeake Gold Oysters (*Crassostrea Virginica*), Deep cupped Chesapeake Bay oyster farm is located near Fishing Creek, Maryland.

These oysters have a plump, full bodied

taste, with clean, strong ocean flavor and a sweet complex finish.

Consistent shell shape make it the pride of the half shell market. It takes 18 months to grow, harvested by Maryland Watermen.

Now Available Through Samuels and Son Seafood



May Specials

Sale Dates: May 1st - May 31st, 2013

SUPER SPECIAL

Blue Bay Mussels

Farm Raised in Canada • The Best PEI Mussels!
10 lb Bag • **\$17.99**

Appetizers

COLD WATER LOBSTER TAILS

Wild Caught In Canada
10/12 oz Tails
\$18.95 lb (Z)

FRESH FROG LEGS

From Lake Okeechobee
Florida Everglades
\$10.95 lb

ROCK CRAB CLUSTERS

Product of Canada
2-4 oz per Cluster
35 lb Units
\$2.99 lb

10/20 IQF DRY SCALLOPS

Packed in 1 lb Bags
Product of USA
\$10.99 lb

Cocktails

PEARL ISLAND WHITE SHRIMP

U12, Wild Caught Panama
\$11.95 lb (Z)

WILD AUSTRALIAN PRAWNS

U6 , Head On
6.6 lb Units
\$15.99 lb (Z)

RED SNAPPER FILLETS

Wild Caught Product
Frozen at Sea
4-6 oz ea, 20 lb Units
\$6.99 lb (Z)

BLU COLOSSAL CRABMEAT

Fresh Picked, Frozen
\$9.95 lb (Z)



Entrees

MYSTERY BOX

Imported from Japan
Fresh Wild Catch from the Sea
Excellent Sushi Quality
Each Box is Freshly Different
\$130.00 ea

26/30 BLACK TIGER SHRIMP

Farm Raised, Indian Ocean
4 lb Blocks, 24 lb Cases
\$5.99 lb (Z)



SOUTH AFRICAN LOBSTER TAILS

14-16 oz Each, 10 lb Units
MSC Certified Sustainable
\$44.00 lb (Z)



JUMBO CHILEAN SEA BASS

Skin on Fillet, Wild Caught
Thick White Meat
MSC Certified Sustainable
\$14.99 lb

RED KING CRAB LEGS

Wild Caught in Alaska
12-14 Size, 20 lb Units
\$15.95 lb (Z)

WHOLE GOLDEN POMPANO

400/600 Gram Fish
Re-Freshed Everyday
\$4.99 lb (Z)

HEAD ON JUMBO SHRIMP

Sea Mazz Brand, Split for the Grill,
8 - 12 Count per lb, 10 lb Case
\$7.99 lb (Z)



Sides

**** COMING SOON ****

"Pearl of the Sea" Scallops

MSC Certified Sustainable
Fresh From Canada



MAHI PORTIONS

2 - 3 oz Buffet Style Cuts
Wild Caught in Peru
\$3.99 lb (Z)

LUMP CRABMEAT

Wild Caught, China
1 lb Can, Pasteurized
\$7.95 lb

COOKED OCTOPUS LEG

Great Time Saving Item
Ready to Serve
\$10.00 lb

Tasty Additions

PLUGRA CLARIFIED BUTTER

4 X 5 lb Units
\$59.99 cs

"BOTARGA"

Imported from Spain
8-9 oz Each
\$39.95 ea

YUZU JUICE

(Fragrant Citrus Fruit)
Product of Japan
1.8 Liter Bottle
\$63.00 ea

PICKLED BURDOCK

(Japanese Root Vegetable)
500 Gram Units
\$15.95 ea

**Prices and Availability
Subject to Change!*

Key	MSC Certified Sustainable
	(Z) = Frozen Item
	= New Item



Learn More About
Our Marine
Stewardship Council
Certification at

SamuelsandSonSeafood.com

East Coast
Toll Free 800-580-5810
215-336-7810

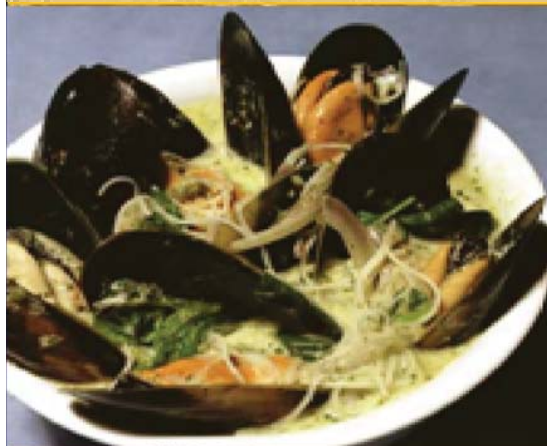
Mid West
Toll Free 888-512-3636
412-670-7356

West Coast
Toll Free 855-500-7535
702-882-9289

Samuels and Son Seafood
Fish Tales Magazine
May 2013



Not all Mussels are Created Equal



Atlantic Aqua Farms - Blue Bay Mussels

