



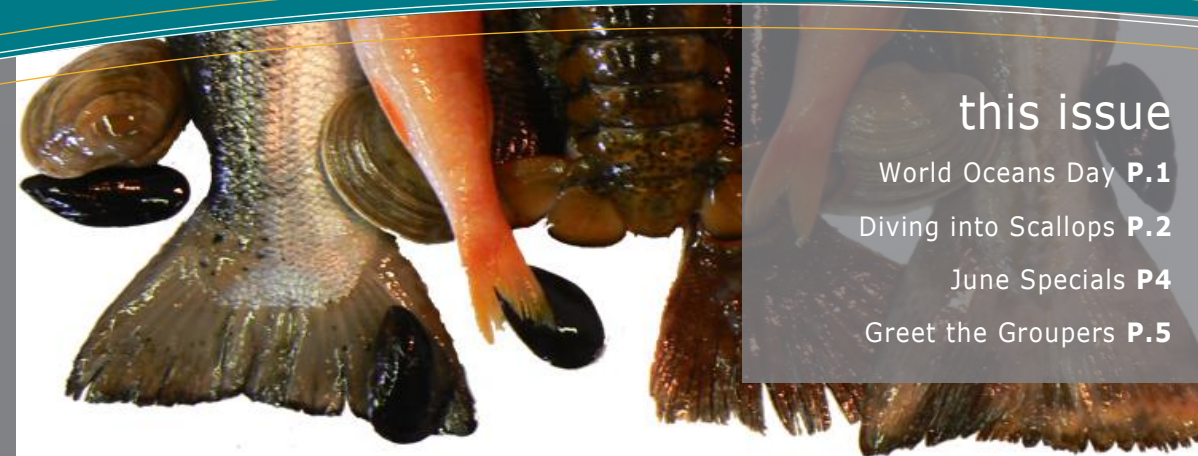
Samuels Seafood Co.

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Philadelphia, PA 19148

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Fish Tales



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What's New?

May Specials

Extended to June 15



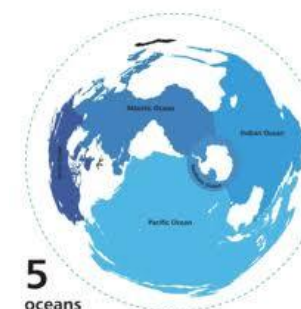
Hoki Fillet

We apologize for the late delivery of your May Fish Tales newsletter. To make sure that our customers can take full advantage of the special priced items for May we are holding the price on them until June 15th.

So if you haven't tried any of the new items we featured like the Panko Breaded Jumbo Soft Shell Crabs, get an order in while they are still at this introductory price. Maybe you still aren't offering a sustainable dish on your menu, try our MSC certified Hoki. Better yet for a few days you have the chance to advantage of the May and June Specials!

Celebrate World Oceans Day!

In the past few years, the world has become increasingly aware of how important it is to protect our oceans. Celebrating World Oceans Day is one small way that you can have an impact. World Oceans Day was first proposed in 1992 at the Earth Summit in Rio de Janeiro. The Canadian government introduced the motion. Since then it is a movement that is gaining momentum. In 2002, The Ocean Project and the World Ocean Network joined forces to promote and coordinate events around the world. Every year on June 8th, organizations, businesses, universities, aquariums, zoos and museums come together to celebrate the ocean. As a result of the growing notoriety and publicity, in 2008, the United Nations General Assembly passed a resolution recognizing June 8th as World Oceans Day. Last year there were over 300 events in 45 different countries in honor of World Oceans Day.



5 oceans



So, how are you celebrating World Oceans Day? Here are a few ideas:

- Learn a new ocean fact a day www.worldoceansday.org
- "Wear Blue, Tell Two" – Raise awareness by wearing blue and share two conservation facts.
- Keep it going – wear a red hat on June 11th in honor of Jacques Cousteau.
- Baby steps – commit to making a small change in your everyday habits.

Often we are looking for the one big gesture, and we forget that lots of small changes can create a ripple effect heard around the world. It doesn't matter what you do, but do something.

Check out the World Oceans Day website www.worldoceansday.org to get ideas or share your ideas.

Fish Tales Issue 10 June 2011



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mailing@samuelsandsonseafood.com

Put one or all of the following in the body of the email.

- Monthly Newsletter
- Local & Sustainable Imports
- Sushi
- Oyster List
- Deals of the Day



From ocean to plate in record time.

Our natural North Atlantic Salmon,
from Canada's east coast,
is delivered fast and fresh to Samuels & Son.



Truly fresher salmon

The Log Cabin Tradition Restored



In April, an icon of fine dining in Lancaster, Pennsylvania, returned to the culinary scene. The Log Cabin re-opened with its new owners, David & Linda Eshelman, who met and fell in love while working there.

If you are looking for a taste of the Lancaster area, The Log Cabin offers that and more. The American Regional menu showcases the local bounty with simple preparations and expert technique. The décor is the perfect nod to the past with a touch of today. The Booth Room is a throwback to Prohibition days, when The Log Cabin was a one room speakeasy and alcohol was hidden under the booths. The art collection is from previous owner Charlie DiSantis who bought the restaurant in 1961.

Treat yourself to a true American experience at The Log Cabin.



Diving into Scallops

Like the perfect diamond, "Diver" Scallops have become a highly sought after item. Their allure is enhanced by their limited supply and the story of how they end up on your plate.

True "Diver" Scallops are hand-picked from the ocean floor by certified scuba divers. It has become a highly monitored niche industry in Maine, as divers are only allowed to dive from November through April. Divers are underwater up to an hour per dive between four to six times per day, to fill up their nets with as many scallops as they feel meet the quality standards. With each scallop being selected with such care, it is easy to see why less than 1% of the scallops in the United States marketplace are true "Diver" Scallops.

One of the marks of a quality scallops is how much sand or grit they gather. Dredging, the more traditional method of harvesting scallops drags nets across the ocean floor which picks up sand with the scallops. Since "Diver" scallops are hand-picked, they have little to no sand in them and are considered the epitome of quality in judging scallops. Due to the short window of availability and limited supply, the term "Diver" scallop has been adopted to describe the quality of the scallop not the catch method. In fact, with the improvements in catch methods made by the "Day boat" fishermen, their scallops are often included under this broader definition of "Diver" scallops. With the size and taste similarities, "Diver" quality scallops will be appearing on more and more menus year-round.

Speaking of Scallops...



As a MSC certified facility, we are always happy to hear when one of our suppliers joins the club, because it allows us to bring our customers more sustainable options for their menu. US Atlantic Sea Scallop Fishery, the world's largest wild scallop fishery has started the process to become MSC certified. They operate along the Atlantic coastline from Maine to Cape Hatteras, North Carolina. Considering the fishery landed about 53.5 million pounds of scallops in 2008, their certification will have significant impact on the industry. Evaluated on the sustainability of their fish stocks, their impact on the environment and the management system they have in place, if approved, they will be a certified fishery by April 2012.

4 Reasons Why Farming Makes Sense

As we consider ways to celebrate World Oceans Day by minimizing our impact on the oceans, we provide some insight from True North Salmon Company on the benefits of responsible aqua culture.



It helps us keep up with the demand.

Year after year, the global demand for Atlantic Salmon increases. Farming is the best way to keep up with demand. That's why almost all Atlantic Salmon is farmed.



We can restock what we consume.

By farming Atlantic Salmon we can ensure that quality fish will be continually produced in an environmentally-sustainable manner.



We can supply Atlantic Salmon year-round.

Unlike wild salmon, which is only available at certain times of the year, farmed Atlantic Salmon is always available, so you can buy it any time you like.

Farmed Atlantic Salmon reduces pressure on wild salmon stocks.

With farmed salmon responding to global demand wild salmon is harvested in limited numbers to responsibly maintain fisheries.

However, the demand for salmon continues to outpace potential wild fisheries sources, so the need to farm fish increases. Currently, farmed seafood accounts for nearly 50% of world consumption. Ocean raised salmon provide the majority of Atlantic Salmon.

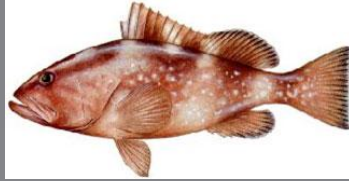


Demystifying Seafood: The Ocean and Its Bounty

This year the Smithsonian National Museum of Natural History is holding their annual seafood event June 8th and 9th. Demystifying Seafood: The Ocean and Its Bounty" event discusses how essential the ocean is to all life...including yours. As consumers, we're often exposed to confusing information about fishing and farming practices and ocean related issues, and find ourselves digging through a mound of myths and misconceptions about the health benefits and safety of seafood. How do we sort this all out? How has last year's oil spill in the Gulf of Mexico affected the seafood we purchase and eat today? What impact has it had on the people of the Gulf? How is the recovery from the spill progressing? Explore these issues in this special evening celebrating ocean life. Enjoy delectable seafood specialties paired with American Rhone wines, meet seafood experts, ocean scientists, great chefs and fishermen. As one of the proud sponsors of the event, we encourage you to join the conversation.

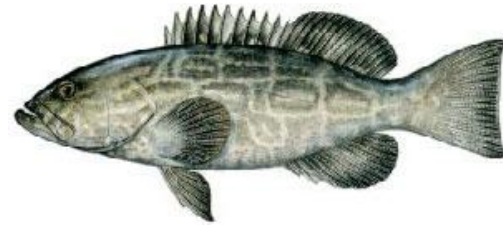
Greet the Groupers

One of the reasons people love fish is there are so many varieties, and Groupers are one of the most diverse species. It is one of the few fish that starts out female and changes sex as it gets older and bigger. Just like any other family, they share some common traits, but each type of Grouper has its own individual style. Here's a little more information about the more popular varieties.



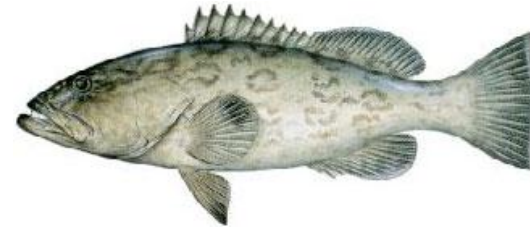
Red Grouper

Red Grouper is the most popular and well known of the Groupers, especially among southerners. Identified by its brownish red skin color and bright red mouth lining, it is easy to see where this Grouper got its name. They can grow up to fifty pounds but are usually between five and fifteen pounds. Considered a bottom dweller, they are usually found along around coral reefs and rock formations, which they easily caught by hook and line fishing method. The flesh is firm and sweet with a dense flake. With a high oil and moisture content, it is adaptable to a variety of preparations. Most chefs love the fact that Red Groupers remain moisture throughout the cooking process. Red Groupers' distinct flavor is derived from its diet of shellfish. Since the skin is very thick and has a strong flavor, most people prefer this fish filleted and skinless.



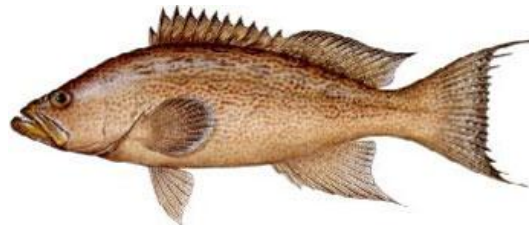
Black Grouper

Second to the Red Grouper in popularity, Black Groupers are typically caught off the coast of Florida and in the Caribbean. They can weigh as much as 100 pounds but are usually found in the market between 10 and 20 pounds. Their name is derived from the black blotches on top of their gray body color. While their diet is similar to the Red Grouper, Black Grouper isn't as sweet or mild as the Red.



Gag

Similar in appearance and taste, Gag Groupers are often substituted for Black Groupers. As they are more plentiful than the Black Grouper, they are also more favored by Florida natives. With a flavor profile that is between the Black and Red Grouper, Gag is often considered the Grouper of choice. Some call it the best of both worlds.



Scamp

Tan to chocolate brown body with reddish brown spots, elongated fins and typically smaller than the Black and Gag Groupers, Scamps have the most distinct look of the species. In Florida and across the south, it is also known as the sweetest of all the Groupers. Its' sweet flavor makes it the prized catch for the fisheries in the Gulf of Mexico.



Yellowedge

Named for the yellow tipping on its fins, Yellowedge Groupers are the least known of the Groupers listed here. Usually a solitary fish, they are not found in great abundance unless spawning. Starting as by-catch with Tilefish, they are becoming more available in the marketplace. It is known for a light texture, little flake and a very sweet flavor.



From ocean to plate in record time.

Our natural North Atlantic Salmon,

from Canada's east coast,

is delivered fast and fresh to Samuels & Son.



Truly fresher salmon

Appetizers

Tempura Battered
Shrimp
10pcs per Tray
10 Trays per Case
\$75.00/Case



Meridian Prime
Wild Mexican White
Shrimp
Giant U8
\$17.99/lb

Wild Peruvian Scallops
50/60 IQF Dry Pack
\$6.99/lb



Fresh Hand-Picked Claw
Crabmeat
Wild/Domestic
\$7.95/lb



Samuels and Son Seafood June Specials

June 1 to June 30, 2011

Cocktails

Raw Hyperbaric Frozen
Lobster Meat



Rich and Meaty!
Spanish Tuna Packed in Olive Oil
1.5lb Can
\$18.95/Each

Octopus Skewers
15 Skewers per Tray
6 Trays per Case
\$64.00/Case

Raw Hyperbaric Frozen Lobster Knuckle and Claw Meat
\$168.75/Case

Entrees

Wild Canadian Turbot Fillet



Day Boat
Wild Canadian
Turbot Fillet
\$6.95/lb

Cocochas
Spanish Cod Jowls
Sweet Bread from Spain
\$15.95/lb

Snow Crab Clusters



Entrees

Cooked at Sea
Canadian Snow Crab Clusters
10lb Box
\$5.99/lb

Ready to Fry!
Breaded Flounder Fillets
18/4 to 5oz Pieces per Box
\$19.99/Each

Special All White
Pasteurized Crabmeat
Product of China
\$6.99/lb

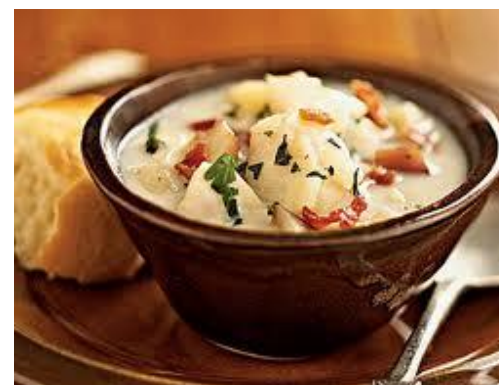
Fresh Alligator Sirloins
Flash Frozen
5lb Block
\$6.95/lb

Cold Water Canadian Lobster Tails
4oz Each
\$16.95/Each

All Lump Fresh Wild Caught
Venezuelan Crabmeat
\$7.95/lb

Sides

Fresh Chowder Fish Chunks



Chowder Fish Chunks
Cut Fresh Daily
\$.59/lb

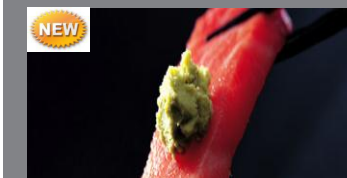
Domestic Frozen Shrimp Shells
30lb Case
\$35.00/Case

Fresh Frozen Raw
Canadian Lobster Bodies
25lb Case
\$2.50/lb

Fresh Frozen Raw
Maryland Crab Bodies
10lb Case
\$28.95/Ea

Tasty Additions

Imported
Fresh Frozen
Chopped Wasabi
\$27.95/Each



Wild
Cooked Crawfish
Tail Meat
Product of Spain
\$7.75/lb

Canadian Caught
7oz Cod Fillets
10lb Box
\$2.99/lb



Raw and Delicious!
Baby Lobster
Tail Meat
\$8.99/lb



Samuels Sustainable Sourcing Initiative



MSC Certified 4/6oz Pollock Fillets
Wild Caught, Gulf of Alaska
\$2.99/lb

Alaska Pollock is a member of the cod family and is the largest whitefish fishery in the world with the bulk of the catch coming from the Bering Sea and Gulf of Alaska. Alaska Pollock is MSC certified as a sustainable and environmentally friendly fishery. Pollock is a mild and delicate tasting fish and a great source of lean protein.