



Fish Tales

What's New?

Check Out Our New Look!



this issue

Value of Seafood Training P.2

Bacalao Codfish P.3

October Specials P.4

Irish Brown Crabs P.6

October is National Seafood Month

Samuels and Son Seafood Company is kicking off National Seafood Month by offering our customers incredible specials throughout the entire month of October.

A great way to celebrate National Seafood Month is trying something completely new! Rafols Bacalao products from Spain are now available through Samuels and Son in a variety of cuts including Carpaccio, Prime Center Cut, Top Shoulder Loin, Fancy Shredded, Cocochas and Tripas.

Another new product available from Samuels is the Amazonian White Bass Paiche. Paiche, is a sustainable seafood product, with no impact on natural fish stocks in the wild. It is an exotic fish that can be an exciting addition to any seafood menu.

Health experts recommend eating Bacalao, Paiche and other fish at least twice per week. Undeniably, fish are an exceptionally low fat food. The fats contained on fish and fish oils are high in Omega-3 fatty acids. These are polyunsaturated fatty acids known to protect the body against heart disease.



In this issue of Fish Tales, learn more about the specials available in October during National Seafood Month.

Also read about exciting value-added programs offered by Samuels and Son Seafood Company. Programs include new product introductions, tasting events, customized training classes, education seminars and personalized tours of our new, state-of-the-art facility - all available for you, your chefs, managers, and every other member of your organization. Contact markp@samuelsandsonseafood.com to schedule a personal tour or event today.

We hope you will stop by!

Three months ago we went live with our re-designed Samuels and Son Seafood website. We wanted to make it easier for you to find the seafood information that you are looking for. Right on the home page you can find our Daily Specials, Monthly Specials, and a Featured Item section that showcases some of our new and exciting specialty offerings.

Also take a moment to look in our Media Room to get the most recent newsletter or visit our new page dedicated to the MSC and our responsible sourcing.

Stop by and visit us today at samuelsandsonseafood.com

Samuels Training Program

Samuels Training Program Increases Customer Satisfaction

Samuels and Son Seafood Company has a variety of training and education programs available for our customers, and they are guaranteed to increase overall customer satisfaction.

After a two month study following one of our training sessions with over a dozen seafood managers from a select grocery chain, the results and statistics proved that the training sessions are invaluable.

The study revealed that the grocery chain's overall seafood customer satisfaction **increased 14%!** Customers polled in the study also reported that the knowledge of the seafood managers increased 10%, as well as reported an 11% increase in the quality and freshness in the store's seafood selection.

The following quote was taken from a customer during a focus group following the seafood training: "They were very helpful and they were knowledgeable about the variety and cuts of fish."

As part of our ongoing seafood training and development program, Acme Markets participated in two trainings sessions for their store managers in September. During each of the training days, seafood managers from various Acme Markets in the region spent time with our experts, toured our new, state-of-the-art facility, witnessed product cutting demonstrations, and increased their overall seafood knowledge, thus allowing them to become the seafood expert in each of their stores.



Acme seafood managers also spent a portion of the day with Samuels and Son's Marine Biologist, Joe Lasprogata, discussing global markets, traceability, sustainability, food safety, HACCP, and other topics that are at the forefront of today's seafood marketplace and of possible concern to customers.



Samuels and Son Seafood's Chef Scott demonstrated several cooking styles and offered recipe ideas, giving Acme's seafood managers various options to provide to their customers.



Acme seafood managers in attendance also receive advice and recommendations on seafood display case setup, promotion of sales, cross-merchandising and customer education.

If you are interested in scheduling a custom seafood training for your seafood managers, chefs, or anyone else in your organization, please call Mark Pepe at (215) 554-6440, or email:

markp@samuelsandsonseafood.com.



Barcelona Brunch

Last month, Samuels and Son Seafood Company invited some of the world's top chefs to attend an exclusive Bacalao tasting event. The exquisite brunch began with hors d'oeuvres prepared by Chef Scott Crabill, and a brief informational session by special Rafols guests from Barcelona, Spain, Jordi Rafols and Mercedes Corbera. Guests were then served Balalao dishes prepared by renowned chef Shola Olunloyo from Studio Kitchen. Bacalao cuts that were served included Top Shoulder Loin, Prime Center Cut, Carpaccio, Cocochas, Fancy Shredded, Fritella and Tripas. The Barcelona Brunch was attended by chefs from restaurants including Le Bec Fin, Emerils Italian, Lacroix at the Rittenhouse, Le Club Avenue, Luke Palladino, Nectar, Kanella, Salt, La Locanda, Caesars Hotel and Casino, and many more. All Rafols Bacalao wild Codfish are caught in Iceland, and are the most highly esteemed among the different species and fished exclusively with hook and line. All our Bacalao products are prepared from Codfish pieces of more than 30 lbs and larger in weight, opened "butterfly" style and salted for three months in Iceland. A good desalting process requires slow hydration, then boning, which is done entirely by hand, and finally desalting. It is a slow process, but necessary in order to obtain a product that is characteristically soft and tender while retaining the "cured flavor" that is essential in traditional salting. Our Codfish complies strictly with FDA and European Union requirements. At Samuels and Son Seafood Company, all our products are worthy of the confidence our customers have in us. Contact your sales representative for more information on this exotic salted Codfish.



Enter to Win a
\$100 Visa
Gift Card!



Congratulations to Chef Christy Raffa from Mildreds Strathmere Restaurant on winning September's \$100 Visa Gift Card drawing!

As a thank you to our customers, we are giving away another **\$100 Visa Gift Card** to one lucky Fish Tales reader!

To enter, simply send an email to markp@samuelsandsonseafood.com with the words Visa Gift Card in the subject line.

To be eligible, you must send your email to markp@samuelsandsonseafood.com by Monday, October 31st, 2011.

The official drawing will be made Friday, November 4th, 2011.

When emailing us, please provide us with the following information:

- Full Name
- Company Name
- Position/Title
- Address
- Phone Number
- Email Address

Thank you, and good luck!

Appetizers

U 15 Cooked Shrimp
Premium, Tail On
10 lb Unit
\$11.99/lb



U 15 Jumbo
Wild White Shrimp
Gulf of Mexico, USA
50 lb Case
\$8.95/lb



U 15 Jumbo
Breaded Shrimp
15 lb Case
Sea Mazz Brand
\$69.95/case

U 15 Imported
Pink Shrimp
Wild Caught in India
4 lb Unit
\$8.99/lb

Samuels and Son Seafood October Specials October 1 to October 31, 2011

Cocktails

Jumbo Shrimp



Easy Peel Jumbo Shrimp
6/8 CT Per lb, 20 lb Unit
Fresh Water, Farm Raised
\$11.50/lb

16/20 Quick Peel Shrimp
Farm Raised in Thailand
20 lb Case Frozen
\$5.99/lb

2630 Quick Peel Shrimp
Farm Raised in Thailand
20 lb Case, Frozen
\$4.99/lb

Entrees

Chilean Sea Bass Fillet
Pre-Cut, Frozen, Skin On
33 lb Case
\$11.95/lb



Haddock Fillet
Skin On, 8/12 oz Each
Wild Caught, 20 lb Unit
\$3.95/lb

Haddock Fillet



Amazonian Paiche



Amazonian Paiche

Amazonian Paiche
Fresh Fillet, Skin Off
Farm Raised in Peru
\$11.95/lb

The Paiche has been venerated during centuries by the people living in the Amazonian basin as a being of mystique nature. The cult developed around this culinary delicacy is owed to its firm white meat, whose subtle, elegant flavor and texture gather harmonically unique sensorial elements.

Samuels and Son Seafood October Specials

October 1 to October 31, 2011

Entrees

Artisan Baccala

Cod Cheeks

"Seafood Sweetbreads"

\$15.95/lb

Breaded Squid Fries

10 lb Case = 2 x 5 lb Bags

The French Cut Squid

\$29.00/case

Bulk Mahogany Clams

"Golden Necks"

35 lb Bag

\$35.00/bag

White Anchovies



Sides

Crawfish Tail Meat

200/CT per lb, 24 x 1 lb

Wild Caught in Spain

\$6.95/lb

Cooked Crab Claws

8x2 lb Bags Per Case

16 lb Unit

\$15.95/case

Rock Crab Clusters

Wild Caught in Canada

Frozen, 2 to 4 oz Per Cluster

\$2.99/lb

White Anchovies

"Boquerones"

1 Kilo Unit

\$24.95/lb



Tasty Additions

**PRICE
REDUCED!**

Ocean Clams

Top Necks on the

Half Shell

Frozen

144 CT Per Case

\$67.95/case



Rafols Baccala Carpaccio

De-salted and pre-sliced

Imported from Spain

\$14.95/lb



True North Salmon

Atlantic Salmon Fillet

Farm Raised in Canada

Fresh, 2-3 lb Per Side

\$4.99/lb

Steelhead Salmon Fillet

Farm Raised in Canada

Fresh, 1-3 lb Per Side

(Frozen Also Available in a 22 lb Case)

\$5.95/lb Fresh

\$4.95/lb Frozen



Atlantic Salmon Fillets

Eel Sauce /

Unagi Kabayaki

84 fl oz Each

Kikoman Brand

\$16.99/each

Kaptains Ketch

Crab Cakes

Extra Fancy Scoop

15/3 oz Crab Cake/case

\$43.95/lb



From ocean to plate in record time.

Our natural North Atlantic Salmon,
from the Gulf of Maine,
is **delivered fast and fresh** to Samuels & Son.



Truly Fresher Salmon



Marvesta Shrimp: Always Fresh – Never Frozen

Marvesta Shrimp are exceptionally sweet tasting because they are always harvested fresh from their raceway ecosystem, packed in ice (never frozen) and shipped to their final destination.

While wild caught shrimp are held frozen for at least three weeks, and up to six months, fresh Marvesta Shrimp are delivered within hours of harvest.

Raised naturally in Maryland, Marvesta Shrimp are "Green Rated," sustainable shrimp that are 100% hormone and antibiotic free with no chemicals, additives or preservatives. They are environmentally safe and all natural, raised in a natural enclosed ecosystem with Mid-Atlantic ocean water.

Marvesta Shrimp are lean, high in protein and carbohydrate free. Give them a try and find out what all the buzz is about!

Dublin Brown Crab

The Irish Brown Crab (also known as The Edible Crab) is in season, with their highest quality and greatest availability from August to November. They are primarily found in the North Sea, North Atlantic Ocean and Mediterranean Sea. It is a robust crab of a reddish-brown color, having an oval carapace with a characteristic "pie crust" edge and black tips to the claws. A mature adult may have a carapace width up to ten inches, and weigh up to six and a half pounds. Because of its size, it is among the slowest of all other crabs. When threatened by a predator, it may bury itself underneath the sand. It is the primary catch of the largest crab fisheries in Western Europe, centered around the coasts of the British Isles



with more than 60,000 tons caught annually. Around one third of the weight of an adult Brown Crab is edible meat, of which one third is white meat from the claws, and two thirds is brown meat from the body. Male Brown Crabs have more sweet brown meat, while female Brown Crabs have more rich white meat. They are a highly nutritious food, and an excellent source of vitamin E, vitamin B12, selenium and zinc. Popular Brown Crab signature dishes include Dressed Crab (crab meat arranged in the cleaned shell with other food items), soups such as bisque or bouillabaisse, pates, mousses and hot soufflés. For more information on the European Brown Crab, contact your Samuels and Son Seafood sales representative.

**Introductory Price:
\$6.95/lb**





SAMUELS SEAFOOD COMPANY

*3400 Lawrence Street
Philadelphia, PA 19148*

www.samuelsandsonseafood.com

PRSR STD
U.S. POSTAGE
PAID
CINNAMINSON NJ
PERMIT NO. 165

Fish Tales Issue 14 October 2011



Join Our Mailing List

Get the information you want. Email us at:
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 the Gulf of Maine,
is **delivered fast and fresh** to Samuels & Son.



Truly Fresher Salmon