

Fish Tales



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What's New?

Check Out Our New Look!



Samuels is Home to Exotic Seafood Choices

Last month Samuels and Son Seafood Company hosted another exciting seafood brunch and tasting event, this time featuring Hiramasa Kingfish imported from Australia.

Foodies are constantly looking for unique cuisines and exotic dishes from their favorite restaurants. Samuels Seafood is your ticket to being one of the first to learn about the latest trends in the seafood world, and about what seafood products are new and exciting in the marketplace.

Whether it is something new from the Australia, the Amazon, Europe, or anywhere else in the world, the experts at Samuels Seafood can help you become among the first to offer these exciting seafood products to your customers.

In this issue of Fish Tales, learn more about the Porgy – a versatile and delicious fish harvested seasonally from the local waters of our region.

You will also read about one of the hottest fish products available and in high demand today – the Bacalao Codfish that are wild caught and



imported from Spain. It is one of very few fish in the marketplace today fished exclusively with hook and line.

Also, it is hard to believe that we have entered November! Now is a good time to start thinking about your holiday seafood purchasing and planning. For assistance with your holiday seafood planning, contact any of our Samuels Seafood experts!

To learn more about future tasting events, holiday seafood planning, seafood training and education classes, and other value-added programs offered by Samuels Seafood, contact us today at markp@samuelsandsonseafood.com.

Recently 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 Increases Customer Satisfaction

Samuels Seafood has a variety of training and education programs available for customers, guaranteed to increase customer satisfaction and seafood knowledge.

After a two month study following training sessions with over a dozen seafood managers from a nationwide 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%, and reported an 11% increase in the quality and freshness in the store's seafood selection.

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

Contact us if you would like to schedule a training for yourself or others in your organization.

Hot Selling Fish in October: Bacalao

Wild caught and imported from Spain, our Bacalao Codfish has been one of the hottest and fastest moving seafood products during the month of October. Chefs, restaurant owners and foodservice professionals are always on the lookout for new and exotic seafood offerings for their customers. The Bacalao product line has fulfilled that need, and is quickly growing in demand and popularity. Imported from Europe and produced under the highest of standards, Bacalao Codfish is available in many cuts and varieties, providing ample customization and creativity to any seafood menu. One of the hottest



Bacalao Carpaccio



Bacalao Prime Center Cut



Bacalao Loin

Bacalao cuts has been the Carpaccio. Shown in the top-left picture, the Bacalao Carpaccio, like all of our other Bacalao products, are prepared from whole Codfish pieces 30 pounds and larger, opened "butterfly-style" after being salted for three months in Iceland. A perfect addition to any restaurant or catering menu!

Fritella de Bacalao (pictured below) is 100% free of preservatives. They are made from home-made dough and ready to fry. They consist of more than 60% of desalted codfish, milk, wheat flour, pasteurized egg, butter, garlic and parsley. Just one bite and your customers will be hooked!

For more information on our Bacalao product line, or any of our other seafood products, please contact your Samuels Seafood sales representative. If you do not have a sales representative, please contact our Marketing Manager Mark Pepe at (215) 554-6440, or email Mark at:

markp@samuelsandsonseafood.com.



Fritella de Bacalao

Hiramasa Kingfish Tasting Event

In October, special guest chefs David Spsychalski from Wolfgang Puck Catering in Washington DC, and Chef Hiroyuki "Zama" Tanaka from Zama Restaurant in Philadelphia made Samuels latest tasting brunch an event to remember. Samuels Seafood welcomed chefs from all across the country to participate in the Cleanseas Hiramasa Kingfish tasting event, a unique and exotic fish from the waters of Spencer Gulf in South Australia. Guests that attended the tasting event included Sean Griffin from the Bellagio's Jean Georges Prime, Taka Lee from Pod, Hiroki Fujiyama and Yoshitaka Migita from Morimoto, David Denick from Whole Foods, Henry Botto from Bottos Italian, and many more. Everyone who attended the brunch sampled various styles of Hiramasa Kingfish prepared by our special guest chefs. Some of the popular dishes included Seared Sesame Crusted Hiramasa with sweet chili sauce, orange and honey cured Hiramasa with mandarin orange and sweet onion, smoked pastrami Hiramasa with red miso aioli, Hiramasa tataki, Hiramasa sushi rolls with mango and fried challo, and Hiramasa sushi rolls with avocado. The Hiramasa Kingfish are produced from wild brood stock. Hatchery raised fingerlings are grown in an open water, low stress environment. The use of natural feeds, minimal stocking densities and site following practices delivers a fish which is totally sustainable using the world's best aquaculture techniques. The pale pink flesh and sweet, rich flavor is genuinely superior to the wild. Also its higher fat content, cleaner flavor and firmer texture makes it more versatile, consistent and delicious.



Lobster is the New White Fish

It's all about affordability in today's economy, without sacrificing flavor. According to Food Channel's Seafood Trends, restaurant chefs are introducing new tactics to ensure more expensive seafood items don't get sunk in the process. There is a move on to change people's perception of lobster as a luxury dish. That, coupled with the desire people have for a little indulgence in rough economic times, means you see more dishes such as lobster mac 'n cheese and lobster ravioli. And think about seafood starters. For example, if you've been surprised recently to find mussels on the tapas menu, look again. Mussels lose their rubbery texture when cooked right (with plenty of liquid), just like when calamari went mainstream a few years ago. Restaurants are picking up on the inexpensive availability and positioning various seafood items as everyday staples: Crab cakes. Calamari. Clam Chowder. Appetizers are a popular way to incorporate more seafood into one's diet and offer restaurateurs a way to tempt the diner to spend a bit more. Mussels and oysters may rise in popularity, and mini-dishes using scallops and lobster will begin to showcase more and more chefs' creativity.

Appetizers

"Brazilian Tigerfish"

Fresh, Pintado Fillet
Skin On, 10 lb Unit

Farm Raised in Brazil

\$6.95/lb

Super Lump Crabmeat

Pasteurized

Delicasea Brand

\$13.95/lb

Frozen Bay Scallops

Wild Caught, Argentina

6x5 lb Units, 30 lb Case

\$7.99/lb



Baccala Carpaccio

Pre-Sliced, De-Salted

Ready to Use!

3 Kilo Unit

\$14.95/lb



Samuels and Son Seafood

November 1 to November 30

Cocktails

Jumbo Shrimp



4/6 Count Jumbo Shrimp

Fresh Water Giants

Sold By 20 lb Case

\$12.99/lb

Cocktail Fingers

30/50 CT, 1 lb Units

Pasteurized, Indonesia

\$9.95/lb

Quick Peel Shrimp

16/20 CT, 20 lb Case

Farm Raised, Thailand

\$5.99/lb

Entrees

Spanish Cigalas

Frozen, 3.3 lb Unit

Mediterranean Langostinos

\$13.95/lb



Black Cod Filet

Fresh Fillet, House Cut

Wild Caught in Alaska

\$14.99/lb

Black Cod



Mystery Box

Wild Japanese Mystery Box

Pristine Exotic Fish

Imported From Japan

\$125.00 Each



You Never Know What You Will Get Until You Get It!!

Good November Specials

November 30, 2011

Entrees

Lake Victoria Perch
7 – 14 oz Fresh Fillet
Wild Caught, Lake Victoria
6 Kilo Unit, Skin Off
\$5.49/lb

Hamachi Fillet
Sushi Quality, Frozen
Farm Raised in Japan
\$10.95/lb

Peruvian Blue Tilapia
All Natural, Fresh Fillet, 10 lb Case
Farm Raised in Peru
\$5.39/lb

Peruvian Blue Tilapia



Sides

Snow Crab Clusters
5/8 Count, Frozen
Wild Caught, Canada
30 lb Case
\$5.99/lb

Frozen Salmon Fillet
2-3 lb Sides, 22 lb Case
Farm Raised in Chile
!!!Sold By The Case!!!
\$3.99/lb

Mini Blinis (1.25" Each)
Imported From France
30 Pieces Per Pack
\$6.99/each

Hand Crafted Pearl Spoons
Used For Caviar
Sold In Packs Of 10
2.5 Inches In Length
\$44.99/pack

Tasty Additions



Fresh Water
Baby Smelt
IQF, Head On
11 lb Case
\$2.99/lb



Frymax Supreme
Blended Peanut Oil
35 lb Unit
Super Value!
Great Taste!
\$39.00/each

Spanish Sepia Ink
Imported From
Barcelona
1 Pint Unit
\$26.00/each

Shrimp On A Skewer
31/35 CT
48 Skewers/case
Frozen, 8.75 lb Unit
\$49.00/lb

Rafols



Artisanal Jumbo Baccala

Artisanal Jumbo Baccala
Salted, Bone-In, Cod
Hand Selected and Imported
Genuine Gados Morua
\$10.95/lb

Porgy Season in our Local Waters

Local fish and seafood are in high demand throughout our region and across the country. Porgies are in season from our local waters all throughout the calendar year, and considering the versatility of Porgy, it is the perfect fish to have on any menu. According to the Field Guide to Seafood, there are about fifteen species of Porgy found in the western Atlantic and the Caribbean, and more than 20 types in the Mediterranean and the eastern Atlantic where they are known as Sea Bream. Porgies get their name from a Native American word meaning "fertilizer" for which they were commonly used. Porgy are male for the first two years of their life and transform into females in their third year. They have firm, succulent



flesh with excellent flavor. Red Porgy are common in the Atlantic waters, and have good meat suited to poaching, stuffing and baking.

Porgy range from ½ to 2 pounds, though average market weight is 1½ pounds. Their meat is rosy when raw but turns white after it's cooked. Porgy meat is moist with rich, sweet flavor and a firm but tender texture.

They can also be used for sushi and sashimi.

Porgy are exceptionally high in protein, and are very low in fat and calories.

For more information on Porgy, or any of our other seafood products, please contact your Samuels Seafood sales representative. If you do not have a sales representative, please contact our Marketing Manager Mark Pepe at (215) 554-6440, or email Mark at:

markp@samuelsandsonseafood.com.



Marvesta Shrimp: Always Fresh – Never Frozen

Marvesta Shrimp are exceptionally sweet tasting because they are always harvested fresh from their raceway ecosystem, immediately 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!



Our Codfish has been produced for more than 60 years in keeping with the old world traditions.



On Special This Month! See Page 5 For Details.



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mailing@samuelsandsonseafood.com

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



Our Codfish has been produced for more than 60 years in keeping with the old world traditions.

