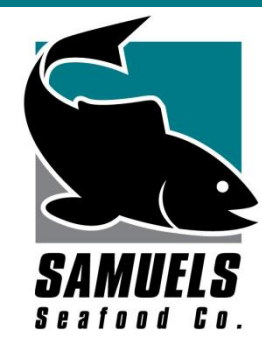


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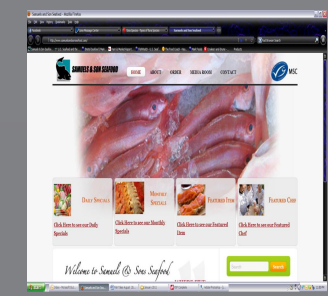
# Fish Tales



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**What's New?**  
 Check Out Our New Look!



## The Wonderful World of Tunas

**Sushi. Tartare. Grilled. Salads. No matter how you prepare it, Tuna is one of the most popular fishes in the world. Prized by chefs and sportsmen alike Tunas are strong, powerful fish that are found in oceans across the globe from tropical to temperate climates. They are in the Scrombidae family which includes Mackerels. There are nine different species of Tuna and all of them are edible. Its pink or red flesh sets them apart from fish that have white meat. Here is a list of the Tuna species:**



- Albacore
- Bigeye
- Blackfin
- Longtail
- Northern Bluefin
- Pacific Bluefin
- Southern Bluefin
- Yellowfin

on the endangered species list. As a result, the tuna farming industry has grown and becoming widely accepted as a viable alternative for the endangered species, specifically Bluefin.

This is the perfect time of year to explore the different types of Tuna and their appropriate preparations. Summer is the time where people thoughts turn to BBQ grills or light and healthy options. Tunas fit the bill on both fronts. Sliced into steaks, lightly seasoned and thrown on the grill or topping your favorite salad, Tuna can be the perfect summertime meal. Turn the pages to learn about some the Tuna species we carry.

Due to their popularity, some species of tuna have been overfished and are

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

**Independence Fish Company**  
 Providing our customers the "Best in the World" of quality seafood.

In July, we went live with our re-designed website. We wanted to make it easier for you to find the information that you need. 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 specialty items. Take a look in our Media Room to get the most recent newsletter. Visit our new page dedicated to the MSC and our responsible sourcing. Up next is a new look for our products section with new categories and dynamic search. Stay tuned. We are not done yet.



Congratulations to Sushi Taro on ranking as an Important Destination in the US by the Opinionated About Dining blog.

Just three years after closing temporarily to remodel the restaurant, Nobu Yamazaki is living up to his goal of changing the Japanese dining in the Washington DC area. To truly understand what sets this restaurant apart, sit at the counter, order the chef's tasting menu and become engulfed in the experience. The highest quality fish served on the finest Japanese pottery and wasabi hand grated at your table. You may be treated to a private cooking show by the chef. It is called Kaiseki, a traditional Japanese dining style. Customers don't order from the menu, but allow the chef to entertain and surprise them with authentic dishes and seasonal delicacies. Take a trip to Washington DC for a memorable dining experience.



## Southern Bluefin Fits the Bill

Northern Bluefin, also known as Atlantic Bluefin, has been severely overfished. In accordance with our responsible sourcing initiative, Samuels has committed to not provide wild caught Northern Bluefin Tuna until the stocks have repopulated. While the stocks of the Southern Bluefin are under continuous evaluation, currently they are considered a more viable option than their northern counterparts. Ranches in South Africa under a strict quota management system, our Southern Bluefin are fed until they reach maturity and harvested using minimal stress methods.

Southern Bluefin is a fast streamline species that is found throughout the oceans of the southern hemisphere. They have been known to reach speeds of more than 55 miles per hour. It can reach record setting levels up to 14 feet in length and weigh as much as 2,000 pounds. Dark blue on the top and silver on the bottom, there is a yellow band along the side. Their uniqueness lies in the muscular structure, curved tail a circulatory system that allows them to keep a constant body temperature warmer than the waters where they are swimming.

Its growing popularity as an alternative to Northern Bluefin has made it one of the most prized tunas in the marketplace. There is no compromise on taste. The flavorful flesh is a beautiful red/pink color and rich in fat. Similar to the Northern Bluefin, the belly section has a very high fat content and just melts in your mouth.

## Samuels Responsible Sourcing Initiative



Looking for sustainable tuna? Well the American Albacore Fishing Association North and South Pacific fisheries have been MSC certified since 2007. They were the very first tuna fishery to be certified in the world. They are a group of small, family-run fisheries based in San Diego, California. Like other tuna species, Albacore is a highly migratory species and can be found throughout the Pacific ocean. The fish are caught using pole and troll fishing techniques and the fishermen pride themselves on protecting the marine environment. This method of catching fish is over 100 years old and considered a healthy way of fishing.

## Albacore Tuna: The Forgotten Tuna

Often cast aside for its more luxurious and well known cousins, Albacore has become the forgotten Tuna. In the US market, the majority of Albacore is canned and sold in retail, but there is much more to the Albacore species than just the canned tuna.

As with the other species of tuna, Albacore is found in oceans around the world, but are most abundant in the Pacific Ocean. Where they are primarily caught using longline methods, but as mentioned earlier in this issue the MSC certified Albacore is caught using pole and troll methods.

Depending on the size of the fish, the flesh is usually a pinkish color and has the mildest flavor of all of the tunas. With high oil content, Albacore is good in a variety of preparations. While the texture is firm, it is considered to be softer than other tuna species and not recommended for sashimi but is great for ceviche and tartare. Albacore is most commonly served grilled or seared in restaurants, but it suitable to other preparations as well. An additional benefit is that it pairs well with most marinades and spices.

Let's not forget the health benefits of Albacore. Low in saturated fat, sodium and cholesterol, it is considered a heart healthy extra lean protein. Rich in vitamins, high nutritional value and easy to prepare, Albacore is perfect menu option this time of year. Good tasting and good for you. So the next time you hear Albacore tuna mentioned, think out of the can. Consider the many options you have with such a versatile fish.



## How to Grade a Tuna

Grading Tuna is not an exact science. There is no hand book or harden fast rules that govern tuna grading. Our team relies on their years of experience in the seafood industry and specifically buying tunas to make the best decision when they arrive at our doors.

First every tuna is inspected for quality and freshness. Then we evaluate them on a 1 to 3 scale against three key characteristics – Color, Clarity and Fat.

#1 Tuna – Red flesh color, very clear, with slight fat striations. Ideally this tuna should evoke an image of red jello.

#2 Tuna – Red flesh color, less clarity and marbling.

#3 Tuna- Brownish color and opaque with little to no marbling. This grade is perfect for grilling.

For best the grading conditions, use natural sunlight to evaluate the samples. Like art, grading is subjective and open to opinion, but always use your best judgment.

## Skipjack Tuna: The Baby of the Family

Skipjack, also known as Bonito, are smaller tuna that grow to about three feet long weigh up to forty pounds, but average they are twenty-five pounds. Like the other tunas, they are wide ranging fish swimming in the tropical and temperate waters around the world. As their name indicates, they like to jump and skip over the surface of the ocean.

While they are the smallest of the tuna varieties, it is thought to have the strongest flavor and highest fat content. It is often found canned in the US and dried in Japanese cuisine. Due to the distinct flavor it is a favorite in Hawaii and Japanese style cuisine either raw or cooked. Most Hawaiians prefer the larger Skipjack for sashimi and poke with its deep red color. Smaller fish tend to have a paler red color. As more sushi lovers fall in love with the rich, fatty flavor of the Skipjack, it will be appearing on more menus.



## Yellowfin vs. Bigeye Tuna

Long thought to be the same fish, Yellowfin and Bigeye are actually separate species of tuna. While they are similar in many ways, it is pretty simple to tell them apart.

Yellowfins have bright yellow tails and dorsal and a long lean body that is built for speed, like a thoroughbred. They live in the shallow parts of the ocean by night and the deeper parts during the day. On the other hand Bigeye can be found in more tropical waters and has a plumper body and larger head than the Yellowfin, but most notably they have unusually large eyes.

For some they are interchangeable when it comes to taste, but the truly discriminating palate can tell the difference. Bigeye has a pinkish red flesh color that is preferred by sashimi lovers because it has a higher fat content than Yellowfin. Yellowfin's firm texture is preferred for grilling and blackened preparations and the color can range from pink to red depending on the size.

Yellowfin and Bigeye are growing more in favor as the Bluefin species increase price and decrease in availability. With similar fat content and good rich flavors, they are proving to be great alternatives for bluefin lovers. Their stocks are considered abundant in comparison to the bluefin which makes them highly sought after in the marketplace. They are even taking a more prominent position in the retail markets as Yellowfin, Bigeye and Skipjack are being mixed by some canneries to create their "Light" and "Chunk Light" varieties.

As their popularity increases, Bigeye and Yellowfin are anticipated to make a big impression on the tuna lovers.

## Independence Fish Company



Dover Sole: The Elegant Flat Fish

Named after the town in England that sits on the English Channel, Dover Sole is similar to the flounder. A pancake flat fish with both eyes on one side of its head, making it well adapted to living on the ocean bottom. Dover Sole produces a protective slime that may spread to other fish when it's caught in a net. It can grow to a maximum of 2.5 feet or 76cm. Its fans consider Dover Sole considered the most elegant of all the world's flat fish species. True Dover Soles are found in the eastern North Atlantic. There are similar looking but completely different Dover Soles that are found on the west coast from the Behring Sea to Baja California. If the skin can be peeled off, then you know you have a true Dover Sole. The inherent quality of this west coast fish is no match for the North Sea variety. Our fish are from marine fisheries not fish farms. They are primarily caught with trawls and other types of fishing gear including hand lines and traps. Chefs prize this fish because of its firm textured flesh can handle any preparation - rolled, stuffed, sautéed or broiled. When cooked the glistening white meat becomes moist, dense flesh with a mild, sweet flavor that easily adapts to sauces. The average weight is about one pound, but the smaller the fish the more delicate the flavor. For the full flavor, cook the fish on the bone and fillet tableside for a stunning presentation.



Independence Fish Company  
Providing our Customers the "Best in the World" of quality seafood.

# Samuels and Son Seafood August Specials

## August 1 to August 31, 2011

### Tasty Additions



White Anchovies  
"Boquerones"  
Wild Caught, Spain  
\$21.99/Unit

Smooth "Dark"  
Scungulli  
Conch  
7lb Units  
Wild Caught, USA  
Frozen  
\$8.99/lb



10oz Sashimi Grade  
Swordfish Steaks  
Frozen  
10lb Case  
\$5.99/lb

Whole Bronzino  
1 - 1.25lb Each  
Farm Raised, Greece  
\$5.75/lb

#### Mussels

Harvested in Maine  
40lb Bag  
\$29.95/Bag



Wild Peruvian Scallops  
50/60 per lb  
5lb Bag  
IQF Dry Scallop  
\$6.50/lb



California Caviar  
2oz Trout Roe  
Wild Caught, France  
\$9.79/lb

Sweatbreads from the  
Sea  
"Cocohas"  
De-salted Ready to use  
\$15.75/Each

### Cocktails

#### Fresh Domestic Claw Crabmeat



Fresh Claw Crabmeat  
Domestic  
\$7.75/lb

Spanish Bonito Tuna  
Marinated in Olive Oil  
Wild Caught, Hand Packed  
1.5oz can  
\$19.95/Each

Scored Snap & Eat Snow Crabs  
Wild Caught USA  
Frozen  
\$7.50/lb

### Entrees

#### Amazon Paiche



Paiche  
Peruvian White bass  
100% Sustainable  
\$12.95/lb

2 - 4lb Spanish Rock Octopus  
Imported, Spain  
Frozen  
\$4.95/lb

## Peruvian Blue Tilapia



Peruvian Blue Tilapia

Peruvian Blue Tilapia Fillet  
All Natural  
Farm Raised, Peru  
\$5.75/lb

A Tilapia like no other. A different species of Tilapia with an unparalleled taste, texture, thick fillet and light color that sets it apart from the commonly available tilapias. Grown sustainably and naturally with no antibiotics or other chemicals.

### Entrees

#### Dover Sole



Dover Sole  
From Holland  
Frozen at Sea  
\$12.89/lb

Warm Water  
Brazilian Lobster Tails  
9oz Frozen  
10lb Case  
\$16.95/lb

#### Frozen Hamachi Fillet



Frozen Hamachi Fillet  
"Yellow Tail"  
Korean Farmed  
30lb Case  
\$7.99/lb

MSC Certified Hoki Fillet  
4-6oz Each  
Skin off, Bone Out  
45lb Case  
\$2.99/lb

### Sides

Bread Crumbs  
Plain/Coarse  
40lb Bag or Box  
\$10.00/Each

Cooked Langostino Meat  
Wild Caught, Chile  
\$4.99/lb

Surf Clam "Hokkigai"  
Blanched, Frozen  
2.2lb Box/45ct  
\$19.95/Each

4oz Alaskan Halibut Fillet Portions  
Frozen, 10lb Case  
\$8.95/lb

#### "Hokkigai" Surf Clam

