Along the 34,000 miles of coastline and wilderness, Alaska fishermen have a rich tradition of respect for the waters in which they fish. Alaska is also the only state in the U.S. with sustainability written into its constitution. The fishing industry is more than a career for thousands of families…it’s a way of life. The responsible fishing way of life Alaskans embrace provides us world famous, Wild Alaska Seafood that we all have come to love. This is the perfect time of year for fresh Alaska Seafood.

Wild Alaska Salmon season begins at the same time as grilling season, it’s so perfect! Thanks to effective management practices, Wild Alaska Salmon are the only Salmon to earn a “Best” rating by the Monterey Bay Aquarium’s Seafood Watch list. Also known as “Chinook Salmon,” King Salmon is loved for its color, high oil content, firm texture and succulent flesh. We all await the exciting time of year when Sockeye Salmon begin making their way up beautiful rivers such as the rapid flowing Copper River. Sockeye Salmon has a rich flavor and unmistakable, deep red flesh which retains its color throughout cooking. Coho Salmon, another amazing fish, has a fantastic firm texture that makes for an amazing grilled dish.

Wild Alaska Halibut has a reputation as the world’s premium Whitefish and considered the “steak of seafood.” It’s also great on the grill. This delicious fish has a sweet, delicate flavor along with a firm and flaky texture with snow-white flesh. The list goes on touting Alaska’s world famous Whitefish such as Cod, Pollock, Sablefish (Black Cod), Rockfish and more. Dedicated and passionate fishermen also catch King and Snow Crabs in the cold, deep waters of the Bering Sea and Aleutian Islands. Everyone loves King and Snow Crab clusters, legs and claws for their sweet, rich flavor and tender texture built for warm weather dining and grilling as well.

Sustainability is becoming more and more important to your guests and they’re always looking for variety. Alaska Seafood offers varieties of succulent flavors and cooking preparations with products that are wild and sustainable. That is why for over 40 Alaskan communities, commercial fishing is an important tradition that creates 32% of the state’s workforce and provides the U.S. over 50% of the nation’s seafood harvest. A world leader in sustainable seafood, Alaska carefully regulates and monitors all aspects of fishing to provide us exciting and tasty seafood for generations to come.

For more information on Alaska’s flavor and sustainability, please visit wildalaskaflavor.com
The Phillies home opener wasn’t the only exciting competition taking place in South Philadelphia on Tuesday, April 9th. Down the street at Samuels & Son Seafood, three of the region’s top chefs battled it out as part of the Skuna Bay Kentucky Derby Cook Off.

This year’s competitors were Chef Luke Venner, BLT Fish NYC, Chef Charles Vogt, The Mussel Bar & Grill at Revel Casino, AC and Thomas Schoborg, PJ Clarkes in Washington D.C. They all had their eye on the big prize, to make it to the final round and cook-off at the legendary Kentucky Derby for a full page, full color ad in the national, Saveur Magazine and all the recognition that goes with it.

These skilled chefs started the competition off by filleting their Skuna Bay Craft Raised Salmon to prepare their custom made dishes from scratch in front of their peers and a panel of distinguished judges. This panel consisted of highly esteemed and professional Chef Ian Knox of Washington D.C, Audra Neff, radio show host of “Philly Food Talk” and blogger personality and Executive Chef Jorge Chicas, The Red Owl Tavern at Hotel Monaco, Philadelphia.

After watching the chefs create their custom recipes and tasting all three dishes, the judges spent time deliberating to somehow pick a winner. In the meantime, attendees had a chance to enjoy hor d’oeuvres including Holy Grail Oysters. “Each dish was delicious and beautifully plated,” said Audra Neff. Finally, the judges announced Chef Charles Vogt of The Mussel Bar & Grill as the winner. “I was so keyed in on being prepared for the competition,” said Chef Vogt. “After winning, it just feels awesome,” he added. The awesome win advanced Chef Vogt to the East Semi Final Round where he once again will compete with another group of brilliant chefs to create a dish using Skuna Bay Salmon.

Samuels & Son Seafood regularly hosts events as part of our ongoing “Samuels Chef Series” that entertains chefs and restaurateurs throughout the region. Talk to your sales rep about our next event where you can personally learn more about products such as Skuna Bay Salmon or the new, high salinity, Holy Grail Oysters.
Samuels and Son had the pleasure of meeting with sustainable seafood pioneer and Top Chef Star Rick Moonen at the Boston Seafood Expo 2014. Owner of two restaurants at The Shoppes at Mandalay Place in Las Vegas, rm seafood and RX Boiler Room, Chef Moonen briefly left his post to fulfill his new role as brand ambassador of True North Salmon. The brand True North is just one of the options found on his rm seafood “State of the Art Sustainable Seafood” menu which reflects Moonen’s philosophy on responsible sourcing. The CIA grad opened rm seafood with the intention of creating a relaxed fine dining atmosphere centered on a diverse selection of fish. The goal is to introduce customers to lesser known species without bombarding them with too much information. Although he prepares his staff for questions from the most curious of customers, the experience is all about the flavor.

rm seafood offers casual dining in a spacious, contemporary setting. A sushi and raw bar lines one end of the restaurant and features signature offerings like the rm Dorade with fresno chili and Russian blackberry. The concept for rm seafood originated on the east coast. Following his success as co-creator of Oceana and the Greek seafood restaurant Molyvos, he opened rm in New York where he earned three stars from the New York Times for the fourth time in his career. In 2005, he closed New York City’s rm to open in Las Vegas where a competitive restaurant scene was developing. Compared to the tight kitchens back in Manhattan, the space he now works with seems luxurious. Although he sometimes misses the challenges of New York, a blend of familiar faces and similar customer base passing through the town makes Las Vegas feel more like home.

The fish available in Las Vegas is also just as fresh as anything he’d find back home. Originally from Queens, he spent much of his childhood fishing with his father on the beaches of Long Island. “I was brought up in a manner that instilled in me to have a mutual relationship with the source of what was making me happy, in this case being a chef and cooking,” he says. This visceral connection to the environment has guided him throughout his career. By the time Moonen was first approached in 1995 by Seaweb, an ocean conservation group, he was already known for his role as a leading chef in the Pure Food Campaign. Seaweb’s “Give the Swordfish a Break” campaign became one of the first environmental efforts to establish chefs as potential change makers. However, long before his support of the campaign, he was very much aware of the plight of the swordfish. It was during his time spent as executive chef at the Water Club where he witnessed firsthand the decline of the species.

After working in French kitchens at highly esteemed restaurants such as Le Cote Basque and Le Cirque, Moonen started to truly develop his identity as a seafood chef at The Water Club. He would frequent the famous Fulton Fish Market at its original location in Lower Manhattan and over the years develop strong relationships with the fishmongers. Looking back on his visits to the market, he recalls it taking three men to pick up a 200-300 pound swordfish. As the years went by, Moonen found himself waiting for deliveries of pups. After witnessing so many immature fish coming into the marketplace, he realized how important it was to diversify seafood consumption and the influence he had as a chef to foster that diversity.

As the sustainable seafood chef continues to relay his message of diversity, there are a few projects we can look forward to in the coming years. Along with opening more seafood restaurants, Chef Moonen plans on introducing some products into the marketplace, including his famous Moonen doggies originally created on Top Chef Masters. He also wants to contribute to the creation of more aquaculture and agriculture systems that can help areas of food insecurity. His latest obsession is the Integrated-Multi-Tropic Aquaculture model, which mimics a natural ecosystem by raising different species side by side in an effort to recycle waste. Over the years Moonen has seen many aquaculture systems, and to him the IMTA model is the closest we have to maintaining the integrity of our waters. A perfect symbiosis with nature may not unfold in our near future, but Chef Rick Moonen believes we can never stop striving for it.
Open the door to endless, new menu options along with some classic, must-haves by adding Hy Seas Hand Shucked Chopped Sea Clams to your arsenal.

Hy Seas frozen, all natural Chopped Sea Clams are hand shucked from Surf Clams harvested domestically in the beautiful Nantucket Shoals by Atlantic Capes Fisheries. These pristine waters are world famous for providing Clams with high quality. Atlantic Capes Surf Clams, a sustainable resource, are subject to a management plan that insures we can enjoy them year round and for future generations.

Hy Seas Chopped Clams are perfect for any preparation. They are flavorful, fresh tasting with a tender texture. They’re also a help to you, the chef, as they’re simple to prepare. Hand shucked and chopped, these Clams are fresh frozen to lock in the Clam’s natural, full flavor and provided in convenient, five pound units. Keep in mind, the value and profitability a premium bulk product like Hy Seas Chopped Clams provides you. This delicious product offers a variety of menu options and has the quality taste to back it up.

From classic soups and chowders along with traditional Clam sauces with pasta, these are just a few exciting options that are easy for so many guests to love and have a home on every menu. It’s also always nice to try something new. More and more, people are looking for a delicious, first time experience, such as a Clam-topped pizza. Add some zing into your stuffed mushrooms with Clams, they’ll provide for a fantastic appetizer with that fresh, ocean flavor.

With warm weather upon us, a Clam Salad will really hit the spot. This is a nice, extra healthy, light plate allowing you to mix greens, veggies and some tasty Surf Clams. A great dip is perhaps the most fun food guests enjoy. Apply these Clams for an exciting dip that stands out from the others and that is cost efficient. Another menu favorite are Clam Fritters. Fry them, serve them with a side sauce and your guests will always enjoy this unique finger food.

Hy Seas Hand Shucked Clams come from Atlantic Capes Fisheries. With many years of industry experience, Atlantic Capes has direct production from their own fleet of fishing vessels where they harvest sustainable Surf Clams from the fertile waters of the local, mid Atlantic. They’re also leaders in sustainability. Their harvest is managed by the New England Fisheries Management Council (NEFMC) and they participate in the public management of the nation’s fishery resources. It is important to Atlantic Capes to keep our oceans safe, seafood abundant and satisfy the many chefs and consumers with high quality, sustainable products.

Having your expectations in mind, only the finest Clams pass Atlantic Cape’s standards to make Hy Seas Chopped Clams, the delicious, value added product it is. Atlantic Capes also provides the deliciously briny, Cape May Salt Oysters available at Samuels.

Speak with your sales rep for more info on Hy Seas Chopped Clams and see our last page for a monthly special.
When spring breaks, it marks the beginning of the fresh catch in Alaska. Starting with fresh Halibut & Sablefish and moving to Sockeye, King and Coho Salmon. Warm weather brings a great opportunity to expand the seafood offerings on your menu as your customers start looking for lighter fare. Sablefish is available year round as a frozen product but has a delicate flake and buttery finish that can’t be matched when served fresh. One of my favorite preparations is to cure and cold smoke it which helps to highlight those buttery attributes and gives it a bacon-like quality that pairs extremely well with the fresh, sweet produce that is so prevalent in summer like corn, peas and tomatoes.

To cure a 2-4# side of Sablefish, start with a cure mix of 1½C sea or kosher salt (sea salt is best as it contains trace amounts of naturally occurring nitrates that will help preserve color and texture) and 1½C light brown sugar with 1bu chopped fresh thyme, 3T garlic powder, 3T onion powder & 3T paprika. Lay out your Sablefish in a hotel pan and cover generously with the cure mix then turn and cover with cure again. Total curing time should be about 4-6 hours as this delicate fish absorbs it quickly. It is not necessary to weight the fish during cure it will speed up the cure and possibly gape the fillets if you do. The tail section may be folded underneath to keep curing even. Once the fish has purged some liquid and started to tighten up, it can be rinsed, dried and left in the refrigerator for a few hours up to a day to form a pellicle.

My smoking setup is quite simple, it can be done in any size kitchen and can be multiplied to accommodate larger amounts of fish. I start with an 8-12” deep full size steam table insert that is filled about half way with ice. In one of the corners that will be furthest away from the fish fillets, I line a small bowl with foil that the (usually applewood, but sometimes cherry or hickory) chips will burn in. Once the Sable fillets have dried, I place them on a wire rack and set it into a perforated 2” hotel pan that fits snugly inside the deep steam table insert. An old chafing dish lid that locks on top of the whole unit finishes the setup. The wire rack is very important to buffer the fish from the heat that will be carried through the perforated hotel pan. Put a handful of wood chips in the bowl and light with a torch until flaming. Blow out the flame and cover the smoker with the fish as far away from the heat as possible and close tightly with the lid. Chips will need to be relit about every 35-45 minutes. Smoke for a few hours and then cover and refrigerate until fish tightens back up.

These fillets can then be portioned and seared or baked for a plated presentation or roasted whole and flaked for a smoked sable salad at brunch. Obviously, this technique can be used for most any fish like the nice, big fat, ocean trolled King Salmon available from Alaska most of the year but prime in flavor and price through the summer months. It’s hard to argue with the health benefits and flavor of the fresh Alaska catch.
Helping businesses source and sell sustainable seafood, FishChoice.com makes sustainability easy to learn about and support. Samuels is proud to have recently joined this effort.

This great website promotes responsible fishing and buying with a detailed database of sustainable fish and shellfish. The company was founded in 2008 by Richard Boot, a veteran of the sustainability movement and food industry. Richard built FishChoice from the ground up with the goal of providing everyone in the industry sustainability information and working as a tool to help locate where sustainable seafood can be found. Today, the site gets over 4,000 visitors a week with a desire to further the cause.

How does FishChoice define sustainability? By partnering with many sustainability leaders such as NOAA, MSC, ASC, Monterey Bay Aquarium and more, they’ve created a comprehensive design to help businesses understand a topic that is growing very popular but can still be confusing. The site also provides information and news that is sometimes lost in the media…how far we’ve come with responsible fishing practices! These improvements are in part due to collaboration within the industry.

Jessica Redmayne, Sourcing Manager for FishChoice, stresses the importance of working together with many organizations. “For sourcing standards and information to be accurate, you need a variety of voices and input.” Along with Richard, Jessica is joined by Justin Boevers, Director of Operations. All three of them have many years as experts in the sustainability effort and run the entire show at FishChoice. The show they run is dedicated to protecting the seafood industry and environment.

By visiting Samuels’ profile on FishChoice, you will learn a lot quickly. You’ll be able to view some of our famously sustainable choices such as Alaska Cod or Verlasso Salmon to some items you may not know have amazing sustainable ratings such as our MSC Certified Chilean Sea Bass. You can become a pro, click after click, by learning the catch method, sustainability ratings, country of origin and more.

The site is easy to explore and there’s an incredible amount of information on all types of different seafood. For instance, go to the “Seafood Guide” tab and you’ll be able to view a very wide range of fish and shellfish profiles. We’re not just talking about having the fish name and scientific name, these pages have a latest market report in addition to a full sustainable analysis. You can even hone in your skills as a chef or buyer with buying tips and flavor profiles. The information continues to flow with sustainable product updates and the stories behind the organizations that FishChoice works with. It’s also a great venue to network with others in the industry.

While FishChoice is up and coming, they are one of the originals to recognize how key collaboration is and take action. “There’s a lot more focus on partnerships within the industry,” says Jessica. “I didn’t realize how quickly so many people would get behind sustainability like they did,” she adds. Samuels is proud to be a part of this interactive site and partner with a group having such likeminded goals. Samuels had a chance to stop by the FishChoice booth this year at The Seafood Expo in Boston to catch up and discuss building the Samuels profile, stay tuned to see what’s next.

Visit please FishChoice online at fishchoice.com

On Wednesday, April 9th, National Oceanic and Atmospheric Administration (NOAA) made a special trip to Samuels & Son Seafood as part of a national seafood workshop tour led by NOAA’s Sea Grant program.

The field trip at Samuels was one of the tours biggest highlights as the group consisting of aquaculture experts, food technologist, chefs and more toured Samuels to see a processing facility first hand. They also had a chance to discuss advances in the seafood industry and exchange industry experiences with Samuels Vice President of New Product Development and Marine Biologist, Joseph Lasprogata along with HACCP Coordinator, Keith McDyre.

This national workshop tour consists of three separate, three day tutorials to take place in Delaware, Louisiana and Oregon over the next year.

Learn more by visiting seagrant.noaa.gov
### Starters

**AUNT CONNIE’S MEDITERRANEAN SEAFOOD SALAD**  
Shrimp, Scallops, Squid, Crab mixed with fresh Peppers, Parsley & Spanish Olive Oil. 5 lb Unit  
$39.99 ea

**RED KING CRAB LEGS**  
20 / 24 Count. 20lb Case  
Meaty and Flavorful  
$9.95 lb (Z)

**RUSSIAN OSETRA CAVIAR**  
California Caviar Company  
1 oz. Units  
$69.99 ea

**SMOKED VERLASSO SALMON**  
Pre Sliced, Skin Off  
$15.99 lb

### In Between

**WILD ALASKA KING SALMON FILLETS**  
Beautiful Color, Firm Texture  
$12.95 lb

**WILD ALASKA SEA CUCUMBER**  
2 lb Units  
Great for Fritters  
$19.95 ea (Z)

**CANADIAN LOBSTER TAILS**  
14 / 16oz.  
$19.95 lb (Z)

**HIRAMASA**  
Fresh, Collar On Fillets, Sushi Grade. High Fat, Lots of Flavor  
$13.95 lb

**LOBSTER CORAL**  
Raw Lobster Roe  
1 Pound Units  
$29.99 ea (Z)

**SQUID INK**  
Delicious for Sauces  
Imported from Spain. 1 Pint Units  
$27.99 ea

**JUMBO SEA SCALLOP CHUNKS**  
Dry Scallops  
$7.99 lb (Z)

### Sides

**BUFFALO SHRIMP**  
Tail Off, Ready to Fry!  
8 lb Case  
$46.99 Case (Z)

**TEMPURA BATTERED SHRIMP**  
26 / 30 Count  
10 per Tray. 10 Trays per Case  
$79.99 cs (Z)

**SPANISH BONITO TUNA**  
In Olive Oil. 1.5 lb Units  
$13.50 lb (Z)

**HUCKLEBERRIES**  
Sweet and Tart Flavor  
Wild Picked in the Pacific NW  
5 lb Units  
$13.50 lb (Z)

**HY SEAS CHOPPED CLAMS**  
From Hand Shucked Surf Clams  
Perfect for Dips, Soups & Salads  
$1.99 lb (Z)

**CLASSIC FRENCH FRIES**  
3 / 8 Cut  
30 lb Case  
$13.50 cs (Z)

**STEAMER BAGS**  
Easy, Convenient to Use  
100 Count per Pack  
$9.99 ea

**EDAMAME KERNELS**  
Out of the Pod, Ready to Cook!  
1 lb Units. 20 / Case  
$20.00 (Z)

### Key

- **= Alaska Seafood**  
- **= MSC Certified Sustainable**  
- **= New Item**  
- **(Z) = Frozen Item**

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**May Specials**  
**Sale Dates: May 1st - May 31st, 2014**

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*Prices and Availability Subject to Change! Must be Current Samuels Customer for Special Pricing!*

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Learn More About Our Marine Stewardship Council Certification  
at SamuelsandSonSeafood.com

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

**West Coast**  
Toll Free 855-500-7535  
702-882-9289
Some have sustainability written into their brochures. We have it written into our state constitution.