



September 2017

FISH TALES™

A Samuels and Son Seafood Magazine



VERLASSO®

HARMONIOUSLY RAISED FISH



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by: Catherine Dempsey

The Hard Rock Cafe

Philadelphia, Pennsylvania

Chef Darryl Mickler



The Hard Rock Café is legendary. The rock n roll-themed restaurant and occasional music venue is known to many for its exclusive collection of music memorabilia, but until recently, it's becoming more renowned for its incredible, locally-sourced, and sustainable seafood. The chain is re-vamping their menu to reinforce the idea that our food can and should come from home, and we should support local businesses for all the good they do for our economy. The Hard Rock Café's new initiative is kicking off now, and the menu is getting a facelift courtesy of Chef Darryl Mickler and his wealth of experience in the culinary arts.

Chef got his start cooking when he was growing up in the South on Florida's Gulf Coast. He always looked forward to Sunday dinners at his grandmother's home with his family by his side. "One thing about the South is it can be a very food-centric environment," he says. "That's where I got interested and curious about cooking. I come from a big family so everyone was trying to out-do themselves and out-do each other with what they created."

Chef Darryl later won a scholarship to study food and beverage management at Pensacola Junior College, where he graduated first in his class in 1986. He completed a prestigious internship with Chef Roger Vergé and Chef Paul Bocuse at Les Chef's de France at EPCOT's Walt Disney World during one summer, and discovered that cooking was truly his calling. He returned to Les Chef's de France to further his culinary education following his graduation from college. "I saw this connection between food and culture, which I found intellectually interesting," he says. "Just having an interest in food from a creativity, tactile, and craftsman standpoint, and those things came together well for me to become a chef."

Chef then landed a job at Walt Disney World as a specialty chef, and then later graduated to chef de

cuisine. Chef Darryl left the Disney Corporation in 2006 to be the Executive Chef for Red Lobster. After a year there, he was promoted to Director of Product Development until 2010; this is when he became the Senior Director of Culinary Innovation at Brinker International in Dallas. In 2014, Chef Darryl became the Associate Vice President of Culinary Development for Aramark in Philadelphia and a year later, he joined the forces at Hard Rock International as Senior Director of Research and Development in 2015. With a background as strong as this, Chef Darryl's skills and expertise have lead him to the evolution of the Hard Rock Café's menu.

The reworked menu is impressive. A highlight is the grilled Salmon – an 8-ounce Salmon fillet, grilled and drizzled with sweet and tangy, house-made barbecue sauce. It's then finished with herb garlic butter and served with Yukon Gold mashed potatoes and seasonal vegetables. Another tasty staple is the Fresh Catch of the Day. The local fresh catch is served with a seasonal side and vegetables, and offerings include Flounder or Summer Flounder for the Philadelphia Hard Rock Café. Other café locations have their own custom offerings. "We're focusing on finding seafood that's running at the right time, that's seasonal, that's a good choice for us," he says. "The seafood area of the menu is an area that I've tried to leave open and let the chefs at different cafés have the opportunity to engage and come up with their own dish rather than running a strict corporate menu."

When asked about his favorite seafood to work with, Chef Darryl says his is Red Snapper. "I grew up on the Gulf Coast and I love the fish out there, and I've fished most of them," he says. "I also love Gulf Shrimp – it's always a big thing, and it has a bigger flavor than most anything else you would see."

For more information visit:
<http://www.hardrock.com/cafes/philadelphia>

Employees of the Month



Congratulations to Shane Dougherty and George Leonard as July Employees of the Month! Shane is an exceptional employee. He can do it all – from loading and checking trucks, to working the freezer, and he thinks critically and efficiently to troubleshoot problems. We are so lucky to have him!

George works hard every day, whether he's handling inventory or doing postings. He's known to jump at the chance to help a fellow co-worker and he has a get-it-done attitude. We love having him here to work with us!

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Sweet for the Soul, Perfect for the Palate: Verlasso Salmon

By: Catherine Dempsey



There's something really special about charities that put good thoughts into good deeds. Verlasso Salmon is teaming up with the Taste of the NFL (TNFL) for the Kick Hunger Challenge throughout the football season this year. For every pound of Verlasso Salmon you buy, you will be positively impacting your local food bank by providing up to two meals to those in need. This is such an important cause which will inevitably benefit thousands of families across the country. Verlasso's goal? End hunger. Period. They're also working closely with the TNFL, which seeks to raise money in support of food banks throughout the United States by rallying the country's top chefs and the NFL's greatest players on Super Bowl Eve. You can donate in the name of your favorite team and raise money with other fans to benefit this wonderful program by going to support.tasteofthenfl.com.

Verlasso Salmon is delectably clean tasting, and there's a reason why so many chefs choose it in the first place. The buttery, melt-in-your-mouth feeling one gets from a wonderful Salmon is what Verlasso strives for. It's this feeling that has chefs coming back time after time. This Salmon is truly something that needs to be experienced first-hand. The flavor profile is crisp, clean, and bright. Salmon from Verlasso is super versatile. Feel free to bake it, grill it, broil it, pan-sear it, or get creative. There's nothing stopping you from showing off your culinary skills with this Verlasso Salmon.

Tradition: meet harmonious aquaculture. Verlasso Salmon are raised on the western shore of Chilean Patagonia. Here, they are living, breathing, and swimming within cool and clean waters where the motto is always "fish in, fish out." This means a 1:1 ratio is kept in order to insure that the Salmon raised here are truly happy and healthy. Sustainability is a high priority, and Verlasso is well-versed in what it means to be environmentally friendly. They were the first ocean-raised Atlantic Salmon rated yellow "Good Alternative" by the Monterey Bay Aquarium Seafood Watch program. Verlasso is pioneering new traditions and taking sustainability to a grander scale, with a taste that you, the chef, can trust.

Your Salmon from Verlasso is traceable. You'll know the journey of your Salmon from the ocean to your plate, step by step. Verlasso Salmon are from Cascada Farm in the 11th region of Chile (the least populous of Chile's regions), where they thrive in the pristine, filtered waters and are fully able to grow, prosper, and become the strong, tasty Salmon we love to eat.

Salmon is good for the soul (and the body too). It's an excellent source of protein and it contains 75% less saturated fat than a steak. The USDA has recommended that women who are pregnant or breast feeding should consume up to 12 ounces of seafood every week to increase the intake of omega-3 fatty acids, so Salmon is great for you and your babies' health. According to both observational studies and controlled trials, the omega-3 fats in fish are important for the development of a baby's brain, as well as their nervous system. In fact, the children of women who consume lower amounts of omega-3's during pregnancy and breastfeeding have evidence of delayed brain development. According to the USDA's Dietary Guidelines, we should be eating at the very least 8 ounces of seafood every week to increase our overall wellness and improve our heart health. Verlasso Salmon is a great way to get this intake up.

Verlasso knows their Salmon, and they know what it means to provide the best of the best from their farm. Exceptional quality, delectable taste, and health benefits to match – what a catch!

For more information and recipes, visit verlasso.com.

In The News...

By: Catherine Dempsey

The RAMMYS 2017 - Shining Culinary Stars Win Big



Thousands had a great time at this year's RAMMY Awards Gala, where Washington D.C.'s most talented culinary experts descended on the Walter E. Washington

Convention Center. Guests enjoyed some truly awesome Oysters on the Half Shell at several raw bars during the cocktail hour, and danced well into the night during the reception. Guests at the celebratory dinner and reception enjoyed various dishes, including plenty of delicious seafood.

The highlight of the evening was the award ceremony, where many extraordinary individuals and their culinary teams were recognized for their hard work, commitment, and outstanding service. Samuels was proud to attend the event and celebrate with our many customers who were nominated and the several who won, including Hazel (New Restaurant of the

Year) and Pearl Dive Oyster Palace (Favorite Gathering Place of the Year), just to name a few. Restaurateur Ashok Bajaj took home the Duke Zeibert Capital Achievement Award as well.

Presented by the Restaurant Association of Metropolitan Washington (RAMW), the RAMMY Awards honor and acknowledge the many talented and exceptional individuals who make the restaurant scene in D.C. so vibrant. Winning a RAMMY has become the most prestigious award given to restaurant food and beverage experts in the D.C. area. The event is the largest fundraiser for RAMW.

Stacking Up Salmon Certifications



Pictured Above and Below: Verlasso Salmon Farmer in Patagonia

We all love Salmon. Especially sustainable Salmon. Our demand for responsibly sourced seafood has driven a very positive change in the farm raised Atlantic Salmon market. We're constantly adding on to the growing list of certifications

The summer of 2017 marked welcome improvements in Salmon farming as Monterey Bay Aquarium's Seafood Watch program is now embracing all Aquaculture Stewardship Council (ASC) certified Salmon. The final result of an equivalence assessment for ASC Salmon is a yellow "Good Alternative" rating. While Seafood Watch has a separate category for eco-certified Seafood including ASC and MSC (Marine Stewardship Council) rated products, you can be sure that all ASC certified farm raised Atlantic Salmon meets "Good Alternative" standards. To attain this, Seafood Watch carefully assessed all farms with the ASC labels and made sure they all meet at least the "Good Alternative" rating standards.

The ASC is a non profit organization much like the MSC, except it is for aquaculture raised seafood. They use third party auditors to assess and measure fish farms against both environmental and social requirements including biodiversity, feed, pollution, disease and labor. Over the past several years, Tilapia, Pangasius, Shrimp and Shellfish farms across the world are just a few that are increasingly becoming certified. There are now over 9,000 products with over 1,200 suppliers, including Samuels & Son Seafood who are now certified as well. ASC is a hot ticket. For years now, Seafood Watch has been the sustainable seafood guide and mobile app for chefs. Seafood Watch defines sustainable seafood as "Seafood from sources, whether wild or farmed that can maintain or increase production without jeopardizing the structure and function of affected ecosystems."

The recent news about farm raised Salmon is very encouraging because for years, the Salmon industry worked to overcome the hurdles of an increasingly environmentally conscious consumer base. With the help of ASC and Seafood Watch, a lot has been

accomplished. "The market place has noted that Seafood Watch now recognizes the ASC certification and demand has picked up," says Brian Albaum, Business Engagement Manager of Monterey Bay Aquarium. With a recent increase of demand from chefs, shoppers and large food service providers, supply is sure to follow. The interest and applications for assessment are increasing amongst large scale Salmon producers in Chile, Canada and Europe. "We're working with farmers on reducing environmental impact. We work with them to identify why they may be in a Red 'Avoid' category," Brian says.

The process began after some talks regarding forage fish efficiency ratio, or how many pounds of feeder fish it takes to grow one pound of the farm raised fish. Seafood Watch working with ASC has led to positive changes within this forage fish efficiency ratio. Now this partnership has Seafood Watch, ASC and farms everywhere working closer with each other and forward into overall improvements. There is still plenty of work to do, as many Salmon producers are still moving toward assessment. Furthermore, it's important to remember specific farms are certified. For example, Company "A" may have one farm site that is certified and another farm site that is not. So the exciting work continues. However, ASC certifications are increasing and there's also other suppliers with a Best Aquaculture Practices (BAP) certification as well. Premium Salmon suppliers, Verlasso Salmon, were the very first farm raised Atlantic Salmon company to earn the "Good Alternative" rating. So here's to the bright future of aquaculture raised Atlantic Salmon.

Visit the ASC online at asc-aqua.org and Seafood Watch at seafoodwatch.org





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Photo by: Tina Toal

Chef Davis Denick

Questions or Comments?

Chef Davis will be happy to assist.

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Photo by: Josiah Andrews



Sushi Rice Topped Verlasso Tataki with a Ceviche Roll

by Chef Davis Denick

Due to the popularity, affordability and high quality of farm raised Atlantic Salmon, I tend to work with it quite often. I also have to admit that the longer I work in a facility that continuously has such beautiful fish going through it all the time, the less I actually want to put any heat to it. Verlasso Salmon in particular is one of those products that I really enjoy just as it is, with maybe a touch of salt. In this recipe I've made a very North American play on maki rolls stuffing some rice with Salmon ceviche from my trim and topping my Verlasso Salmon loin with some seasoned rice to add depth of flavor and an additional Maillard reaction on my sear.

The sides were removed from a beautiful Verlasso Salmon; pinned, skinned and trimmed clean. The belly section was squared so that there runs an even belly flap along the top fletch. Then starting at the center line of the fillet cut down and even out the thickness of the belly flap to about an 1/2" flat. Reserve this trim for a ceviche. At this thickness it should easily fold over the top fletch with a gap to stuff the rice but before doing this, the belly flap was seasoned with togarashi powder, ancho chili dust, powdered garlic, black pepper and a touch of salt (watch the salt levels in the togarashi.) That was allowed to cure for a couple hours on the belly flap only and then brush off any excess seasoning when done. In the meantime, the sushi rice and ceviche can be prepared.

Using a short grain sushi rice that is well rinsed cook with a 1:1 ratio, transfer to a bowl and let it steam off for a couple minutes. Season well with rice wine vinegar and mirin to taste. It will probably take more than you think and it must be done while the rice is still quite

hot so it absorbs evenly. When the seasoned rice has cooled to just slightly warm ($\approx 110^{\circ}\text{F}$) but not so cool the starch firms up, top the Verlasso Salmon loin with rice and fold the belly flap over top. Tie the whole thing up like a roast and if you want it nice and even, wrap it with plastic and cinch it down until you have an even tube. Let rest under pressure for a while to help it keep its shape.

Chop the Verlasso belly trim in the same fashion as a tartare and season with salt, pepper, sriracha, onion, garlic, celery seed, a little olive oil and lots of lime juice. Mix and let cure for a bit. Using green soy paper, press some of the rice on a half sheet leaving an edge clean to secure the roll. Clean and lay down a couple slices of avocado then a small line of the Verlasso Salmon ceviche. Using a bamboo mat, roll and secure the ceviche roll just like you would a maki roll. Let rest on the sealed side for a min and cut down into six pieces yielding two orders. During a busy service, I would have a couple rolls ready to go and held at room temp knowing they're getting served within about an hour or so.

Remove the Verlasso loin from the plastic, oil and sear the top half of the roulade with a torch or preferably a nice hot flattop burner. Let cool to an even temp and slice a few pieces to order. Cut with a very sharp knife cooked side down to get clean even slices of the roulade. Shingle on a plate with a few pieces of the ceviche roll. The plate was finished with some additional sriracha, a drizzle of ginger infused oil and a few drops of lightly reduced soy sauce (watch your salt). Enjoy the rich flavor and amazing texture of this Verlasso Salmon preparation with a nice Pinot Noir or dry Gewürztraminer.



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