



# FISHTALES

April 2018

A Samuels and Son Seafood Magazine



**In this Issue:**  
*True North Seafood  
by Cooke Aquaculture*

**In The News...**

*Samuels Seafood Displays at  
Seafood Expo North America*

**In the Spotlight-**

*The New Friday Saturday Sunday  
Restaurant, Philadelphia, PA*

**Sustainable Seafood-**  
*Pirates on the High Seas*



# Spotlight

## Friday Saturday Sunday

Philadelphia, PA

by: Catherine Dempsey



Born in the time of bell-bottom jeans and fish tank platform shoes, Friday Saturday Sunday was a staple of the '70s restaurant scene in Philly with plenty of locals, self-identified as food-obsessed, flocking to the establishment for the cream of mushroom soup and expansive bar (which boasted a groovy fish tank). The spot thrived into 2015 when it was sold to power-couple and Garces alums Chef Chad Williams and Hannah Whitaker, who have altered just about everything but the classic name. Their 18-month renovation included a total facelift of the old fish tank located in the lower half of the restaurant that once emitted a blue glow and illuminated the bar; it's been replaced with white Vermont marble counters and checkerboard wood floors. The dining room has been shifted to the upstairs, now airy and full of light. The space is classic, chic, warm, and yet noticeably upscale without being stuffy.

"Friday Saturday Sunday was pretty revolutionary in the Philadelphia dining scene," says Chef Chad. "There weren't too many big name restaurants 40 years ago, and we wanted to respect that it was there." Inside the kitchen is where the old apparitions of Friday Saturday Sunday hide, undoubtedly smiling upon Chef Chad's hands (and his taste buds) as he tirelessly crafts his New American menu. His stubborn determination to pass on the menu offerings of old is admirable; gone are the days of Dijon chicken and that old school cream of mushroom soup which once frequented the restaurant's past menu. Chef Chad, beaming with inspiration and creativity, is taking the basics of good food and giving them life (something the ghosts lack).

The sprawling raw bar is our favorite aspect of the menu (obviously, we're fish people). There's no shortage of Oysters and they're served with frozen Meyer lemon mignonette. The "plateau" is for the true seafood lover including Oysters, Clams amada, Shrimp, and King Crab. Chef Chad makes one whopping seafood specialty with his Scallop Ceviche – created with Cape May day boat Scallops with grilled pineapple, radish, and tozazu to bring it all together. The Shrimp Cocktail is simply elegant with marie rose sauce and yuzu koshu. This new menu demands to be tried; the patrons of old will feel refreshed by Williams' edgy and well-executed approach to tackling food of all kinds.

Into the realm of all this incredible seafood comes the Halibut. Cooked to perfection and including a generous amount of brussels sprouts, sweet potato, and coconut citrus, it is an adventure to the senses – aromatic, yet hearty and highly delectable. Chef Chad's Grilled Shrimp are equally as well-accomplished with castle valley mill grits, crispy cabbage, and a shellfish butter. Friday Saturday Sunday is making seafood infinitely cool. "The flavors are so amazing," says Chef Chad. "Seafood brings an ocean-y depth you can't get anywhere else. It's so versatile and pairs well with different meats and vegetables. We'll add fish to meat dishes just to amp the flavor up."

By now, you may have heard about Friday Saturday Sunday's beef tartare which was referred to as being "the city's best" by Philadelphia's own mysterious restaurant critic Craig LaBan (he gave them 3 bells in his review). Topped off with crispy shallots, smoked beef heart, and creme fraiche, it really is wonderfully impressive and unforgettable.

It's hard to talk about this restaurant without mentioning their top-notch bar offerings with clever names. Bartender Paul MacDonald is the mastermind behind the drink menu (he hates the term "mixologist"). Take the Control State: a fabulous splash of vodka, lime, grapefruit, honey, and savory bitters. It will elevate your meal to something you have yet to experience in dining. The 28th Emotion (which begs for a couple curious questions regarding the name) contains white vermouth, madeira, montenegro, benedictine, and orange blossom water. MacDonald is delivering flavors, aromas, and ingredients that are highly unusual in cocktails, but absolutely welcomed. His inventive sense and sought-after palate are what make his drinks so special.

Chef Chad has some advice for those who love to eat seafood out while dining out, but are afraid to dabble in cooking it at home: "Treat it gently, you've got two minutes and you have a fish that's overcooked," he says with a laugh. "Treating it with kindness brings you a more delicate, better product." Take it from the guy who knows the dish on fish!

For more info, visit [FridaySaturdaySunday.com](http://FridaySaturdaySunday.com).

## Employees of the Month



Congratulations to Shawn Nolan and John Leach for achieving February Employees of the Month!

Shawn Nolan, our telecommunications manager, has worked tirelessly setting up our new phone system to ensure that our lines of communication are always open to each other and, most importantly, open to our customers.

John Leach comes in with a smile on his face every morning, working on all stations in the warehouse and taking care of all the late tags. He handles everything in the world of Scallops, from taking inventory, to organizing, to pre-packing and hand-picking orders as well as sorting out product going to Las Vegas.

## FISH TALES Magazine

**Edward ODonnell**  
Editor in Chief  
Advertising Sales

**Joseph Lasprogata**  
Creative Editor

**Donna D'Angelo**  
Assisting Editor

**Editorial:**  
Catherine Dempsey  
Lead Writer  
William Bradford

**Anne Coll**  
Executive Chef

**Photography**  
Josiah Andrews  
Katya Friedman

**Advisory Committee**  
Nick Anastasi  
Kate DiPinto

[SamuelsandSonSeafood.com](http://SamuelsandSonSeafood.com)

Follow us online @SamuelsSeafood



# True North: The World's Best Seafood



By: Catherine Dempsey

There's nothing better than high quality seafood. When you get that perfect fish in your hands and you break it down to all of its little parts, it's extremely gratifying. To go on and create a dish that is unique, personalized, and well-executed is just the icing on the cake. But it all starts with just that one fish.

Great fish come from great places. That's where True North Seafood comes in. What started as a small family operation with an undying passion for the wares of the sea, True North Seafood has evolved into a global entity, producing some of the best seafood in the world from fish to shellfish. They've taken it upon themselves to be the leaders in the industry, providing farm-raised Salmon, wild-caught Salmon, Scallops, Crab, Oysters, Shrimp, and other value-added products to the growing marketplace. They work closely with local communities to harvest only the best of the best seafood, straight from their scenic backyard to your kitchen. But that's not all; Cooke Aquaculture is equal to the sum of all of its parts, which are varied and highly specialized.

One of True North's sister operations is Icicle Seafood, which is located in differing areas of Alaska (where some of the best fish thrive). With so many amazing options to choose from, Icicle Seafood specializes in Wild Alaska Salmon, Atlantic Salmon, Alaska Crab, Alaska Halibut, Pacific Cod, Black Cod (otherwise known as Sablefish), and Alaska Pollock. All delicious, all superior quality, and all worth trying if you have a hankering for something that is going to change the way you see seafood. Icicle Seafood began as a cannery in Petersburg, Alaska and has since grown into one of the most diverse product lines in the industry today. Their dedication to producing the best seafood is clear in every aspect of their business, from catch to processing and delivery.

Icicle Seafood's Alaska Halibut is extraordinary, from taste to texture. The flavor is delicate and mild and the flesh is firm and a beautiful pearly white; exactly how good Halibut should be. This Pacific Halibut is harvested from late March until mid-November, with the fishing grounds ranging from northern California to Nome, Alaska. It is available headed and gutted or fillets, portions and steaks. One way to prepare this succulent fish is to steam, roast, sear, or gently grill it; no matter what you choose to do with it, it's going to be impressive to all of your guests.

True North Seafood also specializes in Salmon products, among other tasty options. Their brand of Salmon is top quality no matter what you decide to create with it. Allow your creativity to flow free with all of these delectable seafood items – they're worth every ounce of your trust in them because the proof is in the unmatched flavor and excellent texture. True North promises to deliver truly fresher Salmon right to you, the chef. You're not going to get it much faster than this!

Wanchese Fish Company also supplies True North with the most fantastic Scallops on the planet and finfish from the Atlantic. You could eat their Scallops like candy – they are sweet and tasty, taking on the flavor of anything you cook with them which makes for a personalized meal fit for a king. The quality is undeniable, and Wanchese sources their Scallops from the amazing Atlantic Ocean. True North Seafood is the leader in excellent seafood.

For more information, visit True North at [TrueNorthSeafood.com](http://TrueNorthSeafood.com) or their parent company website, [CookeSeafood.com](http://CookeSeafood.com).

## In The News...

By: Catherine Dempsey

## Samuels Features New Booth and Pop-Up Café at SENA 2018



The 2018 Seafood Expo North America was definitely the best one yet! This year, the Samuels booth featured a raw bar, a lounge, an extensive fish display, and a pop-up café, where we served some of our favorite dishes from our vendors, including Hidden Palms Barramundi, Andromeda's Stone Bass, and Paradise Shrimp from Mexico, just to name a few. Our amazing corporate chef Anne Coll was a rock star in the kitchen, showing off her creative dishes to hundreds of people over the course of the long weekend.

Chef Anne worked up some truly impressive stuff! Her Hidden Palms Barramundi crudo was a huge hit, and it included blood orange, candied kumquat, pickled apple, and a lotus root chip to bring it all together. Chef's Andromeda Bronzino

was absolutely to-die-for, complete with a cauliflower couscous, golden raisins, zatar, pickled cauliflower, and tahini vinaigrette.

The expo was an excellent chance to connect with all of "the fish people" we love from all over the world. It is wonderful to see everyone come together and celebrate diversity in the seafood world and start conversations, such as the importance of sustainability in our changing oceans. Thank you to all of our incredible customers and vendors who came to see us at our booth this year! It is because of your dedication to high quality products and clean, sustainable methods that we are able to do what we do.



## PIRATES: An Ancient Problem with a Modern Impact



Yes, we are still dealing with the issue of fish pirates in 2018; but worry not, it is kept under control by the Commission for the Conservation of Antarctic Marine Living Resources (CCAMLR). The CCAMLR is dedicated to conserving Antarctic marine life, and further than that, they have an interest in stopping illegal poaching. On March 13, an Antarctic and Patagonian Toothfish poaching ship was stopped in waters that were under control of the West African state of Liberia by local coast guards and the NGO Sea Shepherd. This ship, otherwise known as F/V Hai Lung or by its previous name Kily, was sailing free through Liberian waters when it was taken over by a Liberian coast guard team. The ship had operated under a long list of names, including Yele, Ray, Constant, Tropic, and Isla Graciosa, but this infamous vessel has now been black-listed by the CCAMLR and the North East Atlantic Fisheries Commission. Due to this, the ship has been denied access in Angola and Togo. Last year, it was detained in Nigeria for entering its waters without authorization. Troublemakers: they're everywhere.

This is just one instance of illegal fishing – one that shows how persistent the world's pirates can be. They are almost as sneaky as their big-film cousins (think Captain Jack Sparrow here). While pirates call just about any corner of the world "home," there are big oceans that need policing, and that's no easy feat. That's where the CCAMLR comes in; it was established in response to increasing commercial interest in Antarctic krill resources, a keystone component of the Antarctic ecosystem and a history of over-exploitation of several other marine resources in the Southern Ocean. Yes, the pirate police on the beat. This is exciting stuff! But this time, it's not on the big screen – it's taking place in our oceans and it has an immense impact.

Illegal fishing is a problem for a multitude of reasons. Obviously, this poses a challenge for traceability. If the fish is illegally caught, you're going to have a hard time tracing it back to where it originally came from. Poaching also puts massive strains on fish stocks, depleting populations rapidly and making it extremely difficult to impose accurate quotas on different fishing regions from year to year. Moni-

toring poaching ships is also highly difficult and they often come with big human rights issues, with poor working conditions and insanely low wages for fishermen. Clearly, the world needs amazing organizations like CCAMLR to help keep our oceans safe for our seafood, our fishermen, and our ocean environment. They do this by tirelessly monitoring the seas and barring ships from entering illegal fishing areas.

One thing you can take away from this recent pirate incident and help combat illegal poaching? Stay informed about where your seafood is coming from! Speak with your seafood distributor (yeah, us) about where your fish was happily swimming before it was caught. Oftentimes, it can be traced back to the exact ship, fishing location, and captain. Rest assured, we're doing things the right way. Falling victim to the bad behavior of pirates is easy when you're uninformed – so don't be a scallywag or a salty dog! Know your fish, eat your fish; it's all part of the growing importance of ocean safety and security.

**Coming Soon**

**Fresh Hot Smoked Mediterranean Trout, Made in Small Exclusive, Artisanal Batches.**

Available Only at  
Samuels and Son Seafood



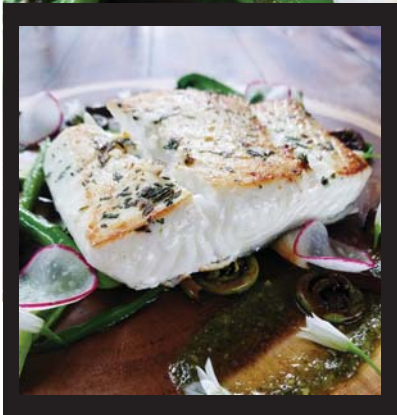
# Chefs Corner



**Chef Anne Coll**

Questions or Comments?  
Chef Anne will be happy to assist.  
800-580-5810 x6555  
AnneC@SamuelsandSonSeafood.com

*Photo by:  
Josiah Andrews*



## **Alaska Seafood Has Sprung Forward Just in Time for Spring**

*by Chef Anne Coll*

We finally had day light savings time and are seeing the end of the tunnel of Old Man Winter. The birds are returning home for the spring and summer season. Fiddleheads, ramps, morels, and spring peas are popping up everywhere as the first harbingers of spring for food lovers. Spring is also the beginning of all the delectable wild seafood products that come from Alaska. Chefs and food lovers alike look forward to this wild spring seafood treasure trove. Whether it be Crab, Black Cod, all of the great wild Salmons, or my favorite Halibut. Spring is definitely an exciting time for Alaska seafood products.

Alaska Halibut has been a favorite of mine for many years. I gravitate towards this fish due to the versatility of different cooking techniques you can use. I really like it roasted simply in a pan with a little olive oil, thyme and lemon and served on a bed of spring vegetables. Halibut holds up to many different flavor profiles and different multicultural flavors. It's wonderful steamed, roasted, grilled on the plancha, or simply baked in the oven. Halibut has a great delicate flavor, a sweet flesh, and medium flake. The sweetness of the flesh from the cold waters of the west really bring out that wonderful oceanic quality that I love.

Preparing Halibut is always a pleasure, especially because it cooks

quickly and with little effort because the fish speaks for itself. Pan roasting Alaska Halibut is always my first choice. A little St. Ines Olive Oil, thyme, sea salt, cracked black pepper and lemon zest is how I start. I give it a little seasoning with these simple ingredients and get working on my fricassee of spring vegetables. Morels are another favorite to pair with the delicate flesh of the Halibut. The earthiness of the morels make a great contrast to the Halibut. Sautéed fiddlehead ferns, morels, spring peas, and ramps in a little olive oil, garlic, and thyme elevate the Halibut to the next level. To finish off this dish a stinging nettle pesto really showcases not only the Halibut but all of the harbingers of spring that are harvested and foraged this time of year. The Halibut I simply sear in a hot pan until I get a nice crust on the presentation side. Once it's opaque, I simply flip and finish with a little bit of butter, place the fish on top of my fricassee, garnish with pesto and voila: Spring.

As Spring is here, take advantage of all the Alaska Seafood products we have here at Samuels, and the extra hours of daylight... The Halibut will definitely not disappoint and it's a great addition to any springtime menu or at home. It's also a great time to utilize all the great foraged items Samuels has to offer in the Spring. Whether its morels, fiddlehead ferns, ramps, etc. They will make a great addition to any menu this time of year.





# MONTHLY SPECIALS

Call your Sales Rep to place an order today!  
(800) 580 - 5810

Sale Dates: April 1st - 30th 2018

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

[SamuelsandSonSeafood.com](http://SamuelsandSonSeafood.com)



**SWEET JESUS OYSTERS** - From Hollywood, Maryland. Sweet, Subtle Flavor. 100 Count Box. **.68¢ ea**



**WARM WATER LOBSTER TAILS** - Wild Caught Off Honduras. 6 oz Tails 10 lb. Case. **18.95 lb (Z)**



**BORDER SPRINGS FARM LAMB** - Fresh Lamb Shoulder, Virginia Grass Fed Lamb. 2 Pieces per Box. **7.99 lb**

## SHRIMP, SHRIMP, SHRIMP



**RED ARGENTINIAN SHRIMP**  
Sweet Candy Cane Shrimp Shell On U-15 Count. 20 lb Case. **6.99 lb (Z)**



**DNI SHRIMP SHUMAI** - Shrimp & Vegetable Dumplings. Great for Dim Sum or Appetizers. 227 Pieces per Case. **55.99 cs (Z)**



**HOLLANDER & DE KONING MUSSELS** - Jumbo USA, Cleaned, Big Meat, 10 lb Bag. **18.99 bag**



**BREADED CHICKEN TENDERS** - Uncooked, Ready to Fry! Juicy Tenders with Great Flavor. 10 lb Case. **35.00 cs (Z)**



**OCEAN SERENITY SQUID** - Premium Calamari, Fully Cleaned, Tubes Only 5/8 Size, 30 lb. Case.. **2.99 lb (Z)**



**QUAIL EGGS** - AKA "Uzura" Delicious Boiled, Poached or Atop Salad, 10 Count Pack, 3 Packs per Unit. **2.99 pk**



**JIDORI EGGS** - Cage Free, Farm Fresh. Rich Flavor, Sold by the Dozen. **4.99 dz**



**FRENCH FRIES** - Classic & Tasty Flavor. 3/8 Cut, Ready to Fry! 30 lb Case. **17.95 cs (Z)**

East Coast  
800-580-5810  
215-336-7810

Mid West  
888-512-3636  
412-244-0136

West Coast  
855-500-7535  
267-800-4182

South Coast  
833-726-8357  
305-849-5469

**(Z) = Frozen**

# FRESH ROUJET

Wild Caught from the Mediterranean  
Also Known as "Red Mullet"  
Whole 1/2 lb Average Fish  
**5.95 lb**



**CALIFORNIA WHITE STURGEON** - Skin Off, House Cut Loins. 5 lb Average Case Firm Meat, Great for Grilling!  
**15.99 lb**



**CHILEAN SEA BASS** - Wild Caught Off the Coast of Chile. Extremely Versatile! 8-10 lb Skin On Fillets, 50 lb Catch Weights. **13.99 lb (Z)**



**FRESH DORADE** - Raised in Greece. Whole 400-600g Fish Delicious when Grilled Whole!  
**4.99 lb**



**GULF SHORE JUMBO CRABMEAT** - Frozen Pasteurized Crabmeat, Perfect for Dips or Crabcakes. Sold by the lb. **10.95 lb (Z)**



**CANTERBURY CURE ITALIAN OSETRA CAVIAR**  
1 oz Unit, Exclusively at Samuels! **34.99 ea**



**CANTERBURY CURE HOT SMOKED SALMON**  
Oak Roasted, Unsliced 3-4 lb Sides. **15.99 lb**



**BLACK SEAWEED SALAD** - Also Known as "Hijiki"  
Use as an Appetizer  
4.4 lb Tray. **28.99 tray (Z)**



**AUNT CONNIE'S CHOPPED GARLIC IN OLIVE OIL** - Sold by the Gallon, Prepped and Ready to Use! **15.99 gal**



**MARINATED MACKEREL - WITH PICKLED CUCUMBERS**  
Great to Make Pate with!  
2.2 lb Unit. **19.95 ea**



**ESCARGOT WITH GARLIC AND PARSLEY** - The Perfect Hors d'Oeuvre. 2.2 lb Unit.  
**19.95 ea**



**MORTON TABLE SALT** - Iodized Salt. A Simple Seafood Seasoning. 50 lb Bag  
**7.95 ea**



**HUITLACOCHES MUSHROOMS**  
Wild "Corn Truffle" Tasty for Tacos or Salad, 2 lb Unit.  
**24.99 lb (Z)**



Samuels and Son Seafood  
FISH TALES Magazine  
April 2018



WE'RE YOUR ONE-STOP SPOT FOR  
THE WORLD'S BEST SEAFOOD.

[truenorthseafood.com](http://truenorthseafood.com)

