



August 2018

FISH TALESTM

A Samuels and Son Seafood Magazine

SKYE STEELHEAD

SUSTAINABLE NATURALLY RAISED SCOTTISH OCEAN TROUT

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Spotlight

Bellini Grill

Philadelphia, PA

by: Jessica Jewel Tyler



Italian food is one of the most distinctive (and delicious) types of food – but each region in Italy has its own long, rich history of food. For example, most of the foods that Americans view as Italian, such as spaghetti and pizza, originate from Central Italy. Northern Italian dishes however, have a different influence from other European countries such as France. They use a lot of pork, along with potatoes, polenta, rice, or risotto and various cheeses. Southern Italy is where the warmer climate inspires the use of capers and olives along with olive oil and other summer vegetables. Additionally, seafood, due to the proximity of the sea, is very well utilized. The one thing all regions of Italy share however, is that their food doesn't exist solely to satisfy hunger - perfectly handcrafting and really experiencing food is part of the overall Italian tradition. It was this vast complexity, passion, and history of traditional Italian cuisine that Jimmy Daku, owner of Bellini Grill, fell in love with.

Growing up right across the Adriatic Sea, in Albania, Jimmy Daku, became obsessed with the culture and cuisine of Italy. Because of the short distance between Italy and Albania, the food is somewhat similar, but preparing food in the Italian style was very popular in Jimmy's upbringing. While watching his grandparents cook Italian food, grow vegetables in the garden, and even prepare homemade wine, he was inspired to study Italian cuisine in Milan. Soon after completing this dream and moving to the U.S., he opened Bellini Grill where he now uses his grandparent's original recipes and authentic decor to make his guests fall in love with Italy the way he did.

Walking into Bellini Grill is almost like floating on a gondola to a rustic Italian patio. Covered in artfully crawling vines and vivid murals, you may lose yourself. Jimmy says the restaurant is an expression of his favorite things "Art, Food, Love, and Wine." Jimmy, a bit of an artist himself, believes food and art are deeply connected - especially at Bellini. Located in Center City between the Kimmel Center and the oldest opera house in Philadelphia, The Academy of Music, Bellini is a hub for art. The name "Bellini," after renaissance painter Giovanni Bellini, ties this all together. Giovanni Bellini, revolutionized art with

vivid uses of color and detailed shading. When the "Bellini" drink was invented, hundreds of years later, Giovanni Bellini's paintings, and the sunset pink color of the saint's robe, inspired the name. Today, if you go to the Bellini Grill and look up, you'll find this painting on the ceiling still inspiring great food and drink.

"I've always been fascinated by the history of food and drink and the processes in which new recipes are developed," says Jimmy. He often refers to a quote written by Brillat-Savain in 1838, "The discovery of a new dish does more for the happiness of mankind than the discovery of a star." Although, Bellini's menu focuses on traditional fare with fresh ingredients, Jimmy doesn't "like to be boring," he, and Italian born, executive chef, Franchesco Parmisciano, strive for innovation and discovery. They work together creating exciting daily specials and seasonal dishes that offer something unique. For instance, Bellini's signature pork dishes, like the Maialino All Albicocca with apricot jam and chili pepper, use Kurobuta Pork. Using this Japanese Pork, strategically bred for its superior taste and quality, ensures an extremely flavorful meal. Their dishes also include a plethora of traditional Italian seafood like Shellfish, Cod, Flounder, and Bronzino, but Franchesco and Jimmy have often experimented with other seafood like Hidden Palms Barramundi. Franchesco prepared this buttery and mildly sweet, large flake fish with grape tomatoes and asparagus in a white wine sauce. The modern ingredients with traditional preparations make for an unexpected and delightful treat.

Franchesco's and Jimmy's innovation and passion has gained Bellini Grill massive praise. Bellini Grill was voted one of the "1000 Best Italian Restaurants in the USA" and "Best Choice for Italian Food in Center City Philadelphia" for eight years consecutively. The success Bellini has had over the past sixteen years has been immense. Jimmy even boasts helping some, now very successful, chefs get their own start in the industry. Chef Jimmy again refers to his four favorite things by saying he owes this success to the Art that inspires him, the Food created with his amazing chef Franchesco, the Love of his family, and a bit of wine.

For more information, visit bellinigrill.com

Employees of the Month



Congratulations to... Salvador Robles who has a 7-year track record of exceptional service on the road and with his customers. With his positive attitude and punctual deliveries, he is truly an example of how to represent our company and keep our customers happy!

Steve Brown has been freezer manager for 10 years and he is a Jack of all trades. He is a hard-worker who comes early, stays late, get his work done, and is always positive and available to help others too. What a dynamo!

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Skye Steelhead Gets the Gold for Natural and Sustainable Aquaculture

by: Jessica Jewel Tyler



Switch up your menu with Syke Steelhead Ocean Trout! This Salmon sibling is a similar but fattier fish than most Salmon, with a distinct, buttery flavor and delicate, melt-in-your-mouth texture. It's loved by chefs for its versatility in applications from pan-searing, to smoking, or sashimi and other raw applications. Being rich in protein, vitamins, and omega-3 fatty acids, it's one of the healthiest fish you can eat. If that wasn't good enough, Purefish is bringing it to us responsibly harvested and naturally delicious.

PureFish has made huge advantages in bringing aquaculture Steelhead Trout the closest you can get to wild caught! Through uses of open pens, low stock density and high quality feed, Skye Steelhead Trout are living in ideal natural conditions needed for health, sustainability, and perfect flavor.

Skye Steelhead Trout start their lives in pristine Scottish spring water to ensure quality and health. Once the fish have matured, they are introduced to the salty sea. This process mimics the lifecycle of the wild anadromous Steelhead Trout, which is born in freshwater, migrates to the ocean, and returns to freshwater to spawn. This is important because it affects the meat quality. In fact, without this transition to saltwater, this Trout could not be considered a

Steelhead and would not have its distinctive taste. Another important factor here is sustainability - Trout population in the wild can be sparse, less than 20 Steelheads return for every hundred that migrate because they are prey to a plethora of mammals from sea, land, and sky.

The ocean pens are located in the beautiful open waters off the picturesque Isle of Skye, Scotland. This makes the perfect location for overall health of the fish and environment. The powerful currents of the North Atlantic are constantly surging nutrient rich water through the farms, allowing the Trout to naturally swim against them. These strong currents not only create stronger and healthier fish, but keep a clean sea bed.

PureFish's philosophy is putting sustainability and quality first to produce fish that are better tasting and better for the environment. This fishery is even certified with both UK's RSPCA (Royal Society for the Prevention of Cruelty to Animals) and The Global G.A.P. (Good Agricultural Practices.)

They accomplished this environmental acclaim through ultra-low stock densities where the concentration is 99% water to 1% fish. The low density reduces stress, improves health, and allows a higher amount of muscle to develop which affects texture and taste. The pens are also put on rotation or fallowing – one pen is used and then moved to avoid negative environmental effects such as depleting nutrients or overloading waste in one area.

The fish come first here! They are given the highest quality feed and 24-hour vet monitoring. This fancy fish diet is composed of natural fish protein from other sustainable fisheries with 15% higher than average omega-3 fish oils added for additional health benefits for the fish and consumer. Even the antioxidants, carotenoids, needed for the health and enticing color of the trout, are responsibly sourced from natural microorganisms. Most importantly, the feed is free of land based animal protein, which contributes to the clean taste and high quality that's unmistakable, especially when enjoyed raw.

Steelhead Trout is available year-round, whole or fillet, ask your agent for more information.

In The News...

by: Jessica Jewel Tyler

Samuels and Local Chefs Celebrate FINdustry Night



From left: Samuels Agent Laurie Townsend Rapp and Chef Andrew Petruzelli – Front Street Cafe

Nothing says summer like craft beer and outdoor games! FINdustry kicked off again July 23rd at Independence Beer Garden (IBG,) a perfect venue for a fun summer night. Samuels wants to thank the attendees, IBG, and everyone who made FINdustry fantastic.

Samuels loves to connect with our Philly customers. Although Philly's restaurant industry seems so big, once we get face-to-face with the people we do business with daily, it feels smaller and friendlier. That's why we decided to hang up our aprons and have fun.

With giant outdoor games like Jenga and Connect Four, the fun never stopped. To top it off, the rain held up for a breezy summer day that we all needed! We had a turnout of over 150 center city chefs and restaurateurs with amazing energy.

Our guests couldn't help but have some light industry talk, including shellfish tips with, food safety and quality expert, Samantha Justice, but the rest of the night was dedicated to eating gourmet treats, drinking craft beer and laughing with friends while enjoying the impressive view of the city and inspiring atmosphere of trendy lights and city gardens.

The view was highlighted by the impressive fish display, including a beautiful Mahi, and a bottomless Oyster bar, featuring Elder Point and Capital Oysters. The swanky menu, orchestrated by Shulson Corporate Chef Leo Forneas, included Hidden Palms Barramundi rilletes, Atlantic Capes Scallops in spicy Asian mustard, and Texas Gold Shrimp gazpacho.

Look out for more FINdustry events in your neck of the woods.



Ever wonder how we bring you the freshest Japanese fish? Japanese seafood buyer, Shinobu Habauchi, shops the Tsukiji and Fukuoka markets to help us unlock “a whole ‘nother ocean of fish.” These markets are esteemed by famous sushi chefs like Jiro Ono from the critically acclaimed documentary “Jiro, Dreams of Sushi.” Jiro charges \$300 a course for the quality and experience of his dishes. This all starts with the quality of the fish, and thusly with Tsukiji.

Tsukiji is the oldest and biggest fish market in the world. This impressive market brings in vendors, buyers, and tourists from all over the world because they sell the widest variety of fresh fish. Tsukiji boasts 480 types of seafood and 270 types of produce. This includes everything from the most inexpensive seaweed, to the most expensive caviar and the tiniest Sardine, to the most massive Tuna. It’s a fishmonger’s paradise! This astounding market is where we get some of the most exotic and amazing seafood, including some unique sea creatures that are seldom seen whole.

Tsukiji Market, located in Central Tokyo, is the linchpin of the global fishing industry, especially for sushi. This wholesale market holds over 900 licensed mongers including the infamous billion dollar Tuna auctions and remains a phenomenon and a major tourist attraction - but it’s hard to get a ticket. To secure a spot, you must wait in line as early as 3am and only 120 total visitors are allowed per day. The Fukuoka market in Fukuoka City, Japan, a smaller but equally important market, is another attraction where we buy Japanese fish. But, if you arrived at 3am to the Fukuoka market, you might just miss half of the action. Instead, here’s our very own Samuels inside look.

We order twice a week and the products are sent fresh and direct from Japan. Shinobu zealously explains this process by saying, “we pre-order, if we order Friday and it arrives Tuesday, and if we order Monday it arrives Friday. It’s usually caught the same day!” She went on to say that “some products can even be sent alive, like Sawaga Crab.” Shinobu, and Samuels, are extremely proud to be able to provide high-quality fish from Japan just a few days after it’s caught. The Tsukiji and Fukuoka markets have given our customers the option to put Japanese fish on their menu and Shinobu says, “It’s fresh and fast. It’s amazing!”

Your Ticket to the “Jiro, Dreams of Sushi,” Fish Paradise - the Tsukiji and Fukuoka Markets.

by: Jessica Jewel Tyler

It’s no secret that Japanese fish is prized for its quality. Japanese born Samuels buyer, Shinobu, explains this by saying “We grew up eating seafood everyday - we take special care in how the fish is caught, cut, packaged, and shipped. There are no dents. It’s straight like a board. It’s just better.” Shinobu shows the importance of having respect for your craft. Something Samuels Fishmongers continue to uphold from the time the fish is shipped to us, until it is delivered to you.

This market has grown exponential in Philadelphia. Our Japanese product line has at least doubled. Shinobu stated “we used to supply mostly sushi restaurants, and now a lot of American companies are using Japanese fish for the quality and the culture behind it.” Even the produce market has grown, for things like Shishito peppers and Jidori Eggs (from strategically bred, vegetarian fed chickens.) It’s not just sushi anymore! Ceviche restaurants and some more upscale, white table restaurants are experimenting with bringing the Tsukiji Market to their menus.

Some of our most popular products include Madai and Hamachi, which are the sushi staples. But Hiramasa, and Shinobu’s favorite - Shima Aji, are strong contenders for our plates too. Shinobu exclaims that Shima Aji “tastes so good that you can’t go wrong.” With the high quality, freshness, and taste, it’s very hard to go wrong with Japanese fish. A fun way to get a taste is the Omakase Fish box. Omakase, a Japanese word meaning “I’ll leave it to you,” is a small, medium, or large box filled with the freshest catches of the day. If you are unsure how to add Japanese fish to your menu, or if you want to optimize cost and quality give this a try. It’s a great way to get a taste of Tsukiji.



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SKYE STEELHEAD

SUSTAINABLE NATURALLY RAISED SCOTTISH OCEAN TROUT



Chefs Corner



Chef Anne Coll

Questions or Comments?

Chef Anne will be happy to assist.

800-580-5810 x6555

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Photo by: Jessica Jewel Tyler

Skye Steelhead Trout Versatility and Simplicity

by Chef Anne Coll

The summer months are gaining momentum and this is a great time to either utilize our grill or to make cold dishes with seafood. Two applications that I really enjoy are curing and smoking. A fish that works really well with these applications is Skye Steelhead Trout. This ruby red Trout comes from the clean and pristine waters off the coast of Scotland. The deep beautiful waters allow the Trout to develop a beautiful color, texture, and taste. The flavor of this Trout is very clean, mild, and slightly herbaceous which lends itself to many different cooking applications. Whether the cooking application is simple, moderate, or more laborious, Skye Steelhead Trout will not disappoint. The fat content is great for creating a delicate, moist, and flavorful dish that everyone can enjoy. It also pairs very well with summer wines such as rose or a vinho verde.

A favorite cooking application of mine is smoking. Skye Steelhead Trout lends itself beautifully to this process because of the nice fat content and beautiful color with smoked. For this application I like to use a hot smoke with Jasmine tea. I first brine the Trout in a Sichuan peppercorn brine, with thyme, bay leaf, a pinch of sugar, and two slices of ginger. The Trout will brine overnight before I smoke it. To smoke the Trout, I use a perforated hotel pan and a regular hotel pan. I line the bottom of the pan with foil, place a cup of Jasmine rice, ½ cup of Jasmine tea, and ½ cup of rice flour. I place the fish on the perforated hotel pan skin down and cover it with foil.

I will use medium heat and smoke the Trout for about 15 minutes. I will let the fish rest covered for another 15 minutes. This can be served either hot or cold. It's great with a summer salad, on a sandwich, or even with eggs.

For a cold application, I love to cure the Trout with beets, salt, dill, lemon zest, and fresh horseradish. This really makes for a great dish for brunch, lunch, and dinner. For the cure, I mix salt, a little bit of sugar, grated beet, freshly grated horseradish, fresh dill, and lemon zest. I will cover the fish on the skin and flesh side and then wrap it tightly in plastic wrap and refrigerate. The Trout will then be ready to serve in about 48 hours depending on the size of the filet. When I serve this I slice it very thin on a bias. A nice summer green salad with shaved local red beets and radish really highlight the Trout. I also like to make a lemony, dill, horseradish cream to serve alongside the cured Trout. The beets give this Trout a pinkish hue which makes it a showstopper for any course.

Skye Steelhead Trout is a wonderful fish to sear, roast, smoke or cure. Its delicate flesh lends itself to many different cooking applications and flavor combinations. If you are looking for a salmon substitute or just a great tasting sustainable fish this Trout is a great choice. It's versatile, its sustainable, tasty and can be enjoyed in very simple or complex cooking applications.



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August 2018



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