



October 2018

FISH TALES™

A Samuels and Son Seafood Magazine



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Spotlight

Herringbone

Las Vegas, NV

by: Jessica Jewel Tyler



They say "Vegas is the answer, no matter the question." That is especially true when the question is "where do I get some of the best cuisine in the world?" It's a town full of opulent, unique, and diverse food, designed and prepared by some of the most skilled chefs, including celebrity chefs. With all this competition, it can be hard to stand out but Herringbone, a Hakkasan group restaurant, does just that.

Top Chef Brian Marlarkey is the creative mind behind, and former owner of, the wildly popular "Fabric of Dining" themed restaurants also including Searsucker. Herringbone, the sister restaurant at Aria Hotel and Casino, is a top spot located right on the famous Vegas strip. The name boosts a delicious double entendre emphasizing the importance seafood plays on their menu.

This installment of Herringbone brings California a bit closer to Vegas, and has proven to be popular across all five locations on the West Coast. The menu features the seasonal and light fare of California coastal cuisine including sustainable domestic seafood and fresh produce and meat from the fertile land of the "Golden State." They cleverly call it "Fish Meats Field." This concept is even further manifested in the décor.

Walking through the gigantic glass doors onto the Herringbone's sun-soaked, pool-side patio you would think you forgot your surfboard. A beach house in the desert, this venue sports a relaxed yet refined style with a modern nautical whimsy. The olive trees, pergolas, and fountains give a very elegant feel that screams Vegas, but the weathered wood chairs and contemporary couches with fun pillows and twine accents add a layer of California comfort. The style is unique, light, and fresh, just like their menu.

Herringbone has emerged as one of the best places in Vegas for unique and amazing seafood. Some of the most popular dishes include the East and West Coast Oysters (served with ginger scallion ponzu, apple cider, and sambal cocktail) and buffalo Octopus. The Executive Chef, Marty Lopez, is no stranger to seafood. From a very young age he helped his grandfather in the kitchen and growing up in the Philippines, seafood was an important ingredient. In fact, the first dish Marty learned to prepare was Squid

adobo at the age of five.

Chef Marty says cooking is a "natural joy and appreciation" and cooking seafood specifically is "always special." He goes on to say that seafood is always a momentous occasion because it requires a lot of skill to bring justice to the fish in addition to its seasonality and short shelf life. That's why when you have fresh, seasonal seafood prepared masterfully - it's a delicacy. "The greatest meals I've ever had involved seafood, and the best meals I've ever made involved seafood," says Marty.

Since Marty joined Herringbone on the very first day of this year, he jumped right in adding his style to the mix. Although classically French trained, with over 15 years of experience in high profile restaurants, Chef Marty draws inspiration from multiple sources including his upbringing and his travels.

He often features French dishes, like his favorite, Dover Sole in an elegant brown butter sauce with green grapes. But nothing symbolizes the marriage of Chef Marty and Herringbone like the Wild Alaska Halibut on the summer menu. This no waste dish uses the bones, trim, and skin to make a tamarind based broth with taro root - similar to a traditional Philippine dish called Sinigang. The California twist comes from the produce; delta asparagus, baby zucchini, yellow squash, and watermelon radishes. Chef Marty also adds his "thumb-print," and an extra depth of flavor, with Smoked Trout and Caviar. Marty knew the fresh and bright tasting broth from his youth would be perfect for Herringbone, and he says it means a lot that his cultural influence is embraced by everyone.

What's next? The fall menu. Although Fall comes a bit later in Vegas (Mid-October,) Chef Marty is already thinking of doing a Tiardito, a Peruvian approach to Japanese sashimi, with chili paste, citrus, and pickled chili. He plans to use wild Bronzino - he says, "The Bronzino from Samuels is amazing." This dish is also traditionally served with fried plantain, but Marty has ideas to feature taro root chips to bring some personal style and lighter fare. To highlight the seasonality, five dishes will completely change and Marty is excited to feature the warmer flavor profiles of braised Swordfish or Monkfish and fall spices such as cinnamon and star anise. We look forward to fall!

Employees of the Month



Assistant Controller, Sharon Kolevski's "Go Get 'em" attitude has made her a "Go-to" source for various departments. Sharon always jumps in wherever and however she is needed.

Pittsburgh Samuels Agent Mike Spallato, goes above and beyond for his customers. He really takes the time to build relationships and make sure he always leaves the customers happy.

Sales Assistant Ken Frank, is super knowledgeable and hardworking. With his background as a chef, it's no wonder why he has such great relationships with his customers.

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Head True North for Tasty Salmon

By Jessica Jewel Tyler



When it comes to delicious, sustainable, and traceable Salmon look North - True North that is. If you are looking for the delicate, buttery flavor and smooth texture of the freshest Atlantic Salmon you can get, it's swimming up North, on the Atlantic coast. Blacks Harbor, New Brunswick in Canada and the Gulf of Maine are where the cold, pristine waters provide the most perfect conditions for delicious fish and where True North Seafood has mastered the art of aquaculture in open sea enclosures.

Thirty years ago, the family-run company, True North Seafood was born in a small fishing village of Canada. Their goal was to provide fresh, naturally-raised, and environmentally responsible Atlantic Salmon. And today they are the largest and most trusted producer in North America.

The company utilizes natural methods mixed with ground breaking technology in aquaculture to further pursue their goal. It's a step-by-step approach that mimics the natural life cycle of the fish. The process begins in freshwater hatcheries where the eggs are nurtured until they hatch. Then, the baby Salmon (fry) are moved to indoor freshwater enclosures where they are raised until they are ready to be moved.

The next stop is True North's open water enclosures in the Atlantic Ocean, where they live and grow for 18 to 24 months before they are harvested. The Salmon thrive under True North's care in the brisk waters of their natural habitat. True North Seafood produces their own feed using all-natural ingredients including, omega-3 fatty acids, vitamins and minerals to promote healthy growth. True North takes the utmost care in raising the fish and even uses underwater cameras and sensors to monitor the Salmon to ensure that

there is no overfeeding or stress.

True North also utilizes technology in their tracking and breeding. Researchers have developed the Offspring 50K Chip, which is essentially a genetic road map for Atlantic Salmon in North America. This allows for pin-pointed traceability and selective breeding of the best tasting Atlantic Salmon.

To ensure the freshest Salmon, True North harvests to order. This creates a process of harvesting and shipping daily and all year long, resulting in fish that typically arrive one week faster and one week fresher than other raised or wild Salmon.

Raising a market sized Salmon is a 3-year process, so True North goes above and beyond to raise it sustainably. They are even certified with Best Aquaculture Practices (BAP) - recognizing them as a company dedicated to the health and wellbeing of both the fish and their natural environment.

True North has spent the past 30 years perfecting their techniques to bring you fresh Salmon that tastes good and makes you feel good about serving it. This is a great, versatile fish for any cooked application, and it's simply amazing raw. We are proud to offer whole fish in 8 - 10lb through 14-16lb sizes in addition to fillets, portions, steaks, and even specialty cuts. Talk to your Sales Agent about adding the freshest sustainable and traceable Atlantic Salmon to your menu. Now it's a great time to head True North.



In The News...

by: Jessica Jewel Tyler

Ordering Made Easy with Email!



Samuels Night Crew

Did you know the best way to place a delivery order is via email? With a click of a button you can have better accuracy and more peace of mind. Our customer service team reads your emails, sends confirmation, and works hard to ensure your order is perfect. Here's how to start!

The subject line of the email should include the restaurant name and expected delivery date.

The body of the email should include the location and a direct phone number. Please list your items one by one - a new line for each item. And always include your quantity and whether you are purchasing by the pound, case, or "each." (Talk to your Samuels Agent about units and sizing.) Also list any product specifications or instructions for delivery. Here is an example using the imaginary

bar and grill; Sammy's Saloon:

Subject Line: Sammy's Saloon. Expected 10.31.18

Body: 1 Case of Jumbo Breaded Clam Strips

10 Each of 2-3 lb Live Lobsters

25 Pounds of True North Salmon Fillets

Use front door. Loading dock is being repaved.

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Lastly, Keep your eye out for your confirmation and always double check that the your order was sent to the correct email address.

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Get Cracking with Fresh Maine Lobsters!

By Jessica Jewel Tyler



Everyone loves Maine's famous, fresh Lobsters. They are as sweet as candy and from the grand U.S.A. And right now is the best time of year for Maine Lobsters because the harvest is bountiful and the Lobsters are at their peak of flavor! The slightly warmer weather causes the Lobsters to grow faster and bigger. During this process, the crisp, clean ocean brine sits between the meat and shell and

acts as a marinade! The meat becomes superbly tender with simply amazing flavor and a beautiful fresh red color that is sure to look impressive in your Lobster Rolls. This precious meat is a delicacy this time of year - Softer, sweeter, and more succulent!

Samuels is now offering the Fresh Maine Lobsters in addition to the Canadian Hard Shell Lobsters. Fresh Maine Lobsters are such a great deal for only 5.99/lb! They offer something special to your menu - sweet meat with easy to shuck shells! They are convenient, cost effective, and just plain perfect for all Lobster dishes. This is especially true in recipes where you want your Lobster to shine. The tenderness and moisture content makes Fresh Maine Lobster meat super flavorful and readily able to capture the nuances of your favorite flavor palettes! Samuels is happy to provide 20lb units of Fresh Maine Lobsters!

We are partnering with a premium supplier to get you the highest quality Lobsters straight from the Gulf of Maine. Maine's premium Lobsters are part of our rich history, still caught in the same ways that they were 150 years ago. That means one trap, one Lobster at a time - all handled at the perfect temperature and with the utmost care from the sea, to Samuels, to you. We provide our highest quality Lobsters in untouched, unbroken boxes, however during this time of year, Lobsters are extremely delicate and you could possibly find some sleepy ones. Please be gentle, all sales are final.

Trick or Treat? Celebrating the Frightful Delights of the Sea

By Jessica Jewel Tyler

Our deep, dark oceans contain so many mysterious creatures. Scientists today are still discovering new frightening fish! But, while some curious creatures may chill your bones, the taste will surely make your mouth water. Now is a great time to talk about some of our favorites! In celebration of National Seafood Month and Halloween, let's take a look at the most delicious creepy crawlies and oogly booglies in the sea.

The Lionfish is an invasive species on the East Coast. This bad boy is a fast-grower, insatiable eater, and year-round reproducer with poisonous spikes and no known predators. This scary fish is quickly becoming a threat to our ecosystem. In its native areas, like Greece and the Pacific Islands, the fish is regularly consumed. The Lionfish flavor is similar to Snapper and Grouper but with a firmer flaky texture and succulent, buttery flavor, like Mahi-Mahi.

Uni is a delicacy in Japan, often served as sashimi or sushi. Also enjoyed in the United States, many diners delight in the unique creamy texture and surprising flavor mix of sweetness and ocean brine. But have you seen the ghoulish Sea Urchin whole? They have globe shaped bodies covered with many long spines for protection. The scariest part is the "Mouth" hole on its bottom with five sharp teeth that are able to drill a hole in the rock!

Mantis Shrimp, named after their resemblance to the praying mantis, are typically served as sashimi, boiled whole, or just eaten out of the shell. The meat is tender, sweet, and buttery like Lobster. But the taste isn't the only thing that packs a punch. Mantis Shrimp actually punch their prey at the speed of a .22 caliber bullet. This nightmarish shrimp has been known to break their way through glass!

John Dory is very popular in the U.K. and Australia, but it seems uninviting due to its gaping mouth and lethal spikes. It even scares his prey with the "evil eye" on its side. It is said that it was imprinted by "the gatekeeper's thumb". But don't be fooled! John Dory is an

amazing fish with dense white meat and firm, flaky texture. It's delicate sweet flavor is compared to Turbot or Sole.

Monkfish are among the ugliest, scariest looking fish out there! It's a scale-less, soft-bodied flat fish with long, sharp claw-like teeth and an oversized mouth. This fish uses its pectoral fins to creep along the ocean floor and ambush and swallow prey whole! But Monkfish is scary good and prized for its mild lobster-like taste. The texture is firm and dense like Scallops. This fish is very versatile, but braising and roasting really bring out its richness.

Lastly, the Nordic Wolffish has an eel-like body and a giant head. The Wolffish's most distinguishing feature is its teeth - both jaws have about six "fangs" and behind those are three rows of teeth that crush shellfish whole! They're also known by the natural antifreeze they produce to keep their blood moving in the cold. But this cold-as-ice fish really heats up a kitchen. Wolffish have a mild, delicious sweet flavor reminiscent of Crab. The firm texture holds up really well in a fish stew, and it's especially great when fried.

Wolffish is on sale all Month. Talk to your Samuels Agent about adding Wolffish and other creepy treats to your menu. Happy Halloween!



Photo by Steve Legato

Lionfish

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

Pumpkin Spice and True North Nice

by Chef Anne Coll

Fall is upon us! The trees are dropping their leaves and the rain is finally dying down. It's time to put on our Sammy's Hoodies and have a bonfire or too. But before that, let's head indoors and do a little fall cooking. Grab that pumpkin spiced latte and let's go. One of my favorites ingredients this time of year is True North Salmon. It's so easy and delicious whether it's raw, roasted, grilled, or steamed. But the amazing texture and taste can be elevated even further with masterful cooking techniques, flavors, and different cultural embellishments. True North Salmon is a great product that can really steal the show at any meal. I, myself, love it both roasted and raw. It's even more of an experience to eat them side by side and get the contrast of textures and flavors.

Fall is just the perfect time for cooking because there is always such an abundance of fresh, seasonal produce, especially mushrooms. I really like to feature both the wild and domesticated mushrooms that Samuels carries this time of year. My favorite roasted Salmon dish uses creamed leeks with bacon, truffle, and roasted mushrooms such as Chanterelles or Maitakes paired with True North Salmon. It's earthy, succulent, and great for a fall night that has a little chill in the air. This is also a perfect pairing with a nice pinot noir

that can cut through the fat content and the earthy flavors of the mushrooms and leeks.

If you are looking for different applications True North Salmon is very versatile and especially scrumptious in raw dishes. Sashimi is always a crowd pleaser, but we one of the best dishes is True North poke with pickled fall fruit. I also love it sliced very thinly and paired it with my favorite chili crisp, scallions, and crispy Salmon skin. This is a party in your mouth. Spicy, fatty, and succulent it doesn't let anyone down. To top it off, I like to garnish with seaweed and rice puffs to make an extra splash with the True North Salmon. Fresh wasabi and our daikon sprouts will really give this dish an extra zing.

True North Salmon is at the top of my fall menu. It's one of the best products for entertaining your guests and your family too. The versatility and taste is so amazing that I use True North Salmon both in my kitchen and in my home. It's wonderful smoked, roasted, grilled, cured and especially raw. Ask your Samuels agent about making True North Salmon your go-to for your fall dinners. Maybe it's the color and the flavors of Fall that compliment it so well, but True North Salmon is a great addition to any October meal.





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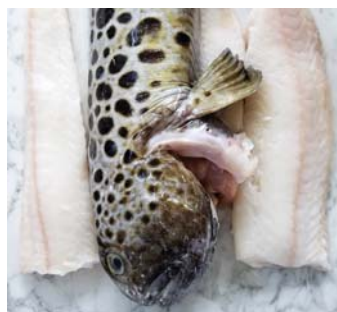
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