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FISH TALES™

A Samuels and Son Seafood Magazine

HAWAIIAN™
KANPACHI



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Spotlight

Jules@Market

Bristol, PA
An Organically Grown Concept
by: Jessica Jewel Tyler



"People come to Bristol and ask when did this happen?" say Jules Soto of Jules@Market. This cute town on the water is now booming with businesses, events, and experiences. Look out Philly! Moreover, Bristol, PA is in its restaurant renaissance and Jules@Market, a farm-to-table, sustainable eating concept, has been a huge hit.

After only eight months in business Jules@Market became one of the three finalists in Best of Bucks (county) 2018. Customers were shocked to see such a "big city concept" in a small town. Jules accredits the choice to start her restaurant here to the passion and progression buzzing in Bristol. "There's so many projects popping up and once they're finished, another starts." Another attribute to building in Bristol is the great relationships she's formed with farmers in town.

Jules was so proud to show off her herbs, including big beautiful basil leaves, from the hydroponic farm, "Noah's Dove," less than ten minutes away. This excitement is really telling of Jules' passion for food. When asked for her inspiration behind her menu, she stated the inspiration behind her food is "food." Jules@Market takes farm-to-table one step farther by promising only the best, fresh, organic food served with "real integrity." She says "starting with a good sustainable product as a foundation, it's hard to mess up."

Her exposed kitchen is an expression of this idea of integrity. Jules@Market keeps it simple and literally bares it all. In fact, in the kitchen, the line is all saute, with no bake or fry. Jules says with her menu and with high quality seafood from Samuels, they "don't really have to do a whole lot."

Despite the simplicity of her plates, she serves quite the variety of seafood. The menu is comprised of some classics like Texas Gold Shrimp and Chilean Sea Bass along with underutilized selections such as Copper Shoals Red Drum and Hidden Palms Barramundi. Jules takes pleasure in helping her guests explore new options. She even gives a lot of education to her customers about fish and sustainability. She says some of her favorites to talk about are Hawaiian Kanpachi, Verlasso Salmon, and Open Blue Cobia.

Jules has come a long way to be the seafood specialist she is now. In fact, Jules said if she had known how much was required to start a restaurant, she might have been too intimidated to do it in the first place. Jules@Market really just formed, much like the vegetables and herbs on her menu, organically.

In the basement of a church for 18 years, Julia held a successful catering business. When her catering started to flourish beyond the walls of the church, the devoid Bristol building was used as a new venue. Although Jules had never considered having a restaurant, her catering launch party attracted over 200 people and her friends convinced her to take it a step further. Seven days later Jules@Market was born, funny enough, without chairs, capital, or a concept.

Jules didn't give up; her restaurant was staged with rental furnishings for the first 9 months and they did all dishes by hand until they could afford a dishwasher. They started the menu with basics, only buying what they could afford like Salmon, Scallops, and tenderloin. Seafood and farm-to-table really caught the customers interest, so Jules gave the people what they wanted. Now they have over 20 seafood items including an Oyster raw bar featuring a delicious dill and shallot mignonette.

This restaurant stays very true to their humble roots. The interior is still a bit of a blank state with white walls and black table cloths. The design features understated elements of a farmhouse theme like wooden cross back chairs and homey touches like a movie projected on the wall. But purposefully, there isn't much color. Jules loves focusing the color in the food with fun pops of unexpected produce and greenery, like the biting, bright purple amaranth microgreens and avocado served along with the blackened Wahoo in cilantro crema. Another one of her favorites examples is the Scallops married with fresh ruby red grapefruit.

Although Jules was doing almost everything on her own at first, today she remains executive chef and owner while Chef Robert Williams handles most of the line. She says her new year's resolution is to allow herself to "savor this experience because a lot of restaurant owners don't truly get to enjoy their passion." Well, Certainly Jules passion for food was the real concept behind everything after all.

Employees of the Month



Left to Right

Shift Ops Manager, Bob Smalley, has been with Samuels for 2 years, but his management style makes it seem longer. Bob has such great decision making and problem solving skills.

Shipping Foreman, Demetrius Lewis, has been with Samuels for 10 years. This is his second time winning this year! Demetrius's work ethic is simply unparalleled.

Shipping Foreman, Vincent Viccharelli, has been with Samuels for 7 years. His cheerful, calm, collected demeanor is an asset and an influence.

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Hawaiian Kanpachi: From Sushi to Sizzle

By Jessica Jewel Tyler



You may have heard of Kanpachi, but not like this! Say Aloha (Hello) to Hawaiian Kanpachi: the fish being taken from sushi to sizzle. In addition to being served at America's top restaurants, the fish has also been featured at several James Beard Foundation Dinners around the country and is showcased annually at the Hawaiian Food & Wine Festival. Hawaiian Kanpachi, also known as Yellowtail, is a premier member of the Amberjack family prized for its simply amazing flavor. This naturally fatty fish has a clean ocean flavor with notes of rich, nutty sweetness and a smooth, flaky texture.

Many chefs use Kanpachi for sushi or raw applications, however whether grilled, roasted, broiled, fried, steamed, poached, or smoked, cooked Kanpachi is bringing some sizzle into chef's kitchens. When served crudo style, the fresh, bold flavor and supple, delicate flesh really shines. But when cooked, the flavor is taken to another level. Hawaiian Kanpachi is steak-y, versatile, and rich in natural oils, so it stays succulent in any cooking application and works well with both simple and complex flavors. We love it seared, or lightly charred with a torch. This cooks just the top layer of flesh, but loosens up its oil content, making it extra buttery with delicious crispy skin.

Another treat Kanpachi offers are the collars. Considered a delicacy in Japan, Kanpachi Collars are the fattiest and most succulent part of the fish. This is a great way to utilize every part of this no waste fish. The collar gets cooked directly on the bone, which seals in its rich, sweet flavor and tender juicy meat. And when grilled or broiled, they are just as addictive as chicken wings.

This versatile fish is also a sustainable U.S.A fish with amazing quality. Hawaiian Kanpachi is aquaculture raised, by Blue Ocean Mariculture, in the tropical waters off Kona Coast, Hawaii. Blue Ocean (the only Kanpachi Open Ocean Aquaculture operation in America) uses the most sustainable production methods. In fact, Hawaiian Kanpachi has been rated a "Good Alternative" by the Monterey Bay Aquarium's Seafood Watch program.

Blue Ocean's facility is fully integrated to mimic and optimize the natural life cycle of the fish from hatch to harvest and each step of the process is carefully monitored and controlled. The fish are hatched from native, locally and sustainably caught brood fish. The juvenile fish from the hatchery are then transferred to offshore ocean pens where they fed only the best feed from certified sustainable fisheries. The sea pens are fully submerged in the powerful currents of the deep, open ocean to minimize the impact on water quality and maximize fish health. The fish also benefit from very low stocking densities which promote less stress among the stock.

Hawaii's warm, tropical waters also promote faster growth; the fish grow to full maturity in 18 months, half the time of other species such as Salmon. When Hawaiian Kanpachi reach the ideal size, they are harvested to order and then rapidly chilled to ensure the freshest product from water to plate. The fish are available fresh year-round. If you're looking for an easy environmental choice, that's also versatile and delicious, say Aloha to Hawaiian Kanpachi, now on special for the month of January.

Hawaiian Kanpachi is available in 5-7lb whole fish and Collar on or off Fillets. Talk to your Samuels Agent for more information.

In The News...

by: Jessica Jewel Tyler

Guiseppe's Market and the Seven Fish Spectacular



Marikate Cooke and Adrienne Diaz with Santa.

For generations, Ippolito's Seafood, on 13th and Dickinson, has been Philadelphia's mainstay for holiday seafood shopping. But, while the store was undergoing renovations, we invited everybody to the newly opened "Guiseppe's Market" at Samuels & Son Seafood for a larger scale Philadelphia fish market experience. At Guiseppe's Market, the inside and outside of Samuels Seafood was open to the public for what we called, a "Seven Fish Spectacular!" This unique atmosphere full of beautiful lights and the delicious smells of fresh seafood and prepared holiday dishes put everyone in a festive mood.

Shoppers browsed under outdoor tents

as well as the facility for fish found only at Samuels. Live Eels, Head-On Prawns, and fresh Octopus were some of the exotic and wide range of seafood on display and for sale. In addition, the longtime customers of Ippolito's whom depend on the store for prepared seafood such as Jumbo Lump Crab Cakes, Fried Scallops, and Seafood Lasagna were able to place orders just as they would every other year. Our pop-up shop also included a Samuels swag shop and a test kitchen cafe! For our chefs, this also a great opportunity to visit your favorite fishmongers and grab the amazing quality seafood you serve in your restaurants for your own family tables.

Enlightened Dinners: A New Culture of Cooking

By Jessica Jewel Tyler



Have you even had a dinner so good you felt euphoric or even inebriated? With the theme of enlightened dinners, also known as Cannabis Infused Dinners, that wouldn't be far from the truth.

While cooking with cannabis is not new, as more and more states decriminalize, the practice has grown and evolved. It's not just brownies and cookies anymore - renown Chef David Ansill is making world class cuisine with clever infusions that he believes are the wave of the future.

That's right, Chef David Ansill from the beloved former Philadelphia restaurant Pif! If you are unfamiliar, Chef David Ansill is widely accredited with starting the French food renaissance in Philadelphia in the early 2000's that came to its crowning point at Pif restaurant formerly located at 8th and Carpenter.

This stand out chef started making delicious dishes with kidneys, hearts, and pig's feet before most chefs in the Philadelphia food scene at that time. He is also very well versed in ahead-of-its-time ingredients like Escargot, Monkfish Livers, and Sea Urchin. Nowadays, he still uses some of this French influence, but ties in others like Asian and Jamaican. The common theme however, is the cannabis.

"What's happening across the world is the stigma is being lifted," says Chef David. He believes the next natural step is fine dining cannabis restaurants and cafes and he says it's already happening in private clubs and communities in Philly. Whether for pain relief of different ailments, or just to enhance the dining experience, cannabis dinners have hit Philly. Chef David uses regulated, medical grade cannabis and compares it to having a glass of wine with dinner or even a cigarette, except it's more of an entire body experience with enhanced senses rather than a head buzz.

Chef David Ansill does pop up and private dinners mostly, considering the nature of the business. These dinners take place at a private loft space with tons of art and an exposed kitchen. Chef David Ansill says "it's a pretty cool scene." Diners find out about the pop-ups on social media or by word of mouth. He draws a nice crowd with eclectic groups of couples and friends in every profession from 21-75 years old. He even gets regulars that have been to 3-4 dinners

before. He normally caps his dinners around 16 guests.

The dinners have clever themes such as his "Three Little Birds" pop up, based on a popular Bob Marley song and featuring chicken, duck, and quail. What peaked our interest at Samuels, was Chef David's "not so traditional" Christmas seven fish dinner with very knowledgeable seafood chef collaborator, Drew Depitmo.

Chef David Ansill says any dish can be infused or incorporated into a cannabis creation. Technically you shouldn't cook cannabis over 350 degrees or it will evaporate. But not everything has to be cooked into the dish.

He uses tinctures, along with infused oils, butters, creams, honeys and different garnishes to either fuse with or top the main dish. He says his favorite dishes are classic like crudo. "Nothing's better than a nice raw fresh fish," say Chef David.

Whether atop Cobia or Tuna ceviche, one of his go-to simple infusions is chili oil. Sometimes he will add a second more layered infusion with the addition of toasted hempseeds. He also spoke of infused lemon vinaigrette atop Smoked Salmon and White Anchovy tartare with Bottarga and Sicilian Caviar dressing.

According to Chef David, the cannabis adds a depth of flavor, but as long as it's the appropriate product for the appropriate dish, then it will pair well. The secret is to build slowly (every dish isn't piled with 3 different infusions.) This is especially true because of the potency of the meal. Chef David wants people to leave with a smile on their face, not to pass out. And of course, the last course, is something sweet with the honey or cream infusion on top.

Chef David Ansill is hoping to have many more dinners in the new year and of course experiment a lot more with his favorite seafood like Oysters, Sea Urchin, and Monkfish Liver. We can't wait to see what he comes up with!

For more information, follow Chef David Ansill on Instagram @rasta_squirrel.



Spice Up the Cold Winter Months with Hawaiian Kanpachi

by Chef Anne Coll



Grilled Hawaiian Kanpachi with Pineapple and Kumquat Salsa and Coconut Basmati Rice

Photo by: Josiah Andrews

Winter solstice has passed and the days are growing longer. Winter is still upon us, but we can always dream about the warmer weather to come or a trip to that tropical paradise we've always wanted. In the meantime, Hawaiian Kanpachi is the perfect fish to combat the winter blues and transport you to a warmer climate. Kanpachi is great grilled, seared, raw, and so many other applications for an appetizer or the center of the plate.

One of my favorite cuts of Kanpachi is the collar. They are very versatile and take on any flavor profile that you like. I love to flavor them with Vietnamese ingredients which really allow the Kanpachi to shine. For the collars, I like to marinate them in a mixture of cilantro, garlic, lemongrass, ginger, lime zest and juice, fish sauce, and olive oil. I let this marinate for a few hours to truly absorb all the flavor and then it's ready for either grilling, roasting, or frying. If frying, I like to coat the collars with a little rice flour or cornstarch to get a crispy crust. I then like to pair it with green papaya salad and a spicy lemongrass sauce.

My other favorite way to chase away the winter blues is to grill Hawaiian Kanpachi. This fish has a great fat content which makes grilling an excellent choice. The meat stays succulent and moist and pairs well with tropical flavors. I like to use a little olive oil, thyme, lemon zest, and lemon juice to marinate the Kanpachi. A charcoal grill gives the best flavor to the fish and I grill it to about medium temperature. A simple coconut basmati rice makes a beautiful accompaniment to the Kanpachi. A pineapple and kumquat salsa also adds some acid and heat to the mix to bring out the fantastic flavor of Kanpachi.

Hawaiian Kanpachi is a great menu item due to the versatility of cooking methods that you can use. Whether it is being served as a crudo or ceviche, grilled or roasted, or you are using the collars, Hawaiian Kanpachi is a perfect addition to your menu. The yield is very high and the Kanpachi works well with so many different flavor profiles and cooking methods that it is a sure hit for any menu. Let the Hawaiian Kanpachi transport you to somewhere warm during these winter months.

Chefs Corner



Chef Anne Coll

Questions or Comments?

Chef Anne will be happy to assist.

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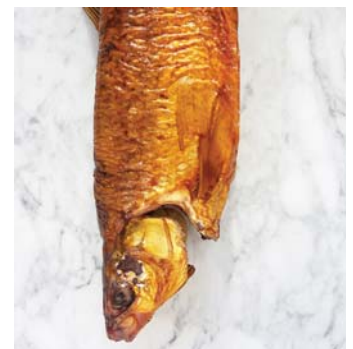
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