



March 2019

# FISH TALES™

A Samuels Seafood Magazine

## AQUANARIA

Great Atlantic Seabass



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# Spotlight

## The Jefferson's Plume Restaurant

Washington, DC

Fine Dining fit for the Head of State

by: Jessica Jewel Tyler



Even if you haven't booked the lavish presidential suite, The Jefferson Hotel offers a stately White House dinner. Located in Washington D.C. just a few blocks from the National Mall, the historic Jefferson Hotel is home to 99 posh rooms, and three restaurants that focus on inventive flavors, in period style, with great attention to detail. Executive Chef Ralf Schlegel, runs the kitchen which serves all of the Hotel's dining options including the Greenhouse, Quill, and newly Michelin starred fine-dining restaurant, Plume.

The Greenhouse features lovely breakfast, lunch, and brunch options under the beautiful sky light - Quill is a famed bar with an elevated bar menu - While Plume is truly the toast of the town as D.C.'s only Forbes five-star rated restaurant. If you can get a reservation at one of Plume's seventeen tables, this illustrious restaurant offers a truly sophisticated dinner and an experience fitting of Jefferson himself.

With glittering chandeliers, silk walls, and silver pheasants gracing the tabletops, Plume pays homage to the Hotel's namesake, President Thomas Jefferson. The seasonal 3-course prix fixe or a 7-course tasting menus are inspired by the harvests from Thomas Jefferson's gardens at his home estate, Monticello. In addition to his political career, Jefferson was also considered a pioneer in the culinary arts after introducing many dishes, vegetables, and seafood to America. Some of these included Herring, fried eggplant, okra, English peas, and white asparagus.

Plume features this same style of old-world, indulgent southern-fusion cuisine - crafted using traditional techniques and fine ingredients, not to mention, an extensive wine selection that would impress the biggest oenophiles. The book "Passions: The Wines and Travels of Thomas Jefferson," is a huge inspiration behind the menu.

Plume's classically trained, German-born chef, Ralf Schlegel, also finds inspiration in his own travels and in current trends. He quoted "water is boiling at 250 degrees worldwide, what you put in the bowl will be different wherever you are. And as everyone gets closer to each other, with travel and social media, all the influences that reflect history and culture start to blend together."

He says the culinary team works together adding their twists to classic dishes based on the amazing things being done on social media and from their life experiences around the world. He says the food is mostly based on a French-American or refined Italian style with Nordic and German influences. He even gets some Asian flavors involved, like fermented red cabbage based on Asian kimchi, but with a European approach. Chef Ralf says fermentation is another example of the world's flavors coming together. It has been a part of the culinary world for ages in many parts of the world - take sauerkraut from Germany for example.

This glamorous style of international fare really helps Plume stand out in D.C, but Chef Ralf also contributes his success to hard work and attention to detail. He prides his menu on premium, seasonal produce and product, simply prepared and exquisitely presented. His rotating menu currently includes Alaska Halibut poached in a Sorrel sauce, which is then reduced, thickened, and served with banana chips and Osetra Caviar. The menu also includes appetizers like Japanese Mackerel with pistachio butter, baby turnips, and potato broth, and Scallops with coral chip, Amish beets, and wasabi hollandaise.

Another dish on the rotation is actually a signature dish for Plume. It's Ora King Salmon poached table-side in hot beeswax and served with a brown butter emulsion, English peas, horseradish, and Salmon Roe. This process creates almost a Confit effect. It lightly cooks the Salmon and traps in the fresh, buttery flavor, while adding just a touch of a slight honey and fatty floral aromatic and flavor.

The plates presentation and wow factor are extremely important to Chef Ralf, but he also keeps in mind the original integrity of his meals and the foundations behind classic cooking. He stated "you need the foundation before you grow in the new direction." That's why he takes special care in how he presents his meals. He says "everything is on point, the meat is at 6 o'clock, just like standard, but with more ingredients and details the plate gets more intricate." The overall goal according to Chef Ralf, is not only to have the plate look appealing but to "be delightful."

## Employees of the Month



Left to Right

Juvenal Mejia Lara, a Las Vegas Dock Worker, has been with Samuels since 2016. With his hard work and ambition, he has grown from a driver's assistant into a Jack-of-all-trades. Juvenal always jumped in whenever needed and took the initiative to learn on his own, making him an invaluable member of the team.

Kira Moyer, an Orlando Sales Assistant, has been with Samuels since 2017, but in that short time her quick learning skills and "go get 'em" attitude have skyrocketed her to success. Her unparalleled dedication and hard work has established her as a reliable foundation for the Orlando Sales Team to depend on.

## FISH TALES Magazine

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**Lead Writer**  
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**Photography**  
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# Aquanaria Sea Bass: Raising A Star Menu Item

By Jessica Jewel Tyler



Aquanaria offers a better way to harvest, both for the fish and for those who eat them. After more than four decades dedicated exclusively to this project, Aquanaria has achieved major advancements in the aquaculture of Sea Bass, better known as Bronzino. Today, they are the leading producer the most gourmet Bronzino that is preferred around the world.

Managing Director, Gustavo Larrazábal, is a tireless entrepreneur who ventured into aquaculture with a single objective: "to raise large size Bronzino ... that achieve an exceptional gastronomic quality in a manner that is natural and sustainable. Today, Aquanaria's aquaculture process is aimed at generating the least possible stress on the environment, while also minimizing the stress on the fish in order to preserve its exceptional quality and fresh taste.

Aquanaria Bronzino is raised two miles off the coast of the Canary Islands, Spain. The distance into the open ocean helps protect the coastal sea beds, while the Atlantic tides of the picturesque islands provide the optimum conditions for the health and taste of the fish. With its strong currents and ideal and steady temperatures, Aquanaria Bronzino swim and fight against the currents until reaching the most favorable levels of fat and texture that make them such a great tasting, high-end product.

The Bronzino are also monitored and controlled throughout their entire life cycle. Aquanaria has the first hatchery center in the Canary Islands, where they produce juvenile fish (fry) throughout the entire year, which guarantees a constant supply of fry with complete traceability. When they are ready to be transferred to the breeding center in the Atlantic Ocean, they are fed a healthy and balanced diet with no land based proteins, ensuring a pure, clean taste.

Once the fish reach an ideal weight, they are harvested to order protecting its supreme freshness. The fish are harvested using the "thermal shock" method. This technique best preserves the pristine plate presentation of the fish, in addition to instantly killing the fish, reducing stress and lactic acid, which greatly improves taste and texture.

Within 48 hours, Aquanaria Bronzino is then delivered to any place in the world, in the best conditions for the best meals. Since ancient times, Bronzino has been one of the most valued fish in kitchens. This is true for several reasons: its flavor, texture, nutrition, and because it has very few bones that are very easy to remove. This gourmet treat, just got a whole lot better thanks to Aquanaria.

Aquanaria Bronzino is a high quality product with two distinguishing characteristics: an intensely rich and excellent flavor and a firm and tender texture. These two characteristics have made Aquanaria Bronzino a worldwide success demanded by the best chefs. Traditional kitchens as well as the newest and trendiest kitchens have found a star product in Aquanaria Bronzino



## In The News...

by: Jessica Jewel Tyler

## James Beard Award Semi-finalists Announced



Although the James Beard awards are in March, being a semi-finalist is a supreme honor and we're excited to congratulate our customers. There are tons of amazing chefs in twenty-one categories, but we'd like to give special attention to our winners across these seven categories.

**Best New Restaurants** (Andiaro, West Chester, PA; Bardea Food and Drink, Wilmington, DE; and Elle, Washington, D.C) and **Outstanding Restaurants** (Bolete, Bethlehem, PA;

Jaleo, Washington, DC; Komi, Washington, DC; Sagami, Collingswood, NJ; and Zahav, Philadelphia)

**Outstanding Chefs** (Vikram Sunderam, Rasika, Washington, DC;

Fabio Trabocchi, Fiola, Washington, D.C; and Marc Vetri, Vetri Cucina, Philadelphia) and **Outstanding Restaurateurs** (Ellen Yin, High Street Hospitality Group, Philadelphia; Julie Petrakis and James Petrakis, Swine Family Restaurant Group, Orlando, FL; and Richard DeShantz and Tolga Sevdik, Richard DeShantz Restaurant Group, Pittsburgh, PA)

And lastly, **Mid-Atlantic Best Chefs**, (Joey Baldino, Zeppoli, Collingswood, NJ; Tom Cunanan, Bad Saint, Washington, DC; Nicholas Elmi, Laurel, Philadelphia; Haidar Karoum, Chloë, Washington, DC; Matthew Kern, Heirloom, Lewes, DE; Jon Sybert, Tail Up Goat, Washington, DC; Kevin Tien, Himitsu, Washington, DC; Cindy Wolf, Charleston, Baltimore; Nobu Yamazaki, Sushi Taro, Washington, DC; and Jamilka Borges, The Independent Brewing Company, Pittsburgh) **Southern Best Chefs**, ( Lindsay Autry, The Regional Kitchen & Public House, West Palm Beach, FL; Clay Conley, Buccan, Palm Beach, FL; and Brad Kilgore, Alter, Miami) and **New York Best Chef** (Alex Stupak, Empellón Midtown).

# Giving into the Growing Appetites and Customer Demand for Seafood

By Jessica Jewel Tyler



Americans are eating more seafood than ever before, but it's still not enough to take full advantage of its massive health benefits and sustainability. Samuels, in partnership with the restaurants it services, knows we can change that. And there's no catch, consumers are already seeking out more nutritious, heart-healthy, protein options. We live in a more connected and educated age, where customers are taking control over every aspect of their health and nutrition. In fact, more than one in three U.S. consumers are following a specific diet or eating pattern according to the 13th Annual Food and Health Survey released by the International Food Information Council (IFIC) Foundation.

These diets, whether classic or a new trend, prioritize seafood and have consumers demanding more options. With the rise of diets like Paleo and Keto, Americans are seeking healthy-fats, high-protein, and low-carbs - and there are no signs of this changing. In fact, the global keto diet specifically will "register an annual growth rate of more than 5% by 2022," according to Reportlinker.

Other popular diet trends are based on cultures where their meals are heavily seafood based with an emphasis on cutting red meat like the Nordic diet, the Asian diet, and the two time winner of the U.S. News and World Report's best diets rank, the Mediterranean diet.

Even classic diets such as the newly revamped WW (Weight Watchers) emphasize healthier proteins like seafood and count fish and shellfish as lower point values than red meat. Not to mention, Pescatarianism, which is continuously on the rise because Americans are dining on light, healthy, and local foods in addition to craving the unique health benefits from seafood that don't exist in other proteins.

Seafood consumption has shown to improve energy, metabolism, and brain and joint function, as well as prevent chronic diseases. In fact, according to Nielsen's 2018 Global Health and Ingredient Sentiment Survey, "60% of Americans say they make conscious dietary choices to help prevent conditions like obesity, diabetes, and high cholesterol."

Even if not specifically for a diet, 63% of Americans say they're trying to eat healthier, and Seafood is trending, because protein is deeply intertwined with health in America. According to Nielsen research, "55% of U.S. households say high protein is now an important

attribute to consider when buying food."

Nutritionists all agree that fish is an excellent source of protein without the lipid issues of red meat and customers are starting to understand that. 66% of American consumers agreed that "fish is healthier than meat or chicken." A 2017 Nielsen survey says 29% of Americans view seafood as a primary source of protein, but 19% plan to consume more fish and 22% plan to eat less red meat."

Well, if all the intentions are good, what's the issue? We need to educate the consumer. The Food Marketing Institute's first-ever Power of Seafood survey states that "48% of seafood consumers say there is not enough information available to them about seafood." This includes flavor profile, species, and sustainability. Consumers are also voicing the desire for a larger variety of options on menus. There are more than one hundred edible seafood species, so there are plenty of options underused options such as Open Blue Cobia, Barramundi, or Hawaiian Kanpachi.

Younger consumers in particular want more seafood options too. Technomic found that "62% of respondents aged 18 to 34 wanted restaurants to offer a wider variety of seafood, with 56% also saying they sought out more ethnic seafood dishes, and 55% said they sought seafood entrées with new or unique flavors."

Lastly, we just aren't prioritizing our seafood options in order to drive growth. For many retailers and restaurants, now is the perfect time. Lent, the six-week period between Ash Wednesday and Easter when many Catholics abstain from eating meat on Fridays, offers an opportunity to increase seafood sales. In fact, "U.S. retailers generated \$1 billion in seafood sales during Lent last year." Offering more seafood options in this time period and going forward could help keep this number up.

"Consumers want to eat healthier but they can't do it alone," says Andrew Mandzy, Director of Strategic Health and Wellness Insights at Nielsen. Seafood is easy and profitable for restaurants, delicious, and provides health benefits that consumers want - so it's a win-win. The first steps are being open to new options, providing guidance and education to guests and staff, and showcasing flavor, sustainability, and species information when possible. By doing this, we can give the customers what they want and not only help them meet their goals but become partners with them on their health journey.

# Shamrocks, Leprechauns, Boston, and Aquanaria Sea Bass

by Chef Anne Coll



Photos by: Josiah Andrews

## Chefs Corner



**Chef Anne Coll**

Questions or Comments?  
Chef Anne will be happy to assist.  
800-580-5810 x6555  
[AnneC@SamuelsandSonSeafood.com](mailto:AnneC@SamuelsandSonSeafood.com)

Spring has almost sprung, Saint Patrick's Day is right around the corner, and it is that time of year again for the team at Samuels to head to Boston for the annual Seafood Expo North America (SENA) 2019. It is an exciting and busy time of the year for us to prepare for the show and take Boston by storm. This year we are highlighting a great product that any fish lover and restaurateur will pine for, Aquanaria Sea Bass. This is an amazing and versatile product that lends itself to many different cooking applications and pairs well with many different flavor profiles.

This versatile Sea Bass, better known as Bronzino, can be prepared in so many ways. Whether it is roasted, seared, steamed, grilled, or served raw as a ceviche, sashimi, or crudo, it is a great addition to any menu or table. One of my favorite ways to serve Aquanaria Bronzino is to grill it over a charcoal grill stuffed with herbs and preserved lemons. Roasting a whole, bone in fish lets you trap in the succulent juices that keep it moist and really experience the true flavor of the fish. I love to serve it with a simple side of roasted chickpeas, oven roasted tomatoes, olives, fine herbs, lemon, and Santa Ines Extra Virgin Olive Oil. The simplicity of this dish allows the great

flavor of this premium Bronzino to shine.

Aquanaria Bronzino is a premium open ocean aquaculture fish that is raised in pristine waters. The open ocean enclosures allow the fish to develop in a natural way, as it would in the wild, while developing a rich fat content. This is why Aquanaria Bronzino is also great prepared in raw applications. I like to prepare it crudo style with citrus supremes, pickled kumquats, shaved fennel, pomegranate, and fresh dill. The citrus brings out the delicate ocean flavor of the fish, the fennel adds texture and depth, and we achieve added tang with the pomegranate. This delicate fish has wonderful texture, which lends itself so well to raw applications.

So, Boston here we come! Again, it is an exciting time for us at Samuels to head up to Boston for the Seafood Expo and "we Won't sleep 'till Boston." I am excited to prepare such great seafood products and I am especially glad to be preparing Aquanaria Bronzino for its great flavor, texture, versatility, and sustainability. If you're at SENA this year, visit us at booth #2233. We can't wait to see you.



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FISH TALES Magazine  
March 2019



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