



FISH TALES

TM

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A Samuels Seafood Magazine


openblue
Cobia

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Spotlight

Mandalay Bay's Aureole

Las Vegas, Nevada

Ascending and Moving Forward

by: Jessica Jewel Tyler



They say "what happens in Vegas stays in Vegas." But the "heavenly" experience offered at the restaurant, Aureole, in Las Vegas' Mandalay Bay Resort and Casino, is no secret. Aureole, meaning "halo," features two dining rooms with beautiful and modern opulence. Aureole gives off a celestial impression while silver and gold décor grace the walls of the main dining room and the second more exclusive dining area in Aureole's "Swan Court."

The main dining room became home to one of the world first "wine towers" in 1999. This iconic 50-foot wine tower houses over 20,000 bottles of wine in over 3,000 varieties, this even includes the Aureole exclusive sparkling wine, "Aureole Cuvée." The wine list is carefully curated by the wine director, Harley Carbery, who works closely with the chef to make perfect pairings. The main attractions, of course, are the "wine angels" who gracefully ascend the tower to grab your chosen bottle in a true Vegas-style pageantry. But though you may come to see the "angels," you'll stay for the impressive cuisine.

Celebrity chef, author, and restaurateur, Charlie Palmer, is the mastermind behind Aureole Las Vegas, its two New York locations, and several other restaurants nationwide. Chef Palmer is known for his signature style of "Progressive American Cuisine." This concept focuses on traditional American food using classical French techniques, bold, dynamic flavors, and unexpected combinations. He was quoted coining the phrase on his website: "I called it "Progressive American Cuisine" because every time I stepped into the kitchen, I felt things moving forward."

Executive Chef, Alex Gregoire, takes this concept further forward with his inspiration from childhood memories growing up in France. During this time, Chef Alex's great grandmother owned a restaurant. And when she retired, she spent more time cooking at home and became a role model for him. Chef Alex's Grandmother was also a great cook and with the many nights cooking traditional French cuisine, Chef Alex says he caught the "cooking bug." From there he went on to a very unique culinary high school in France, where all the regular classes were taken, plus hospitality, catering, and cooking. He

says, "kids would travel from all around the world to attend this one-of-a-kind school."

Chef Alex is the perfect fit for Aureole's "Progressive American Cuisine" because of his love for and skill in traditional French cooking. He even trained under Chef Alain Ducasse, also known as the Godfather of French cooking, in Paris on the second floor of the Eiffel Tower. Many of Chef Alex's recipes are very similar to the traditional ones from his formative days of training and his youth. For example, the rabbit with dried plum chutney and mustard, featured on his menu, is similar to a traditional dish he would have eaten in his childhood home.

Chef Alex also likes to "experiment a lot." Although the menu is mostly based on French techniques, he likes to use influence from social media and life experiences to incorporate techniques from all around the world, like the curry and lamb dishes he sometimes features. He mentioned that he's "playing around a little bit and it's been awesome."

Although Aureole offers a bevy of carnivorous pleasures like beef, rabbit, and lamb, their most requested dishes feature both surf and turf. Some popular seafood additions at Aureole are the King Crabs, Lobsters, and Smoked Fish. Since Chef Alex is from near the Mediterranean Sea, he is very well versed in seafood and in fact claims it as his favorite thing to cook. He expressed excitement over the Halibut dish he perfected just in time for the West Coast season. The Halibut is presented on a savory buckwheat crepe with baby leeks sautéed in butter and mussels and clams in an au jus made from their own liquor that has been perfumed with saffron.

Another Chef Alex seafood creation is a spring dish with Bristol Bay U/10 Scallops paired with English peas, pearl white onions, and bacon. He plans to change about seven other dishes for his new spring menu with a focus on "following the seasons." Chef Alex plans to incorporate more of the incredible freshness from spring produce like asparagus, baby peas, and carrots. He's even expanding the vegan options with an Asian inspired dish of miso, eggplant, Daikon, Lotus Root, and Shitake Mushrooms. We can't wait to see where the season will take him next!

Employee of the Month



Ruben Lopez, Driver # 86, has been a dedicated employee with Samuels for 8 years. He always goes the extra mile to help his teammates and make sure our customers have what they need when they need it. He even came in on his day off to take deliveries to Washington, D.C. and save the day! Rueben truly understands dedication and "takin' care of business." Thanks Ruben for all that you do for Samuels.

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Open Blue Cobia – A New Taste for Your Spring Menu

By Jessica Jewel Tyler



Open Blue Cobia is the superior white fish with virtually endless possibilities. It may just be the best thing you've never had... yet. Often compared to Swordfish or Chilean Sea Bass, Open Blue Cobia has an amazing sweet flavor with a fresh finish, firm texture, and large flake. This superfood also has a higher fat and Omega-3 content which adds to the health factor and keeps the fish tender and moist in any cooking application. It's ideal for grilling, broiling, searing, baking, and many more creative possibilities including raw applications. When cooked, customers can't get enough of the crispy texture of the skin and the succulent flesh. When raw, the buttery, succulent fish really shines, especially with citrus and fresh herbs.

Open Blue can also stand up to bold flavor profiles and makes an ideal pair with the fresh produce, greenery, and herbs of spring. That's right, from the sweeter fruit flavors like peach or mango in a fun spring salsa - to the spring asparagus, scallions, and greens like chard, and kale, Cobia's meaty and unique sweet flavor takes any dish to the next level.

Some chefs go as far to say that no other fish is as versatile as Open Blue Cobia. Open Blue even won the Seafood Excellence Award for most convenient product at the Brussels Seafood Show. But the accolades don't stop there.

They are the world's first Cobia company to achieve four-star Best

Aquaculture Practices (BAP) and Aquaculture Stewardship Council (ASC) certification. In addition, they have achieved certification from Friend of the Sea, Global Gap, and BRC Global Standards. This glowing report also includes a Seafood Watch "Good Alternative" rating. Open Blue has achieved this acclaim through offshore distance, vertical integration, and a deep commitment to raising fish in harmony with the ocean.

Open Blue has proven that deep-water offshore aquaculture in fully submersible pens not only has lower environmental impacts than traditional shore options, but can actually help ocean ecosystems and the Cobia itself by giving the fish ample room to grow and thrive without upsetting the balance or oversaturating already nutrient-rich ocean beds near the shore. That's why Open Blue raises their Cobia eight - ten miles off the shore of the beautiful Panama Coast, fully submerged at depths of up to 250 feet, in their native tropical waters.

This vertically integrated company also operates its own hatchery and nursery where the fish are spawned, eggs are hatched, larvae are weaned and the Cobia grow strong enough for the open ocean. This ensures full traceability.

Open Blue Cobia is quickly becoming a favorite of many chefs because of its versatility, sustainability, and amazing flavor. We invite you to share in the excitement and be inspired by a world of culinary possibilities. We've seen chefs work a ton of magic on this fish, creating dishes that wow guests with flavor and beauty. If you haven't tried it, it may be time to make Open Blue Cobia your next spring fling and even your summer love.



In The News...

by: Jessica Jewel Tyler

The Garces Foundation's 2019 Think Local / Give Local Benefit



One of the biggest names in fine cuisine and philanthropy, Chef Jose Garces, hosted his seventh annual Think Local/-Give Local Benefit on Friday, March 29th, 2019 at the Loews Philadelphia Hotel. The Garces foundation is known for

doing amazing work in the community, as well as creating culinary experiences food lovers don't ever forget. This was no exception.

Chef Jose Garces and some of Philadelphia's best chefs delivered an unforgettable gastronomic experience highlighting Philadelphia's vibrant culinary scene. At the Main Event in the Regency Ballroom,

guests tasted small plates and connected with others in the industry. The benefit also included a DJ, and a live silent auction. To further the Think Local / Give Local theme, guests enjoyed everything with a local twist – cocktails with local spirits, regional hand-crafted beer, and even the design and décor was locally produced.

Proceeds from the tastings and silent auction went toward the Garces Foundation, which was founded in 2012 to provide access to health and educational services to the city's immigrant community, particularly hospitality-industry employees, and their families.

The restaurant industry is the 5th largest employer of Latinos in Philadelphia, according to the Restaurant Opportunities Center (ROC) of Philadelphia. Additionally, 25% of restaurant workers in Philadelphia are Hispanic. As a result, there are unique needs both the industry and Hispanic restaurant workers face. The Garces Foundation helps close this gap by running an English language and skills program to support the unique needs of this community.

Iceland: Strong Genes and A Small Footprint.

By Jessica Jewel Tyler



Often referred to as “The Nation with Fishing in its Genes,” Iceland is a powerhouse, leading the world in sustainable seafood production. Iceland has taken a huge responsibility in managing its fisheries while focusing on the sustainable use of the fish stocks and good treatment of the marine ecosystem. They have also become the poster country for developing a quota system for their fishermen, which ensures responsible and sustainable fishing practices, and enforcing severe penalties for breaches of the fisheries management legislation.

A key aspect that allows Iceland to remain so responsible is that the country manages the fishing chain and has complete control over how everything is carried out. Because it is the only country that does this, it gives Iceland a unique position.

This is because sustainable and responsible fishery and aquaculture management is extremely important in Iceland as fish are one of the main pillars of the Icelandic economy. In fact, fish are both the main food supply and the chief export of Iceland. Historical evidence suggests that Icelandic fish exports date back to at least the 12th century. With all that experience, they certainly have a lot to teach the world.

According to an environmental report from Fisheries Iceland, through technological advancements and sustainability initiative, the industry uses 43% less fossil fuels than they used in 1990, and are on track to increase that difference to 54% by 2030.

A new study in Iceland, by the Icelandic Environmental Consultancy, has also reaffirmed Iceland’s domination in the realm of sustainable aquaculture management, claiming that the carbon footprint in this Arctic nation is lower than most other forms of food production. The detailed scientific study reports that in 2017, the total carbon dioxide (CO2) release was equal to 31,000 tonnes, which is around the same as traditional fishing operations, but much lower than general food production.

Samuels offers high quality and sustainable options from Iceland. The seafood from Iceland is an interesting mix of traditional and unique seafood. Traditional seafood typically includes salted and cured products and classic items like Char, Rosefish, Turbot, Floun-

der, Haddock, Pollock, and Cod, while unique options include Wolffish, Cod Cheeks, and Cod Roe.

Wolffish is an interesting creature. They’re known for their ability to keep their blood moving in their cold habitat. But this cold-as-ice fish really heats up a kitchen. Wolffish have a mild, delicious sweet flavor reminiscent of Crab because of its shellfish diet. The firm texture holds up really well in a fish stew, and it’s especially great when fried or roasted.

The Cheeks and Roe, from beautiful wild caught Icelandic Cod, are another unique option if you are looking to wow your guests. Because this area of the fish gets a lot of movement, Cod Cheeks are extremely succulent and sweet, offering uniqueness and versatility to your dishes. You can fry them, saute them, or prepare them in a soup, salad, or pasta, just like you would a Scallop. Cod Roe is also a surprising and versatile option that adds a touch of creaminess and a fun pop to any dish. Chefs love to marinate them in sweet and hot spices before using them on salads and sushi rolls.

Iceland has been described as “the future of fish” in both the field of aquaculture and fishery management because of their commitment to quality, sustainability and unwavering accountability. This commitment allows you to serve your guests the highest caliber seafood from Iceland with passion and pride in every bite. Talk to your Samuels Agent about adding Icelandic products to your menus.



The Sky Is Blue and the Spring has Sprung with Open Blue Cobia

by Chef Anne Coll



Photos by: Josiah Andrews

I love all the seasons, but Spring is my favorite. I can't get enough of the warm spring days and flowers starting to burst through the ground, and of course the daylight getting longer. Because of the longer daylight, my chickens and ducks are laying more eggs! Great foraged spring produce is also upon us. Here at Samuels, we have herbaceous Ramps, Fiddlehead Ferns, Morel Mushrooms, and many great menu items to start your spring menu off right. All of these items are available this month at Samuels. And Open Blue Cobia pairs perfectly with fresh produce to enhance any spring menu.

Open Blue Cobia is an incredible product that is great served as crudo, sushi, grilled, steamed, or roasted. Such a versatile fish can be used with any flavor profile. The clean waters and the feed that Open Blue Cobia are raised on make for an outstanding fish that is supple, succulent, and sweet. This Cobia has become a favorite of mine for its versatility and shelf life. Open Blue Cobia is a great addition to any menu or family table.

Open Blue Cobia has great texture and clean flavor that really lends to raw applications. I like it crudo style with different types of salt, olive oil, and citrus. Sliced very thin, this Cobia has a great supple texture. Paired with a wasabi, sesame, seaweed salt, and miso glaze,

Chefs Corner



Chef Anne Coll

Questions or Comments?

Chef Anne will be happy to assist.

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we have an award winning combination. Candied kumquats give it a little punch and frizzled sweet potatoes give the crunch, which adds to great mouth feel and texture.

Let us head to Greece to do a grape leaf wrapped Cobia. This is a fun presentation for the Open Blue Cobia. I like to marinate the fish in a little dill, lemon, Santa Ines Olive Oil, black pepper, and a pinch of salt. I then wrap the fish in a grape leaf (that you can find jarred or fresh,) heat the grill to medium high, and place the Open Blue Cobia on the grill. I then grill it on each side for about two – three minutes. You can set aside and prepare the accompaniments. Artichokes barigoule are my favorite with olives, tomatoes, and fennel. Fresh asparagus and Fiddlehead Ferns set this dish off. And a simple yogurt sauce with dill and lemon complete this dish.

Whether you enjoy Open Blue Cobia raw or cooked, it is a great fish. This super-fish is higher in omega 3's than Salmon with a low impact to the environment. Open Blue Cobia is also versatile, tasty, fun to cook and it has great fat content so it stays juicy. It is a great fish for both a home cook and a professional chef because it's foolproof.



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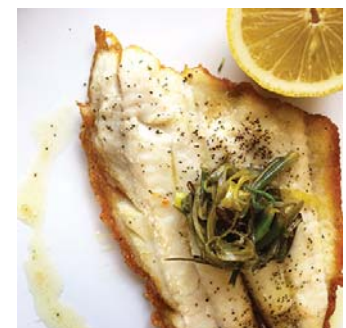
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