



July 2019

# FISH TALES<sup>TM</sup>

A Samuels Seafood Magazine

*Oishii*<sup>TM</sup>  
SHRIMP

SWIMMING TO FROZEN IN LESS THAN 4 HOURS

# FRESH

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CHEM-FREE



We've Revolutionized Shrimp Farming

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# Spotlight

## Equinox

Washington, DC

Leading a Food Revolution

by: Jessica Jewel Tyler



Farm-to-table is a concept we've been hearing about for the last few years, but this D.C. restaurant is celebrating 20 years of doing local, seasonal, and sustainable food before there was even a name for it. Chef Todd Gray's 95% waste-free restaurant, Equinox, is credited with pioneering the sustainable food movement in D.C. and starting a culinary renaissance in our nation's capital. Chef Todd is also highly praised for creating a place where vegetarians, pescatarians, and meat lovers can dine together in perfect harmony. With a variety of creative plant-based plates and hearty seafood and meat options, there's something for everyone.

According to Chef Todd, his inspiration came from watching the way farmers eat, along with food he experienced during his travels. What he created was a new and innovative take on American cuisine that's rooted in the European techniques he mastered at the Culinary Institute of America. The menu was also influenced by his trips to Israel and the Mediterranean. Ingredients like za'atar spice, almond crusts, and date infused sauces often find their way into menued dishes. You can really see the Mediterranean sway in the pan roasted Octopus served with cannellini beans, castelvetrano olives, and broccoli rabe.

Another influence for Chef Todd is Equinox's general manager and Todd's wife, Ellen Gray. Despite Chef Todd's five James Beard nominations, he confessed that his favorite cooking is his wife's. Chef Todd and Ellen met while working in the industry, but she was not a chef. However, because she is vegetarian, she often makes very creative plant-based meals at home and happens to be a very good cook. She has inspired Equinox's spiced lentil ragu among other dishes.

The way Equinox utilizes its seasonal vegetables shows how truly versatile you can be while only using what's available to you. Take eggplant for example, Chef Todd serves both fire roasted eggplant purée that comes with the stuffed, grilled Rainbow Trout and spiced eggplant chips that are served with smoked cinnamon baba ghanoush. Artichokes are another example. They are served caramelized, "alla romana" style, and the hearts are also used in the chilled heirloom carrot consommé.

Creating amazing dishes using seasonal ingredients like eggplant, artichokes, and rhubarb is a passion for Chef Todd, but he revealed that he looks most forward to the changing seafood seasons. Chef Todd says he gets excited for Barnegat Light Scallops, Stone Crabs, and Soft Shells all year. A favorite dish he's done in the past, featured Soft Shell Crab on tahini grits with meyer lemon sauce.

Equinox's signature dish is their barbequed Jail Island Salmon served with sweet peas, corn succotash, and lemon-crab beignets. This dish perfectly marries simple, quintessential American cuisine with sustainable, seasonal ingredients - especially his choice of Salmon. Jail Island Salmon is raised in an environmentally friendly manner and proceeds from its sale go to the Fundy Salmon Recovery project, which aims to increase the number of endangered wild Salmon in the inner Bay of Fundy.

From the reusable silicone coasters, to the 500 pounds of compost a week Equinox produces, every aspect of the restaurant is focused on the environment. The art that graces the wall even features portraits of vegetables by neighborhood artists, seemingly as an homage to all things green and local. Todd and Ellen continue to find ways to lower their waste and strengthen the sustainability movement in D.C. Some of their favorite projects are the "Not Wasted" dinners the couple hosts. During this event, chefs and artists transformed "upcycled produce" into art and culinary delicacies. Some examples include, carrot-peel soup, a canapé that uses strawberry-hull pesto and a cobbler made of sweet potato and apple trimmings.

Chef Todd plans to continue these events and others in hopes of inspiring others to lower their food waste as well. He says he's always willing to help other chefs because it's not about competition, it's about having a positive impact - on people, the planet, animals, and wherever else they can. We at Samuels are rooting for this progress. D.C. already made news by becoming the second city to ban plastic straws. With chefs like Todd and Ellen Gray in the forefront, we are certainly on track for some more big changes.

## Employees of the Month



James Byrd, has been a Philadelphia Customer Service Manager for two years. Leading his team with extensive knowledge, attention-to-detail, and amazing communication, James makes sure our customers are satisfied and things don't slip through the cracks

Joel Rodriguez joined Samuels as a Driver well over a decade ago. As one of the longest tenured drivers, Joel is well versed in getting orders all over the East Coast and performing any task necessary to make sure customers get what they need, when they need it.

## FISH TALES Magazine

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# Make your Summer More Delicious

By Jessica Jewel Tyler



Are you ready to throw conventional Shrimp aquaculture practices out the window in favor of the freshest, tastiest Shrimp you could imagine? This summer, Oishii White Vannamai Shrimp will give you just that. Using ground-breaking technology, Oishii Shrimp go from swimming to frozen, and on their way to you, within 4 hours, resulting in an unreal, straight from the water freshness that redefines delicious Shrimp. In fact, Oishii, in Japanese, is the word for delicious.

Oishii Shrimp was born out of the passion for crafting superior Shrimp. And through years of research, a decade of planning, and amazing scientific advancements, Oishii has become a game changer with exceptional color, texture, and flavor. Oishii Shrimp is also an environmentally friendly product that is Best Aquaculture Practices (BAP) certified with 3-stars. This ensures the top standard for sustainability and encompasses all quality assurance and control through every stage of the Shrimp life cycle.

The key to this success lies in small-batch aquaculture methods, proprietary pond construction, strict water quality monitoring and most importantly, cutting edge techniques which allow Oishii Shrimp to be the first Shrimp harvested and processed live. That's right, live! This is the next level of freshness.

Chickens, Cows, and Pigs are all sent to their facilities for live, immediate processing that produces unparalleled quality. However, traditional Shrimp aquaculture methods haven't been able to replicate this method due to the nature of farm construction, methodologies, and location in relation to processing facilities - until now.

Whereas typical Shrimp operations may be located hours away, Oishii's production facilities are located within minutes of their aquaculture ponds. The Shrimp take a very short ride to the facilities in unique, aerated vessels that keep the Shrimp alive and swimming until they are ready for processing. Farming "close to the source" like this allows for pristine, healthy live Shrimp to be transported quickly and efficiently, ensuring freshness from the pond to the package.

Once the Shrimp arrive live at the plant, they are processed immediately, by hand to preserve the quality, vibrant color, and amazing presentation of each and every Shrimp. When comparing Oishii to other Shrimp you can see, and taste, the difference!

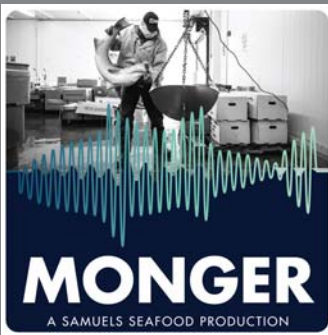
Chefs choose Oishii Shrimp to wow their guests with amazing plate presentation and impressive quality. That's because your creative, carefully constructed dishes rely on the taste and quality of your ingredients like superior Shrimp. The quality and taste of Oishii will dazzle in dishes whether it comes to adding the perfect satisfying crunch to your ceviches, salads, and cocktails or imparting the impeccably mild and sweet, slightly nutty, buttery flavor into your soups, stews, and pastas.

Oishii has completely changed the game when it comes to Shrimp, producing a quality of Shrimp that is second to none in every aspect. When it comes to fresh, high-quality, sustainable Shrimp that looks and tastes incredible, choose the one that says delicious right on the package – Oishii Shrimp.

## In The News...

by: Joe Mintzer

## Samuels Launches New Seafood Podcast... MONGER!



Purefish, and Fiona Lewis of The District Fishwife.

*Monger* is hosted by our very own Bill Bradford, who brings his energy and positivity to the seafood scene. Episodes will air weekly, and are available for listening and download on the Apple Podcasts app, as well as the Podbean app and website.

Samuels has launched our official podcast, *Monger*. Our first interviews took place at the Seafood Expo North America in Boston, and our debut episode with Yong Kim of Bluefin Restaurants premiered this month. Our relationships across the industry have given us tremendous access to the many interesting and eccentric people of the seafood community, including Shahin Mobine of

*Monger* aims to be the leading podcast in the seafood industry. Our plan is simple: to give marine scientists, seafood purveyors, aquaculturalists, restaurateurs, chefs and of course, fishmongers the chance to discuss the ins and outs of the seafood industry. *Monger* episodes will give you unbelievable insight and new, advanced knowledge across the world of Seafood.

The seafood industry is constantly evolving. 10 years ago, the general public was misinformed about aquaculture-raised products. Today, about 50% of the seafood consumed worldwide is aquaculture-raised. In the past, it took four pounds of fish feed to raise one pound of fish (a 4:1 ratio). Today, companies like Verlasso Salmon are operating at a 1:1 ratio. And while consumers of the past were hesitant to go beyond the seafood staples of Tilapia and Shrimp, the new generation of seafood-eaters are more adventurous, and eager to try new dishes. *Monger* aims to shed light on these changes, as well as the people driving the industry forward.



# A Swimming Season for Wild Salmon

By Jessica Jewel Tyler



It's going to be a great summer this year now that Wild Alaska Salmon season is in full swing. After waiting all year, we are finally seeing four species of wild Salmon running, with Coho hopefully starting mid-July. Not only that, but Wild Alaska is having a great season! So, Salmon lovers can rejoice, because there will be plenty of tasty Wild Salmon for your grills this summer.

Fishermen last year suffered some of the worst catches in 50 years, however they've been gearing up for a reprise after the state forecasted a huge increase for this year. Back in January, the prediction stated that fishermen could catch 85% more Salmon this year than last. Which would total nearly a hundred million more fish! This adds up to an estimated catch of 213.2 million fish for 2019, compared to about 116 million Salmon last year.

As of Saturday June 22, more than 12 million Salmon have been harvested in 2019 and production of all species except King are running much stronger than 2018 at this point in the season. In the lead, we have Keta Salmon with a harvest of more than 2.5 million fish. This is 29% above 2018 and a 60% higher than the five-year average. The year-to-date Pink Salmon harvest of more than seven million fish is also setting records for early-season production.

Currently, we are getting beautiful fish from Cooke Inlet and Resurrection Bay. This is also subject to change, as more areas open, including Bristol Bay which will hopefully be open by the time you read this. Please talk to your Samuels Agent or see below for more information on the different species of Salmon.

**King (Chinook)** – King Salmon are the largest and fattest of the Wild Salmon. This fish is prized by chefs and fisherman alike for its large size (some can grow up to 100 lbs), high fat content, and pure flavor. The semi-firm flesh has larger flakes with a full, clean flavor that is incomparable. Kings are ideal for grilling, roasting, broiling, pan searing, steaming, poaching, smoking, ceviche, and crudo applications.

**Sockeye (Reds)** – Sockeye Salmon are prized for their pronounced, full flavor and resilient red flesh that remains through the cooking process. The lean flesh boasts a firm texture and medium flake. The fillets tend to be on the thinner side, which means they cook up quickly. This fish is ideal for grilling, roasting, broiling, pan searing, steaming, poaching, and smoking.

**Keta (Silverbrite)** – Keta contain even less fat than Sockeye, this species is the most ideal for smoking. The flavor is quite mild for a Salmon, which is why it's a great candidate for heavy flavors like

smoke and spices. The lightly colored flesh has a medium texture and medium flake with low oil content. This fish is ideal for roasting, broiling, pan searing, steaming, poaching, and smoking.

**Coho (Silvers)** – The last Salmon to reach the rivers, Coho Salmon can weigh as much as 30 lbs. They are much lighter in color than Sockeyes, but have a rich, full bodied flavor that works well in simple preparations. Enjoy this roasted, broiled, seared, steamed, poached, smoked, or grilled.

**Pink (Humpies)** – Pink Salmon are the least known of the Wild Salmon species. They usually get canned. The flesh is a range from pink to grey and they have the lowest fat content of all the Salmon, so if you're cooking with Pink Salmon, it's easy to pair with a heavy flavor profile. You can also salt bake Pink Salmon whole for a flashy presentation.

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# Fire Up the Barbie, it's Summertime with Oishii Shrimp

by Chef Anne Coll



## Chefs Corner



**Chef Anne Coll**

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

Long summer days are some of the best times of the year. Whether you're at the beach, the park, or relaxing in your backyard, It's a great time to fire up the grill and throw some Shrimp on the barbie. Oishii Shrimp are a great addition to any bbq or special dinner. The flesh is succulent, sweet, and firm and the taste is pure and heavenly. What makes Oishii so special is the fact that they have no preservatives and are harvested at the peak moment resulting in a superior freshness, quality, and flavor. One can use many different flavor profiles and cooking techniques to complement these excellent crustaceans.

Great summer produce from local farmer's markets make an excellent pairing with Oishii Shrimp. Nothing is better than sweet summer corn, heirloom tomatoes and the perfect flavor of chargrilled Oishii Shrimp. I also like to char the corn slightly and remove it from the cob. Then gently mix the corn with some diced heirloom tomatoes and basil chiffonade, some lemon zest, and a drizzle of Santa Ines Olive Oil. The Shrimp are drizzled with the Olive Oil, salt, pepper, and a pinch of za'atar spice. Then I grill them on medium high heat until just cooked through and place them on the charred corn salad. This is a great way to show off the Oishii Shrimp

and have a great hit at any summer bbq.

Another simple but classic way to show off the Oishii Shrimp is an oldie but goody, the classic Shrimp cocktail. Oishii Shrimp have such a great firm texture, succulence, and clean taste, that they work great in simple applications. This is a great way to start any summer party and is sure to please all palates. I like to use a court bouillon with dry white wine, lemons, bay leaf, fresh thyme, fennel and a few peppercorns. The Oishii Shrimp are poached with the shell on just until they turn pink. After the Shrimp are removed, I shock them in an ice bath to chill, then peel, and serve them with spicy cocktail sauce, lemon, and a horseradish dill mustard sauce. It is a simple classic dish that the Oishii Shrimp really makes shine.

Oishii Shrimp are perfect Shrimp for any occasion. They are very versatile and wonderful for all different cuisines and flavor profiles. Whether you are grilling, poaching, sautéing, or making a ceviche, Oishii Shrimp are succulent and sweet. A definite crowd pleaser for any summertime event. Get outside, fire up the barbie, and make most of the long summer days while enjoying Oishii Shrimp.

## Celebrity Sightings

## Diners, Drive-Ins and Dives...

By Jessica Jewel Tyler

We want to congratulate our friends at Stoney's Pub for being on Diners, Drive-Thrus, and Dives and making amazing meals from the products we offer. Chef Guy Fieri had nothing but praise for the signature fish and chips. "The batter is nice and crunchy--got a nice big fry, great crunch--I don't like fish and chips, because typically it's frozen fish, too much batter...if this is what fish and chips was every time I was getting fish and chips, I'd eat more fish and chips, man." said Fieri. Way to go!

We've seen some other celebrity sightings in the Tri-state area as well. Congratulations to the recently rated, best restaurant in the country, Zahav, for hosting former Philadelphia resident Bradley Cooper a few weeks ago. And another congratulations to Guiseppe's and Son's for having Alec Baldwin grace your restaurant!

Have a celebrity sighting email [Jessica@SamuelsSeafood.com](mailto:Jessica@SamuelsSeafood.com)



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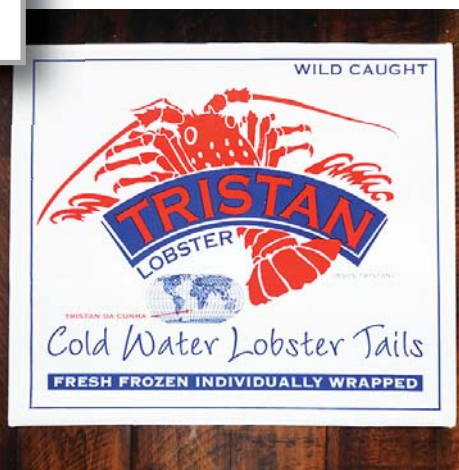
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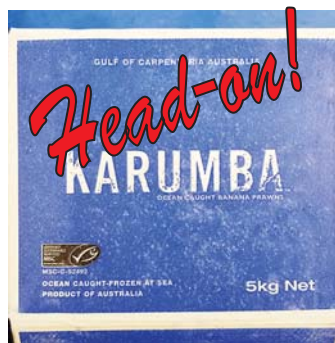
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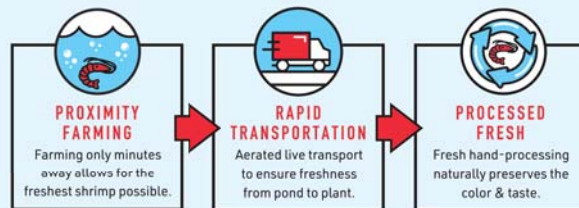
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