



October 2019

# FISH TALES™

A Samuels Seafood Magazine



**JAIL ISLAND**

ATLANTIC SALMON



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# Spotlight

## Alla Famiglia

Pittsburgh, PA  
Where Dinner is the Show

by: Jessica Jewel Tyler



"We represent all the things in life that are most important, and that are often faded away," says Chef/Owner Jonathan Vlasic. This is his philosophy when it comes to his Italian restaurant, Alla Famiglia, in the Allentown region of Pittsburgh, PA. After expanding his space into the beautiful adjacent theatre, he kept the depression era décor and exposed brick, to bring back the old world charm and constantly remind us of the men who built the build-ings.

The menu also honors the past, with special dedication to the Burzese family, their passion for food, and dedication to vintage Italian techniques. However, the traditional, delicious food is executed with a theatrical flair to help embody the classic Hilltop Theatre that used to be. At Alla Famiglia, dinner is the show.

Alla Famiglia has come a long way from the eight table restaurant it was in 2005 when Chef Jonathan bought it. Now, in each one of six dining rooms, with slightly different personalities, you'll find a gothic, moody, New York style with a dramatic motif, painted proudly in Pittsburgh black and gold. The Italian masquerade masks and art deco adornments also add elegance with a touch of warmth and whimsy that is extremely fitting for Alla Famiglia. This is the place to go to impress your guests.

When ordering a special meal, one can start with an "extravagant appetizer" that's valued over \$6000, like the "Under The Sea," which is a plate of West Coast Oysters presented with a beautiful Mikimoto Akoya Pearl Necklace as a gift for your date. There is also the "The Submersible," featuring East Coast Oysters presented with a Luminor Pam 1024 deep sea diving watch.

Other meals are made extraordinary with rolling carts for tableside cooking, serving, and even Cacio e pepe (twirling your pasta in a large block of cheese) by special request. When you visit Alla Famiglia, it's a whole experience that's completely customizable. Chef Jonathan says that's what really makes them stand out – the way they treat people, just like the name suggests, like family.

Although famous for their 28 oz veal chop, Alla Famiglia is also a popular seafood destination. The Seafood Diavola is heaven on earth and is just bursting with fresh seafood. The dish is made with South African Lobster Tail, Dayboat Scallops, Black Tiger Shrimp, Mussels, Crab, and Clams simmered in a spicy plum tomato sauce. Alla Famiglia's menu is all about indulgent food made from scratch with quality, authentic ingredients, like Mussels and Clams from the Mediterranean and fresh produce.

In Italian, the indulgent style of eating that Alla Famiglia is famous for is called "Ghiotta," meaning glutton style. This style is all about hearty portions, rich sauces, and making sure the meal includes a plethora of the most important Italian ingredients. Chef Jonathan also prepares his Black Grouper in this manner, with a macadamia nut crust, and smothered in a confetti of raisins, cherry tomatoes, onions, garlic, pignoli, and capers.

According to Executive Chef Jonathan, the menu extends through all regions of Italy and is rooted in his heritage, training, and travels. He has wanted to be a chef since he was eight years old, and started working in restaurants when he was 14. From then, he went on to the Pennsylvania Institute of Culinary Arts to study. Italian food has always been his forte, because his grandparent were from Italy, but he also enjoys cooking Latin American and French fare.

Even though he sticks to mostly Italian cuisine with Alla Famiglia's menu, an example of how he marries his Italian heritage with Provençal cuisine is the seared Diver Scallop dish featuring foie gras, Oyster Mushrooms, roasted shallots, and madeira wine sauce. Today, the cooking is mostly done by Chef Jonathan's protégé and Chef de Cuisine, Mark McManus, who has been with Alla Famiglia for fifteen years.

Together they are planning a new and exciting fall menu that might include Rabbit, Pumpkin Ravioli, and Stone Crab Claws. We're so excited to see what they come up with. Look out for Stone Crab season, opening October 15th, and be sure to check in on the next "performance" at Alla Famiglia!

## Employees of the Month



Antonio Fontinez has been with us for almost 10 years and really knows his fish. As a cutter, Tony is always willing to help others with special tags and work as hard as possible to make things run smoothly for all of us. Thank you Tony for knocking it out of the park!

Shawn Whitley has been with us for almost 16 years and always provides speedy and thorough work. He is a very valuable asset to the accounting team and the Samuels family. Thank you Shawn for always supporting us!

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# JAIL ISLAND SALMON: AN ORIGIN STORY

Proudly and exclusively distributed in the USA by Samuels Seafood.



Jail Island Salmon Company was the first Salmon producer to market its product under its own brand, named after a small island in Lime Kiln Bay on the edge of the Bay of Fundy. From that moment on, this Salmon became so highly coveted that it was asked for by name. Acquired by Cooke in 2003, Jail Island Salmon is now sustainably raised and harvested all over East Coast Canada. Delicate Salmon with clean, buttery flavor and refined texture is the true mark of Pure Canadian Salmon and Jail Island Salmon is, and will always be, truly authentic Canadian Salmon.

Special care is taken to ensure that Jail Island Salmon mirrors the wild Atlantic Salmon's lifecycle as closely as possible. Carefully selected broodstock are spawned in freshwater hatcheries, where eggs are kept and nurtured to the smolt stage. They are then transported to the natural salt waters of the ocean, from the Bay of Fundy up to the rocky shores of Newfoundland. The Bay of Fundy is home to the highest tides in the world and this natural flushing power of twice-a-day 28 ft tides creates a constant flow of clean, nutrient-dense water and oxygen - the perfect environment to raise fish.

Much like in the wild, it takes two and a half to three years for Jail Island Salmon to reach harvest size, upon which each Salmon is hand-graded for consistent quality year-round. Jail Island Salmon is then delivered to Samuels Seafood in as little as 48 hours from harvest for peak freshness. Every Salmon's journey is traceable back to the egg.

Beyond sustainably raising Salmon, Jail Island producers are just as preoccupied with preserving a healthy marine ecosystem in and around their ocean sites. This is why, in an effort to revive wild Atlantic Salmon stocks, for every pound of Jail Island Salmon that is sold, Samuels will donate a portion of proceeds to the Fundy Salmon Recovery project. The goal of the project is to recover and preserve the inner Bay of Fundy wild Atlantic Salmon population, a currently endangered species.

The disappearance of wild Atlantic Salmon poses a real environmental issue. Fundy Salmon Recovery is the first project in the world to collect endangered inner Bay of Fundy Salmon that have spent their critical early life stages in the wild, and then care for them in an ocean environment at a dedicated marine farm site. The fish are released back into the wild to naturally spawn the next generation of wild Atlantic Salmon. Survival of the species depends on human intervention, innovative thinking, and the collaboration of dedicated partners.

Last year, the project's recovery efforts resulted in record breaking returns of wild Atlantic Salmon. Samuels is proud to support an initiative that is working to enhance and sustain such an important ecosystem.

Jail Island is more than just a delicious center of plate option – it is food to feel good about. Authentically Canadian. Genuinely delicious. Impacting an earnest cause. And now it's available exclusively through Samuels Seafood. Contact your Samuels Agent to get a taste.

For more information on Fundy Salmon Recovery and for updates on 2019 Salmon returns, visit: [www.fundysalmonrecovery.com](http://www.fundysalmonrecovery.com)

## In The News...

By Jessica Jewel Tyler

## Chef's Night Out Brings Aquaculture to the Table



Chef Massimo of RPM (Right) with Wife, Morgan (Left,) and Sales Rep, Adrienne (Middle.)

ambiance for a fun and intimate summer night celebration.

Last month, some of DC's best chefs got together for a Farm-to-Table cocktail party at The Salt Line. Guests had drinks in the outdoor space while fairytale lights and cool breezes from the Anacostia River created a perfect

On display, were some of our favorite eco-friendly Shrimp, like Oishii and Agua Blanca, along with J.C. Walker Clams and Canterbury Cure Caviar and Smoked Salmon. Also on display, was a sneak peak of Jail Island Salmon and a live breakdown of Hawaiian Kanpachi by Executive Chef Kyle Bailey of The Salt Line.

What really wowed guests was the Oyster bar, shaped like a boat, with a whopping five Oysters from Beau Soleil, Cape May, King's Point, White Stone, and Fireside, and all you could eat Shrimp. Here, lively conversations broke out about sustainability, conserving waste, and... Taylor Swift's new album... (Of course, it wasn't just work!) This was a chance for DC's Chefs to finally put their aprons down and have some fun. We even caught a few heartfelt reunions between former kitchen teams.

Guests were also treated to our favorite aquaculture fish, shellfish, and local Virginia Border Springs Lamb to highlight the responsible farmers raising our food and celebrate the most amazing cuisine with the least impact on the world around us.

Samuels wants to extend a special appreciation to the Salt Line for hosting and to all the chefs in attendance. We love serving and spending time with all of our amazing chefs. Look out for future "Chef's Night Outs" near you.



# Get Excited for National Seafood Month!

By Jessica Jewel Tyler

Fall is the perfect time for seafood, from fresh, chilled Oysters to warm Seafood Stew. In fact, some the best seasons are just starting to open up, like Fresh Maine Lobsters, and some of the best fish are available all year. This is a perfect time to share all the benefits of seafood with your guests! Here are ten ways you can celebrate National Seafood Month all month (or all year) long...

## 1.) Feature an Underutilized Fish on Your Menu

While delicious and plentiful, some unique, inexpensive, and sustainable fish are less well-known. Porgies, a versatile Sea Bream, can be cooked whole for crispy skin and delicate white meat that's sweet with a large flake and it's often compared to Snapper. Sea Robin are found in the same areas as Fluke and have a similarly delicate flavor, but with a meaty texture perfect for bouillabaisse. Silver Hake has a similar flavor and versatility to Cod, but it has a cleaner profile, with a softer texture and a smaller flake. The meat is mild and slightly sweet with a beautiful cream color.

## 2.) Feature an Invasive Fish on Your Menu

With no natural predators, they over-crowd, over-eat, and generally take over their habitats. The Lionfish is a tropical fish that has massively invaded the East Coast. The succulence and flavor is a mix of Snapper and Lobster but with a firmer, flaky texture. Snakehead are invasive to Maryland and Virginia, but the flesh is firm with similar flavor to Mahi-Mahi. Lake Victoria Perch is a huge perch that has dominated Lake Victoria in Africa. But its mild, succulent flavor, and its firm, flaky meat is similar to Sea Bass and Grouper.

## 3.) Try a Fish on Your Menu That you Haven't Tried Before

If you like Chilean Seabass, you'll love the rich flavor and delicate texture of Sablefish, also known as Alaska Black Cod. Dyer Aqua Pompano is also a great example thanks to its firm texture and full-bodied flavor that is rich, yet clean. Another fun alternative is Prime Steaks, cut from the mantle of the finest tasting Squid in the world. This meaty, succulent Squid is sweet with tender texture. Prime Steaks are versatile and delicious as fillets, cubes, strips, shreds, or even noodles.

## 4.) Add More Shellfish to The Menu

Shellfish are amazing, sustainable options that add flavor, appeal, and value to any dish. JC Walker Clams are enhanced only by nature's pure, flavorful waters along the protected shore of Virginia's Barrier Islands and harvested to order for unmatched quality and taste. Viking Village Scallops are a game changing Dry Scallop, from Barnegat Light, New Jersey, with more delicate, heavenly texture with a naturally sweeter taste. Blu Crabmeat comes in a convenient, wide variety and has an incredibly sweet and succulent taste with a great texture that diners will love.

## 5.) Try a new Preparation

Tired of fish and chips or fish tacos? Serve up some stew or chowder for the cooler season. Or maybe surprise your guests with a whole head-on application, like Aquanaria Bronzino. Another option is to try some sweet and meaty Pacu Ribs with a teriyaki or Asian barbecue. This Brazilian fish is unlike anything you've ever tried before.

## 6.) Feature Local Fish on Your Menu

Cut back your carbon footprint with local delicacies from Rhode Island, New Jersey, and Massachusetts. Skate is a gastronomic option with beautiful pink "wing" fillets perfect for meunière. The taste is similar to Scallop with a springy texture like Lobster. First predominantly used in French cuisine, Monkfish is prized for its rich, buttery flavor and firm, dense texture that's perfect for braising and



Prime Steaks By Samuels Seafood

roasting. Local Albacore is another great option, the flesh has a gorgeous red color with a delicious fat content that keeps the meat moist for any cooked or raw application.

## 7.) Feature International Fish on Your Menu

It's also great to shop the world's oceans. Les Grands Viviers, in Senegal, is providing some of the most amazing fish that will really wow your guests like Rouget, John Dory, Scorpionfish, and Strawberry Grouper. Toyso, in Japan, is the biggest wholesale seafood market in the world, with some of the freshest and most unique options that taste great cooked or raw, like Madai, Hamachi, Hiramasa, and Shima Aji. And "The Nation with Fishing in its Genes," Iceland, is leading the world in the sustainable production of Cod, Pollock, Rosefish, Wolffish, and Char.

## 8.) Feature Sustainable Aquaculture Brands on Your Menu

Proudly wear the badge of your favorite aquaculture facilities by printing them along with their ratings on your menu. Jail Island Salmon comes from the only 4-star Best Aquaculture Practices (BAP) certified producer in North America. Hawaiian Kanpachi has been rated a "Good Alternative" by the Monterey Bay Aquarium's Seafood Watch program. And Oishii Shrimp, the first Shrimp to be harvested live, is BAP certified with 3-stars.

## 9.) Invite Discussion With Your Guests and Fellow Chefs.

It's always fun to educate yourself about where your seafood comes from and how it impacts the earth. There are plenty of resources such as the BAP app, fishchoice.org, and Samuels' Podcast, Monger (available on Podbean and Apple Podcasts) The next step is to use that information to educate others!

## 10.) Share your Seafood Month on Social

To inspire others to reap the benefits of National Seafood Month, share your dishes online, especially if it's Jail Island Salmon! Use Hashtags #JailIslandSalmon and #NationalSeafoodMonth and don't forget to tag @SamuelsSeafood.



# 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)

*Image by Paul Stamegna*



## ***Fall in Love with Jail Island Salmon***

*by Chef Anne Coll*

The fall is finally upon us.... corn mazes, cozy fires, and autumnal produce like pumpkin and apples are now here. I love the fall. When the leaves are changing and the air smells crisp, it's a great time to go for a hike in the woods to behold the flora and fauna. One thing that goes great with the changes of the season is Jail Island Salmon. The succulent flesh from the pristine waters of Canada make this a great fall dish for any table. Samuels Seafood is also the only purveyor that exclusively carries this one of a kind Salmon.

The fall is a time that we gear up for entertaining and everyone is decorating with pumpkins, gourds, straw, and dried corn. For a center of the table showpiece Jail Island Salmon is it. Roasting a whole fish is a showstopper for a large or small group. Roasting a whole Jail Island Salmon is a great way to show off this succulent fish. In addition, roasting a whole Jail Island Salmon is simple and great for a buffet, party, or a large crowd. I like to simply season the fish with Santa Ines Olive Oil, kosher salt and pepper. Then I stuff the cavity of the belly with lemon slices, dill, thyme, and rosemary. This creates the essence of fall. Roasting the whole Jail Island Salmon at

a high temperature creates a crispy skin and a moist and juicy flesh great for sharing. Pairing it with great fall vegetables like roasted squash, wild mushrooms, and greens round out this Salmon dish to be one that no one forgets.

Jail Island Salmon is also wonderful in a raw preparation. Since it is the fall, I like to incorporate local pickled apples, pomegranates, daikon sprouts, chilies, and meyer lemons. All of these sweet, sour, and spicy flavors elevate the fattiness of the the Jail Island Salmon to a different level. Whether it is served with lightly dressed greens or on rice, Jail Island Salmon is perfect for a raw application. Jail Island Salmon is great as an appetizer or an entrée and sure to please anyone's palate.

The days are getting shorter and the leaves are changing color... Jail Island Salmon is perfect for the fall table. Roasted whole, fillet, or a raw application, Jail Island Salmon is sure to make anyone's guests happy. The pristine flesh of Jail Island Salmon is sure to make anyone fall in love with fall.





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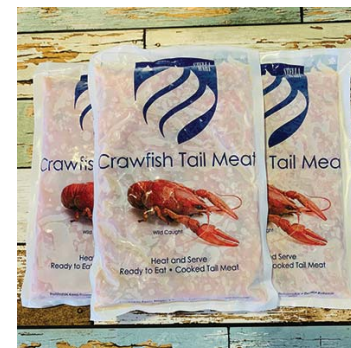
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