



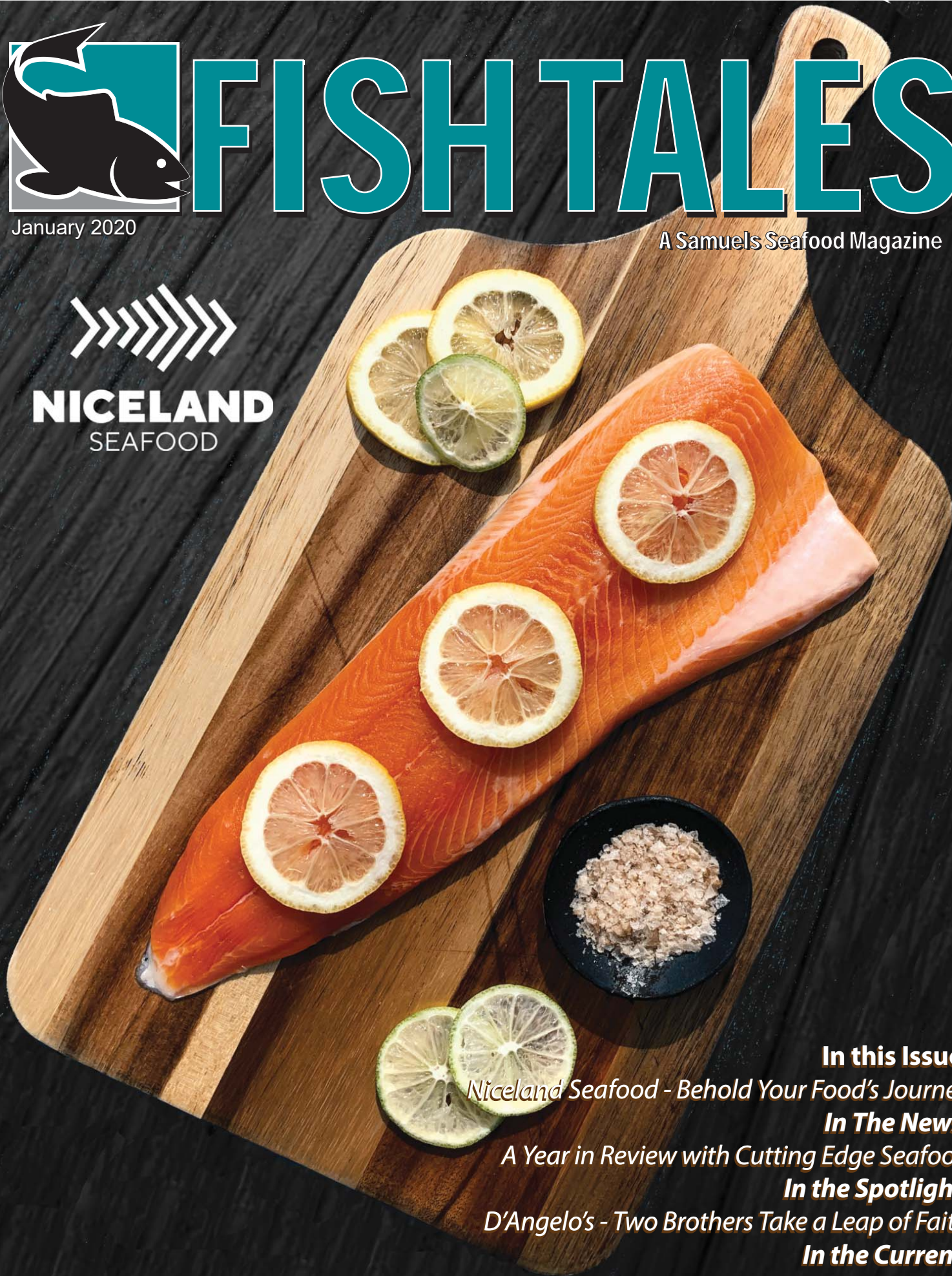
January 2020

FISHTALES

A Samuels Seafood Magazine



NICELAND
SEAFOOD



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Spotlight

D'Angelo's

Philadelphia, PA

From Italy, With Brotherly Love

by: Jessica Jewel Tyler



There's a saying in Italy, "Chi non risica non rosica," which loosely translates into "nothing ventured, nothing gained." So After Tony attended culinary school, the D'Angelo brothers journeyed to America in search of new and exciting opportunities when they were just teenagers. Growing up in Italy, Sal and Tony D'Angelo, worked at many prestigious restaurants and learned the ins and outs of the industry, until their mother inspired them to think bigger. She connected them with family in Philadelphia, and just like a mama bird, she encouraged them to fly.

Tony credits his mother (and the rest of his family) with the inspiration behind his culinary passion. "I loved the way my mother was cooking, and I loved the way my father was complaining," he chuckled. According to Tony, his mother's food was always delicious, but his father demanded absolute perfection and this is the standard the D'Angelo's followed with every plate they created. This philosophy made Tony quite a name in the restaurant industry in Philadelphia.

In 1967, Tony describes their new city as a "small village" compared to Milan, the brothers however, both made it into bigger leagues of their own. Tony debuted at Jimmy's Milan and helped to build the restaurant's menu, prestige, and a glowing reputation of his own. And Sal pursued interests in singing and also built a successful construction business. This was until the two decided to open a restaurant where they could both pursue their passions together, right in the City of Brotherly Love.

After six months of laborious renovations, D'Angelo's opened with no advertising besides a small sign in the window. Despite this, the three-story restaurant filled every seat on opening night thanks to Tony's chef following. In fact, it was so busy that Sal and Tony ended up cooking together and the two continued to do so for ten years after that. Sal says that his brother taught him everything he knows and that they've always made a great pair.

Tony says being a chef is about two things, "craftsmanship and creation." A craftsman would

never use inferior materials or tools and expect to make a quality product. Tony sees his dishes in the same manner. The ingredients he uses have to be fresh, that's why he cooks his meals to order. His soups are made from scratch daily, and every piece of meat is sliced and cooked one at a time. The ingredients also have to be appropriate for the dish. Tony's Best of Philly Award winning arrabiata dish, for example, would never use jalapenos, because the plate simply warrants true Italian long hots.

Creation is another important aspect. "Anyone can make arrabiata," says Tony. A true chef however, creates their own recipes. Tony himself helped bring innovation to Philadelphia menus with specialty ingredients and unique preparations. For example, Tony lays claim to the art of burnt onions. The depth of flavor and wonderful texture it adds to meat and fish are next level. Some customers even eat them as if they were potato chips.

Furthermore, Tony considers nutrition when it comes to his menu. Interestingly enough, a large part of his chef training involved health. "You have to know what food does to the body and how it makes you feel," he asserts. That's why he offers plenty of delectable seafood on the menu that leaves his guests feeling "light and happy." Tony finds joy in serving his busy guests who depend on him to cook, exactly what they need to nourish their bodies. Some of his regulars come in every day. To those customers, he offers the advice to eat fish twice a week or more and even watches the empty plates come back into the kitchen to make sure they enjoyed every bite.

His favorite way to utilize seafood is for extracting extra taste without extra fat. He excitedly spoke about the Swordfish guanciale he uses to flavor some of his dishes. In Italian the "guanciale" usually refers to the neck of pig (used as a flavoring agent,) however, Tony calls for fish with rich, meaty, buttery flavor, to add amazing taste along with sweet ocean brine. This method always impresses his guests, not to mention his brother Sal. Even though they aren't filleting fish together anymore, they are still breaking bread together every day in the restaurant they built on brotherly love.

Employee of the Month



Florida Night Warehouse Manager, Diga Arsamanggala, always goes above and beyond for his customers and team. His proactive attitude and extensive knowledge make him a great asset to the company. Thanks Diga!

Philadelphia Blue Team Samuels Agent, Ken Frank, always volunteers to help his team and he builds amazing relationships with his customers. His work ethic has been a major key to the success of the Blue Team! Thank you Ken!

FISH TALES Magazine

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Seafood with 2020 Vision



The year is 2020. The magical year we have all been waiting for, "the future." It may not be exactly what was imagined; we are not flying in cars or teleporting. However, we are connected to everyone and everything more than ever. At the tap of a screen, we can connect with friends and family or telecommute from across the ocean. When it comes to dining, we are also seeking that connection with the source: farmers, fishermen, and the communities that provide us with our most important resource, food.

Flash back to the Roaring Twenties. Industrial technology has made food convenient. Clarence Birdseye invented a way to freeze food on a mass scale and sliced bread just hit the market. During this time, people started to eat a larger variety of foods from one convenient place, the grocery store. However, this came at the cost of losing our connection with our food communities. We no longer needed to visit the butcher, the fishmonger, or the milkman. They were becoming things of the past, along with transparency and knowledge of where our food originated.

Today, "the future" is a global community: one that spreads ideas,

information, and food like never before. When you sit at your table, whether at home or in a restaurant, what's on your plate is likely from all around the globe. This is great, as it means we can produce food in the most productive places, where it grows best and is increasingly sustainably produced. But, we still lack the emotional connection of knowing where our food was produced, by whom, and the journey from source to consumer.

Niceland Seafood is solving this problem by restoring our connection with food producing communities through technology. They are the first "turn-key" provider of fresh sustainable Icelandic Seafood with full consumer traceability from "sea-to-pan" using their own proprietary software, TraceabiliT. Each package of fish sold contains a QR code which is easily scanned by the camera on your smartphone. This allows you to see where that fish was caught or farmed, where it was landed, who processed it, and the logistics of how it arrived to Samuels Seafood. Niceland accomplishes this feat through API integration with multiple verified data sources: fisheries data, processing data, and airline data, to name a few. They can even trace fish at restaurants and retail counters through integration with their distributors' logistics and invoicing software.

The connection and trust this creates with our global food producing communities is priceless. It gives the consumer the power to choose products from companies along the supply chain that adhere to their values and builds trust and transparency for a better food economy.

Niceland Seafood provides various premium certified sustainable fish out of Iceland: Arctic Charr, Atlantic Salmon, Redfish (Ocean Perch), Wolffish, Cusk, Pollock, Haddock, and of course Cod ("Icelandic Gold.") Every Niceland fish traceable back to the source, every wild caught fish is MSC Certified and the aquaculture raised fish are green "best choice" rated by the Monterey Bay Aquarium Seafood Watch. Every decision Niceland makes has their core values of transparency, innovation, humanism, and sustainability etched into it. Niceland Seafood constitutes a complete overhaul of the technologies underpinning seafood brokerage and traceability processes. They are creating a simpler, faster, transparent, and more reliable chain that stretches from "sea-to-pan."

In The News...

By Jessica Jewel Tyler

Starting the Year with a Look Back at New Products



Samuels is on the cutting edge of providing new and exciting products for our chefs and 2019 was one of our biggest years for adding on to that variety.

Throughout

the year, we've featured Niceland Seafood and their groundbreaking technology to provide a simpler, faster, and more reliable source chain to ensure you and your guests know exactly where your seafood comes from.... We've gained Samuels Exclusive, Jail Island Salmon, from the only producer in North America to achieve BAP-certification with the highest degree

(4-star,) and the first Salmon to give back to the wild. And we've added Oishii Shrimp, another Samuels Exclusive. Using amazing scientific advancements Oishii has become the first Shrimp ever to be harvested live. Oishii Shrimp also go from swimming to frozen, within 4 hours resulting in an unreal, straight from the water freshness that sets the bar for premium Shrimp.

We've also introduced Astan Tuna, a superior Tuna with a shorter out of water time and a Golden Catch certificate in each box. And we've added to our Samuels Certified meat line with intensely rich and flavorful heritage breed, Kurobuta Pork. This Japanese variety is sustainably raised on American family-owned farms with five generations of experience. Throughout the decades, working with other reputable, experienced mongers of everything from seafood and meat, to dairy and produce, gives us this amazing opportunity to highlight brands that represent our same values. We are so proud and excited to continue adding to our product line, especially in regards to traceability, sustainability, and the latest innovation. Cheers, it's time to ring in the New Year with new seafood.

The New Twenties: *The Decade of Roaring Flavor*

By Jessica Jewel Tyler



Welcome to the roaring twenties...again. And just like the 1920's, the 2020's will be big, bold, and booming, starting with the flavors on our menus. Restaurant data from all over the country has overwhelmingly shown that diners are looking forward to tantalizing their taste buds with something unique and powerful this year. Even when it comes to pleasing multiple generations, this is what millennials and baby boomers seem to agree on. But, how will next year's food trends affect the seafood on your menu?

In a time when plant-forward diets are on the rise, more chefs are using proteins as flavoring agents in addition to center-of-the-plate options. For dishes that pack a punch, more robust fish like Bluefish, Mackerel, and Sardines are great options. Bone broths are also extremely popular, and a staple in the Paleo diet, so with the rising population of pescetarians and flexitarians, this trend embraces fish bone broth as an alternative. Using Salmon skin in dishes also imparts amazing taste and texture. Both options offer your guests the incredible flavors and food experiences they crave and furthermore help fight food waste.

Flavor is also about eating with your eyes (not to mention all of the eyes of your Instagram followers.) Eye-catching ingredients like Octopus, Squid Ink, and Scorpionfish offer more than amazing taste but an eating adventure. Colorful produce also plays a role in this adventure. Of course, the popularity of greens on plates will continue to rise in this health-centric environment, however, the rise of kale seems to be quickly followed by the takeover of sea greens such as Kelp, Nori, and Seabeans. We also welcome bright purple corn, or even better the Mexican delicacy, Huitlacoche. This earthy, sweet and savory delight boosts the flavors of both mushroom and corn along with the opportunity to sample beautiful vegetables from other cultures.

Although the trend has been moving toward more ethnic food for a while now, the demand for exclusive, uncommon flavors pushes this trend even further for the new year. West African cuisine, for example, has been flourishing since the glorification of spices and ancient supergrains, like Fonio, from this area. When paired expertly with striking West African fish from Les Grands Vivier, the best surprises are revealed. Rouget is a favorite for its perfect, petite size and wonderfully sweet, yet robust shellfish flavor, that works well in any application. Parrotfish, Doctorfish, and Strawberry Grouper are other amazing choices - Les Grands Vivers provides a marvelous

variety of delicious, premium fish with many possibilities. Another cultural cuisine in the spotlight right now is Middle Eastern. With the rise of seasonings like sumac, baharat, and za'atar, can we be prepared for their traditional seafood dishes made with Sardines, Anchovies, and Mackerel too?

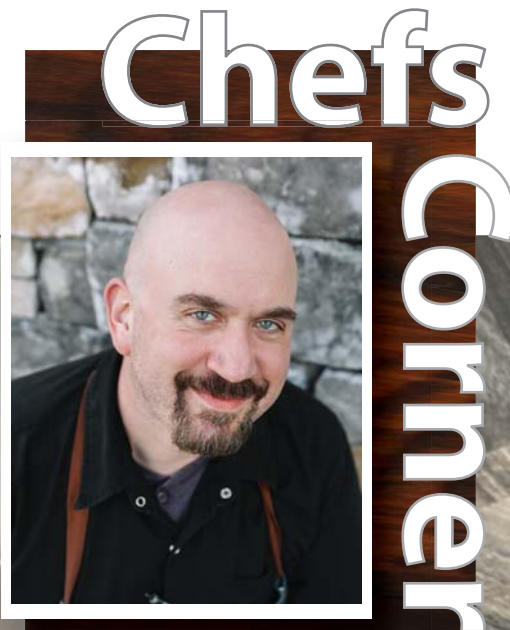
As far as imparting more flavor, preserved foods have become a big trend as well. We are seeing a lot of pickled, fermented, salted, and smoked seafood on the menu to join the ever famous Smoked Salmon and Salted Cod (Baccala.) Options like Octopus salami, Swordfish ham, and shellfish sausages are making waves on brunch menus and charcuterie boards, also dubbed "sea-cuterie." Speaking of brunch, when it comes to the demand for flavor, diners are expecting more varieties of Oysters along with other preparations beside just served on the half. We are seeing Oysters and other shellfish served Benedict style, in frittatas, and much more.

With the forecast for more flavor and more exclusive fare, seafood is making its way to all types of menus including breakfast and brunch and even the kids menu according to some studies. Seafood provides the opportunity to please any palate with rewarding and robust flavor or fresh, mild taste that's distinct and simply unparalleled. It's clear that seafood is what will be satisfying those roaring bellies in 2020.



Added Value with Niceland Charr: *Trend, Traceability & Versatility*

by Chef Jim Berman



Chef Jim Berman

Questions or Comments?
We will be happy to assist.
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Images by Paul Stamegna

Arctic Charr is the lionized darling riding the trend wave, and rightfully so. There is a familiar draw to the pink-fleshed, anadromous (saltwater/freshwater) fish. What's not to revere? All the goodness of lean finfish, plus a heaping helping of crispy skin and subtle richness.

The Icelandic cold water seafood from Niceland tops restaurant trend reports on the regular, and for good reason. This photogenic relative of Salmon and Trout makes for great plate-up opportunities with its genteel flavor of the sea and nuanced clean lines on the plate. It is also versatile enough to be pan-fried, baked whole, or deconstructed as the protein component for the center of the plate menuing.

One Step More - Marketing That Matters

Props go to Niceland for the traceability side of seafood responsibility. Restaurant data indicates health and sustainability as two leading factors in customers making restaurant decisions. Niceland's Charr goes beyond responsibility in fishing practices with full traceability in harvesting. What does that mean?

The More You Know

"From sea-to-pan," know your fisherman. With QR-code enabled packing, chefs can get the whole story. A scan of the QR code delivers data on the shipment's fishing vessel, area of catch, shipping information, and more. While the provenance of each ingredient

isn't necessary for restaurant menus, the differentiating ingredients impact customers.

The Skinny

The value of the picturesque skin of the Niceland Arctic Charr cannot be overlooked. Seared with brown butter and maple syrup glaze, the skin brings a delicious texture contrast to the subtle meat of the fillet. Taking on the crispiness of an arroser treatment, the skin shatters with textural crunch under the continuous butter basting and even holds up when served over steamy ancient roveja peas.

Salmon's Next Door Neighbor

For busy kitchens, ticket times can make or break customers' satisfaction with their dining experience. Salmon is a perennial menu favorite, but can be a little dicey with consistent cook times, especially during a hard press. A good option? Drop Niceland Arctic Charr into any Salmon recipe to speed along finishing dishes. The similar flavor and comparable color fill the demand while impressing guests with characteristic crisp skin and flaky texture.

In a Nutshell

The Arctic Charr from Niceland exceeds expectations. The value is undeniable; the flavor, visual appeal, and full traceability all make for an extraordinary experience. Bonus? The versatility and quick cooking times can't be overlooked.



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