



March 2020

FISHTALES

A Samuels Seafood Magazine

THE NEW GOLD STANDARD IN TUNA

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Spotlight

Cafe Martorano

Florida, Atlantic City, and Las Vegas
South Philly Italian Food with a "Spin"

by: Jessica Jewel Tyler



"Yo cuz!" belts Philadelphia Native, Steve Martorano. His catchy signature phrase encompasses his life along with his philosophy of food, family, and giving back in just two words. According to Martorano, it symbolizes that we are all connected, meaning we should speak to, care for, and feed those around us as such. Growing a reputation as the neighborhood cook from his South Philadelphia basement, Martorano learned this and much more. Now this phrase is associated with Martorano's television presence, apparel line, and multiple restaurant concepts including Café Martorano. Steve Martorano is the "most famous chef that you haven't heard of."

When starting out, Steve Martorano didn't know much about the food business, he only knew how to survive. In order to find a way to succeed without falling into a mob lifestyle like many neighbors, he started DJing in local pubs and selling sandwiches door to door. This was much to the chagrin of the local police who fought to shut down his speak-easy style delicatessen time and time again.

Steve Martorano even tried to start a restaurant in Philadelphia, but after the economy crashed, he decided to start over. A friend invited him to Florida to look at a few locations and see if anything caught his eye. At first, nothing seemed to "spark anything." He had almost given up, but his friend insisted he see one more. "If I didn't stop to look at it, I'd be dead or in jail," reminisced Steve. As he stood under a pink awning on a very small building with good bones and an open kitchen, he imagined a place where he could spend his time cooking every night.

To this day, Steve Martorano is still working the line every time he's at one of the three locations of Café Martorano's. He says he has a "passion of food, getting it right and seeing his customers happy." His menu focuses on the simple home cooked Italian cuisine that he grew up with, but with more quality ingredients. "I'm using the best-quality extra virgin oil from Italy; top-of-the-line, imported pasta, and only San Marzano tomatoes, the best tomatoes in the world," Steve revealed. He learned this "secret" around 30-40 years ago when traveling down Mulberry Street in New York. While dining at an

Italian eatery he ordered linguini and Clams, watched them shuck the Clams, brown the fresh garlic, and chop fresh parsley. He (and many others at the time) had never witnessed this fresh technique. Growing up in South Philly, he and his neighbors often enjoyed this meal prepared with canned Clams and bottled herbs. This was a day Steve Martorano's passion was reawakened and he vowed to bring this better way of cooking back home with him.

"We couldn't keep up at first" says Steve. He cooked each dish to order, including each portion of pasta and protein. This was difficult, but Steve held to this standard that he calls "à la minute." Steve insists that he had no expectation of the fame he would achieve, but his cuisine gained so much notoriety that celebrities and T.V. chefs began to make it their second home. In fact, his meatballs have been featured on Jimmy Kimmel, The Today Show, and "The Best Thing I Ever Ate." They are a carnivore's dream using beef, pork, and veal, with pig's feet, ribs, and pig-skin bracciale in the sauce for extra flavor.

Seafood lovers will also be happy to see Steve's favorite, Linguine and Clams, served on the menu along with Lobster Francaise and Spaghetti Pescatore. Steve loves featuring seafood, but at first it was difficult to meet his mark. "Fortunately, I have Samuels, they are able to achieve our standards of quality and consistency across all three locations of Café Martorano throughout the country," says Steve excitedly. For this reason, he likes to experiment with seafood for specialty menus as well. For example, his comforting "Grouper stack," a play on his "eggplant stack," displays stacked fried grouper with mashed potatoes, cherry tomatoes, and spinach. Martorano also talks about one of his favorite South Philly restaurants called "The Saloon" and their Clams Pavorotti. He pays them homage with his Clams Martorano, composed of Clams stuffed with Crabmeat, Shrimp, and a creamy bechamel sauce.

Martorano's concept of Philly favorites mixed with fine dining has just one more "spin." Since Martorano started his career "spinning" records, his restaurant features a DJ booth and a wild party atmosphere at night! You won't want to miss it.

Employee of the Month



Samuel Stringer is an extremely dedicated Orlando driver with an amazing track record of exceptional service on the road and with his customers. Samuel started as a temp from an agency but quickly impressed us with his work ethic and great attitude. Today, he has become a valuable asset and an integral part of the Orlando Samuels team. With his positivity and punctual deliveries, he is truly an example of how to represent Samuels and keep our customers happy. Thanks Samuel!

FISH TALES Magazine

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Astan Tuna: A Passion For Astan



The Astan family have been fishing pioneers since 1818. The founder, Max Astandoust started this legacy when he fell in love with seafood and the Caspian Sea. He was the first to develop modern technology for extracting Caviar from Sturgeon. The Astan family continues this trailblazing heritage with their innovative, new product: Astan Sustainable Tuna. Providing chefs with some of the world's first traceable Tuna, Astan is here to shake up the seafood world with Yellowfin Tuna that comes with a reputation for quality, sustainability, and trust.

This fully-integrated company also employs fair trade and labor practices and uses only the most sustainable Tuna fishing practices. The Astan short line method of catch uses just a fraction of the normal length a long line does for better control, resulting in no unused by-catch and more pristine quality. In fact, they are "Friend of the Sea" Certified. The company also prides itself on attention to detail and a never-ending pursuit of ultimate quality and freshness. In most instances, from hook to your plate in less than 48-72 hours, Astan Tuna is incredibly fresh with the best flavor and firm texture you expect from amazing, wild-caught Tuna. Astan Yellowfin Tuna is caught daily from the tropical waters of the Indian Ocean and graded using a rigorous inspection of unique characteristics and a meticulous eye for excellence. The best part? By owning or operating all their own vessels and processing factories, Astan ensures that Astan Tuna is completely traceable and of the utmost quality.

Astan Tuna Premium Gold Loins are skillfully carved and prepared by artisan Tuna carvers with decades of experience. The loins are packed carefully in Astan's exclusive "BLOOM-Naturale" wrapping

that naturally maintains the exceptional freshness, color, and amazing taste unique to Astan Premium Gold. After the loin has been graded, carved, and packed by hand, it will not be exposed to oxygen until the chef receives it.

When ready to serve, simply expose Astan Tuna Loins to air for 45 minutes and they will "BLOOM" to their perfect, natural state, just as they were when freshly caught. With every Astan Tuna purchase, you'll receive pristine Tuna wrapped with this exclusive technology. Sealed inside each loin is a traceability ticket (A Tuna industry first), each ticket has information on where, how, and when your Tuna was caught and processed. This gives the customer the confidence in knowing they purchased the best tasting, most sustainable, and truly traceable Tuna.

For 2020, Astan has also introduced its ONE by ONE handline caught Astan Tuna program. For the Astan ONE by ONE program, each fish is individually caught using handline and/or single pole & line methods, (considered to be the most sustainable fishing method with zero bycatch.) Astan's One By One method utilizes only small day boats ensuring the freshest Tuna available.

One by One fishermen depart the docks well before sunrise, and begin by net catching their own live bait on the way to the fishing grounds. The live bait is hand attached to the hook & line and the fisherman target the Tuna one at a time. After bringing the Tuna on board, fishermen use the ikejime method, then bleed, gut and pack in an ice slurry to immediately bring the temperature down to zero. Within hours, the boats return to port where the fish are tagged for traceability using QR codes and directly enter the E.U. approved plant for immediate processing into Astan Hand Cut Loins before being delivered to the airport that evening.

Astan is making history in the world of Tuna. Increasingly chefs & customers want to know with certainty where their food is coming from and how it affects the world. Astan is at the forefront of this movement to provide answers along with an immaculate, bright, and beautifully red Yellowfin Tuna Loin that tastes delicious in any application. Astan Tuna Loins come in two options: Gold & Silver. For more information, please reach out to your Samuels Agent.

In The News...

By Jessica Jewel Tyler

A Fin in the Right Direction! - A Jail Island Salmon Update



In the past year, we introduced you to Jail Island Salmon, the fish that gives back to the wild, and our joint mission to help restore the wild Atlantic Salmon population in the Bay of Fundy. This

partnership has been a gamechanger in the Salmon market for sustainability and environmental responsibility. The Fundy Recovery Project is also the first of its kind to help increase the population of Wild Atlantic Salmon, and the first to preserve the distinct, endangered species of Salmon that is specific to this Bay.

We are extremely proud to stand with Jail Island Salmon because this is a fish that tastes good, is good for you, and makes you feel good to have it on your menu. When you purchase Jail Island Salmon, a portion from every pound goes directly to helping the Fundy Salmon Recovery Project and thanks to you, the first donation was made in January.

It is our hope that this unique program will set an example for the seafood industry as well as provide a framework to help restore fish stocks and habitats around the world. With Jail Island leading the way, we hope to encourage a positive and more sustainable connection between aquaculture and the wild.

Starting with Good: Bom Petisco and Bon Appetit

By Jessica Jewel Tyler



Boneless Skinless Sardines



Jumbo Squid with Garlic Flavor



Stuffed Squid in Tomato Sauce



Tuna in Extra Virgin Olive Oil with Oregano



Tuna in Olive Oil with Curry



Tuna in Vegetable Oil



Tuna in Olive Oil /200g



Tuna in Olive Oil/385g



Sardines in Olive Oil



Sardines in Hot Sauce



Sardines in Hot Tomato Sauce

“Colhe-se o que se planta”. In Portuguese this phrase roughly translates to “you reap what you sow,” and no product represents this better than our newest premium European tinned seafood lines, Bom Petisco and Bon Appetit. Bom Petisco and Bon Appetit are made with special care and attention in every aspect. Both products are preserving fresh flavor and our oceans - with no unnatural preservatives!

Bom Petisco’s Tuna, Sardines, and Squid are caught using the best fishing practices which are regulated by strict criteria for the protection of the marine ecosystem including dolphins. The protection of dolphins and sustainability of the sea are also guaranteed by their “Friend of the Sea” certification.

For 50 years, Bom Petisco has handcrafted a special product that guarantees the tradition of the Portuguese Azorean Islands in every tin. This means only unparalleled fish and quality ingredients are used and prepared according to the rules of knowledge passed between generations.

This tradition is deeply rooted in sustainability, craftsmanship, and integrity. In the Bom Petisco/Bon Appetit factory, skillful hands prepare and cook the tuna, which is then preserved in vegetable oil, olive oil, or brine, and sterilized. Without the use of any unnatural preservatives, the result is natural fish with taste that’s unlike anything you’ve had from a can. We offer amazingly diverse and exclusive flavors that really excite guests in multiple preparations.

Try our Sardines in Hot Tomato Sauce or Curry Tuna in a bold salad, sandwich, or appetizer. Or try the refreshingly impeccable taste of Bom Petisco Tuna in Vegetable or Olive Oil. The wide variety of flavors along with the quality make these products easy and convenient to use in any recipe or simply serve right out of the tin. Bon Appetit also offers delightfully tender Squid in Garlic Sauce or

Stuffed Squid in American Sauce. The mild, fresh taste of the Squid is deliciously complemented by the well-seasoned, flavorful sauces.

It’s no wonder Bon Appetit and Bom Petisco both start with “good.” With Bon Appetit loosely translating from French to “(have a) good meal” and Bom Petisco in Portuguese meaning “good snack,” one thing is abundantly clear, using great ingredients and harvesting methods results in a product that is good for the planet and for the tastebuds. All options are available by the case. Talk to your Samuels Agent for more information.

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Welcoming Spring with Astan Tuna

Chefs Corner



Chef Anne Coll

Questions or Comments?
Chef Anne will be happy to assist.
800-580-5810 x6555
AnneC@SamuelsSeafood.com



Photo by: Paul Stamegna

By Chef Anne Coll

March is upon us once again. For Samuels and Son that means we are hard at work preparing for Seafood Expo, Boston 2020. It is an exciting time for everyone at Sammy's getting ready for the biggest seafood expo in North America. We have many great sponsors this year and we are very excited to be working with Astan Tuna. This particular Yellowfin Tuna is responsibly sourced, packaged beautifully, and is fantastic to eat in any setting.

Astan Tuna, for me is a pleasure to work with. The clean flavor and depth of color lend itself to many different raw applications. Whether it Astan Tuna crudo, tartare, sushi, carpaccio, or sashimi, it is a pristine product that makes for a stunning plate presentation with a wonderful clean flavor. One thing that makes Astan Tuna so special is the packaging. Astan Tuna arrives at peak freshness to preserve quality and shelf life of the Tuna. The blooming process of Astan Tuna helps the beautiful ruby color of the flesh really shine through.

Tuna crudo is one of my favorite dishes and Astan Tuna is the perfect fish for this raw application. Thinly slice the Tuna and brush with a combination of Santa Ines Extra Virgin Olive Oil and yuzu koshu

before seasoning with a togarshi sea salt. The crunch of the tempura nori chips add to the velvety texture of the fish. Next, garnish the Tuna with shaved radish and wasabi tobiko caviar to brighten the Tuna crudo.

There are so many center of the plate options for Astan Tuna. It makes a stunning entrée lightly seared and sliced on a bias. I like to pair it with sautéed baby shanghai bok choy, brown beech mushrooms, taro pancakes, and a lemongrass and ginger emulsion. These Asian flavor profiles meld well with Astan Tuna and make the beautiful color really pop.

Astan Tuna is a great addition to any restaurant menu. It lends itself to be used in a variety of applications and with many different flavor profiles. The packaging of Astan Tuna guarantees it freshness, shelf life, taste, and color, which makes it a knockout product for anyone to use. We are excited to be highlighting this great Tuna at the Seafood Expo, Boston 2020 and show the versatility and quality of the Astan Tuna. We hope to see you at the show!



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 PureFish

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