



July 2020

FISH TALES™

A Samuels Seafood Magazine

Oishii
SHRIMP



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-New York Steelhead Trout!

Spotlight

Steak 48

Well Worth the Wait!



Steak 48, the long awaited new restaurant originally slated for a mid-March opening in Philadelphia, will finally make its debut in July. But only after the city gives the go-ahead for restaurants to reopen their dining rooms for inside service. The global COVID-19 crisis and the subsequent business closure and stay-at-home orders that were imposed upon the region held up the restaurant's opening by more than two months.

"Our projected opening is now at the end of July," said Robert Watson, Executive Chef at Steak 48 and Philadelphia native. "We are hopeful and optimistic that this will be after the City of Philadelphia enters the Green Phase of reopening. However, the safety and comfort of all of our employees and guests is our topmost priority. So we will not open until we are 100 percent ready."

It is the third location of the Steak 48 brand, a concept brought to life by brothers Jeffrey and Mike Mastro, perhaps the two most recognized names in contemporary steakhouse culture. The first location opened in Houston in 2016 and was followed by another in Chicago's swanky River North neighborhood in 2018. Though months behind schedule, the Philadelphia location, will hardly go unnoticed. And surely it will be a restaurant well worth the extra wait. Overlooking the city's Avenue of the Arts, the 12,000-square-foot bi-level space radiates a cool contemporary sense of sophistication without being overtly stuffy or ostentatious.

"The restaurant was built and designed to offer a wonderful and unique experience to each guest," Chef Watson said. "Our other concepts follow these same guiding principles, but based on the location in the historic Atlantic building on Broad Street, this Steak 48 location will be unique to Philadelphia."

The 450-seat steakhouse's interior is split up into a small collection of intimate nooks and niches that belie its sprawling footprint. Multiple spacious dining rooms, a floor-to-ceiling, glass-enclosed expo kitchen, dining suites in the kitchen and a spacious

bar present guests with a variety of warm and welcoming settings that offer the flourish and flair of upscale dining while remaining cozy and comforting at the same time.

Obviously, steaks star in the lead role, but are supported by a myriad of exciting, fun and delicious dishes. Featured Prime grade and Wagyu steaks and chops run the gamut from bone-in ribeyes and New York Strips to Colorado racks of lamb. Furthering the luxury dining experience, Steak 48 also boasts an impressive selection of decadent seafood dishes, like Shetland Island Scottish Salmon, Dayboat Sea Scallops, Maryland style Crab Cakes and sashimi grade Tuna. A raw bar will offer daily selections of Lobsters, colossal Shrimp cocktail, iced Alaska King Crab legs and a daily changing selection of East and West Coast Oysters, shucked to order. In addition to traditional raw bar options, Steak 48 offers new and innovative chilled and raw offerings, like Hawaiian poke and Lobster cocktail.

"There are so many wonderful options for seafood and shellfish at Steak 48," Chef Watson said. "The only constant is, it must always be the freshest possible and the best available."

At the bar, guests can order from a wine list that boasts as many as 50 varietals by the glass, and more than 650 more by the bottle. Skilled bartenders will shake and mix hand-crafted cocktails to order that spotlight local ingredients. In addition to wine and cocktails, Steak 48 will also offer an impressive selection of local craft beers.

Steak 48 is a family-run brand owned and operated by brothers Jeffrey and Michael Mastro, their father Dennis Mastro and partner Scott Troilo. The concept draws inspiration from Steak 44, the team's Phoenix-based steakhouse that opened in 2014. In the months ahead, the group will work to open another Steak 48 location in Charlotte, North Carolina.

For more information visit Steak48.com.

Employee's of the Month



Lisa Tiscavitch, and Pamela Haynes

Lisa Tiscavitch first came aboard at Samuels back in 1998. Since then, she has earned a reputation as one of our most valued employees. Whether coordinating Giuseppe's Market, the Seven Fish Club, troubleshooting issues, or selling seafood, she goes above and beyond without ever losing her cool.

Pamela Haynes has been with Samuels as a night customer service rep since 2011, and always steps up to meet new challenges, making her an equally invaluable asset. Congratulations Lisa and Pamela for always doing such a great job.

FISH TALES Magazine

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Oishii Shrimp, a Difference You Can See and Taste



It's no exaggeration that Oishii Shrimp is the most revolutionary seafood product introduced in a generation. The repercussions from last year's rollout still echo throughout the industry. The groundbreaking Shrimp has set a new standard for premium, frozen easy peel Shrimp. It is the first product of its kind that is processed live, and rapidly culled and frozen to preserve flavor and quality like no other before it. Oishii shrimp go from swimming to frozen in just four hours, and is produced without the addition of any chemicals or preservatives.

It's a difference you can both see and taste. Upon first glance at the Shrimp's vibrant red banding, it is obvious that the visual appeal and plate presentation possibilities are second to none. Rapid hand-processing of live product ensures Oishii Shrimp retain its natural color. Raised without any chemicals, added hormones, phosphates, antibiotics or other artificial preservatives, means that Oishii Shrimp always put forth an unadulterated sweet, natural flavor, firm texture and a satisfying snap with every bite. Ingredients are simply Shrimp, water and salt.

Through dedicated small-batch, sustainable Shrimp farming methods, proprietary pond construction, cutting-edge farming techniques, and strict water quality monitoring, Oishii produces an amazing, clean eating Shrimp that is incomparable to any other frozen seafood product.

Whether poached or steamed for a simple Shrimp cocktail, sautéed for pasta or curry, or grilled for tacos or skewers, Oishii Shrimp's exceptional flavor and appearance will take any dish to an entirely whole new level. It's only fitting that Oishii gets its name from the Japanese word for delicious.

Harvested in a manner that's similar to pork, cattle and poultry industry practices, Oishii Shrimp arrive at the processing facility live. Unlike typical Shrimp processing, where harvested Shrimp is extracted from the water and then travels hours – sometimes days – from aquaculture ponds to processing facilities, Oishii Shrimp's ponds are strategically located minutes from the processing facilities. The Shrimp is transported live in proprietary aerated barrels. Once at the facility, it is rapidly chilled which immediately euthanizes the shrimp. The process is humane and preserves the quality, vivid color and natural flavor and texture. Nearly a decade of research went into developing this innovative process. The short processing time ensures that the Shrimp's striking natural color, pristine flavor and pallet-pleasing texture is perfectly preserved.

In addition to extraordinary visual appeal, taste and texture, Oishii Shrimp is also an environmentally sound option. The product carries a 3-Star Best Aquaculture Practices (BAP) certification and is produced under strict supervision and guidance to ensure the highest level of quality is achieved. The producers are currently working toward attaining a 4-star rating. What's more, Oishii Shrimp is currently on track to reducing its carbon footprint by as much as 25 percent by 2025, and is one of the first Shrimp producers to conduct human rights due diligence to ensure fair labor practices. Oishii Shrimp is currently available in most popular sizes, including U8, U10, 8/12, 13/15, 16/20, 21/25 and 26/30 counts packed in 1 lb and 2 lb packs, with larger and smaller options coming soon. Oishii Shrimp in 21/25 count will be on sale for the entirety of month of July.

In The News...

Restaurants Re-Open...



Following two-plus months of restaurants going completely dark, or at the very least operating on a take-out only format, finally there's light at the end of the tunnel. Restrictions put in place to mitigate COVID-19 are cautiously being rolled back across the country, and here at Samuels we are encouraged to see an increasing number of our customers that are bringing their businesses back online.

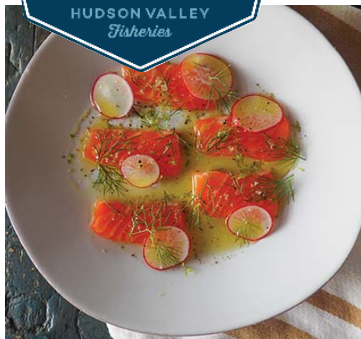
Florida was quick to begin reopening, allowing restaurants at first to serve guests outdoors, and later inside, provided the appropriate precautionary and distancing measures are implemented. Though seemingly small steps, it comes across as a great and very welcomed leap forward for a jittery industry that's been on the brink of oblivion. Similarly, Samuels custom-

ers in Las Vegas can now operate at 50 percent of their indoor capacity with tables and booths spaced six feet or more apart and all staff clad in protective face masks. In our nation's capital, outdoor dining was approved in late May, followed by indoor dining at 50 percent capacity in early June. Maryland and Virginia followed suit. In Philadelphia, outdoor dining was permitted in mid-June, but indoor dining remains up in the air.

At press time, outdoor dining was approved across New York state, with the exception of Manhattan and surrounding boroughs, which were on track for early July. Indoor dining is not expected to resume until late July or early August.

Sustainably Raised Steelhead Trout From Hudson Valley: *Local, Sustainable, Traceable and Delicious*

by: Heidi Raker



Beloved on the West Coast, Steelhead Trout (aka Rainbow Trout, *Oncorhynchus mykiss*) has increasingly become a popular species in the Northeast thanks to a land-based recirculating aquaculture systems (RAS) facility in Hudson, NY: Hudson Valley Fisheries (HVF). Branded as New York Steelhead, this responsibly raised Steelhead has an outstanding fresh, clean taste, brilliant orange color, velvety texture and versatility. With 1.3 grams of omega-3 fatty acids and 19.3 grams of protein per 4-ounce portion, New York Steelhead is as nutritious as it is delicious, and a bit leaner than Pacific Salmon.

With its bio-secured farm strategically located 120 miles from Manhattan, Hudson Valley Fisheries (HVF) is able to get its Steelhead into NYC, Philadelphia and other regional markets within hours of humane harvesting. The company offers whole and portioned pin-bone-removed fillets in custom trims and head-on gutted from fish weighing four to six pounds on average. New York Steelhead is sashimi-grade and ideally suited to raw, cured and cooked preparations.

Inspired by a commitment to food security and environmental stewardship, HVF was founded in 2014 with a goal to protect wild populations and the environment through its RAS model. Pairing expert husbandry with groundbreaking technology, HVF provides an ideal growing environment for Steelhead from egg to harvest. Every aspect of its business model is designed to keep its carbon footprint small, from the short distance its trucks drive to deliveries to using fish waste streams for nourishing plant growth at the adjoining hemp farm. Having a central location eliminates the environmental costs of trans-Atlantic transportation and means fresher product reaching customers faster, often within 48-hours of harvest.

Using eggs with superior genetics from Washington state, HVF runs its land-based bio-secured operations entirely from hatching

through harvesting exclusively on its Upstate New York premises. Thus, there's no need for antibiotics nor vaccinations, meaning limited detrimental impacts to the local environment and wild species (no risk of escapes). HVF recycles 98.9% of its freshwater.

New York Steelhead are fed a responsibly-sourced, BAP-certified and balanced diet of natural antioxidants, proteins and lipids free of soy, corn, feather meal or GMOs.



HVF's state-of-the-art facility contributes to sustainability and a small carbon footprint thanks to low head biofilters, automated feed systems, ambient and in-tank temperature controls. HVF is recognized by Monterey Bay Aquarium Seafood Watch as a Green "Best Choice," Best Aquaculture Practices, Fish Choice, Ocean Wise Sustainability, New York State Grown & Certified and Smart Catch by the James Beard Foundation.

Several restaurants in New York City emphasizing locality and sustainability, have replaced all of its Salmon offerings with New York Steelhead. As retail, restaurant and foodservice seafood buyers, along with consumers, rally around sustainable sourcing, strategically located farms like Hudson Valley Fisheries will be ideally positioned to provide fresh, healthful, delicious eco-friendly products that speak to growing "buy local, eat local" mindset.

Coming soon: Hudson Valley Fisheries Cold and Hot Smoked Steelhead. To find out more, visit www.HudsonValleyFisheries.com.

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Oishii the Perfect Shrimp For Summer Time

Chefs Corner



Chef Anne Coll

Questions or Comments?
Chef Anne will be happy to assist.
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By Chef Anne Coll

Summer is finally here! The beaches are open and we are finally beginning to enjoy this great summertime weather. Oishii Shrimp is the perfect protein to enhance any summer time meal. The crisp sweet flesh goes with so many flavor profiles and cooking techniques. These Oishii Shrimp are great because they are already deveined and easy to peel. These Shrimp also do not shrink and stay true to their size, which make them perfect for any application. Oishii Shrimp are perfect for restaurants because of the quickness they can be cleaned and ready for service. These crustaceans are also perfect for any home chef due to how easy they are to peel and cook, whether you are grilling, poaching, frying, steaming, or sautéing them. Oishii Shrimp are definitely a crowd pleaser.

Oishii Shrimp are wonderful for Shrimp cocktail. These Shrimp have a firm flesh and good snap when chilled which is perfect for any chilled application on a warm summer day. I like to pair Oishii Shrimp with lots of citrus, chili, fresh herbs, and avocado for a light and refreshing summer dish. Oishii Shrimp are also great grilled with a touch of lemon and paired with grilled summer vegetables. These Shrimp enhance any dish and they are quick to prepare and

so satisfying to consume.

On a hot summer day, I like to pair Oishii Shrimp with a light salad. For the Oishii Shrimp, I lightly poach the Shrimp in a court bouillon with white wine, herbs, lemon, garlic and a bay leaf. The Oishii Shrimp are then marinated in olive oil with fresh chilies, lemon, lime, salt and pepper and coriander. I like to pair these sweet Shrimp with champagne mango, English cucumbers, and avocado. Its light and refreshing and a delicious way to enjoy these pristine Shrimp.

Oishii Shrimp really are a treat to eat. They are harvested and processed to maintain the best quality, taste and freshness. The snap of the Shrimp and the sweetness of the flesh make these Shrimp the perfect protein for any restaurant or any home. They are easy to peel and are already deveined which make them a fast and easy protein for any meal. Oishii Shrimp can transform any dish to the next level. The versatility of these Shrimp make them a sure winner whether they are the center of the plate or an appetizer they are sure to please any guest.



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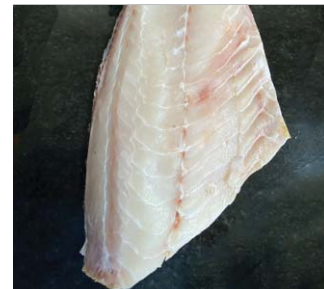
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July 2020



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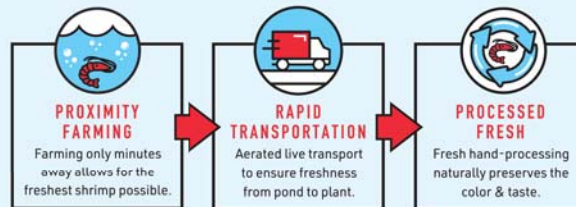
VIBRANT &
COLORFUL
SHRIMP WITH
EXCEPTIONAL
TASTE & TEXTURE

SHRIMP USING
TRADITIONAL
FARMING METHODS

Oishii
SHRIMP

SHRIMP FARMING PERFECTED

Oishii [oh-ee-shee] Shrimp are harvested through dedicated small-batch farming methods then transported live for fresh processing. This unique farming practice results in a fresher tasting shrimp that retains an abundance of flavor upon freezing.



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