



August 2020

FISH TALES™

A Samuels Seafood Magazine



PACIFICO
STRIPED BASS

In this Issue:
*New Pacifico Striped Bass -
Perfect for Every Application!!*

In the Spotlight:
Sushi Taro, Omakase for the Connoisseur

In the Current:
Summer is the Best Season for Local Fresh Catch

Spotlight

Sushi Taro

Omakase for the Connoisseur

by: William Bradford



Led by brothers Nobu and Jin Yamazaki, Washington, DC-based Sushi Taro is known for an approach that is best described as a balance of artistic and authentic. With July's announcement that the Michelin-starred sushi staple would continue operating on a take-out only schedule, area diners breathed a collective sigh of relief. Since its debut back in the '80s, it has been the go-to for an unrivaled dining experience.

In 1986, Nobu and Jin's father, a Japanese businessman, decided to help his brother-in-law transform his restaurant in Dupont Circle from Chinese to sushi. It was a business savvy decision to make the change, considering the new sushi craze that was then blossoming in cities across the US. After bringing in chefs from Japan, Sushi Taro was born. Just a teenager at the time, Chef Nobu moved to the US without knowing any English. A few years later, he enrolled in the Corcoran School of Arts and Design and eventually graduated with a Fine Arts degree. Shortly after graduation, Nobu was looking for some solid work and began working at the restaurant before embarking on a three-year culinary apprenticeship in Japan.

Upon returning to his family's restaurant, Nobu recalls that the first several years behind the counter consisted of hard work – and more hard work – until his artistic skills finally came into play. "I was lucky it was my family's restaurant, I had freedom to create many different dishes. That's when my experience at the art school came into my work," Nobu says.

Nobu and Jin eventually fused their creativity with ambition and transformed what was once a standard tempura and Salmon friendly sushi bar into one of the most authentic Japanese restaurants DC had ever seen. Anyone who has experienced its one-of-a-kind dining knows that when you think of Sushi Taro, you think of omakase. This restaurant has a long history with the popular style of dining in which the chef serves guests hand selected dishes that are the most seasonal and of highest quality that night. For Sushi Taro, it's an opportunity to dazzle

diners. "We just wanted to give options to our customers who want to try something different," Nobu says. He says the trust between a chef and the guests can lead to an unforgettable, blissful experience. Sushi Taro's omakase experience is a personal one. One in which Nobu knows what his regulars like and dislike. Meanwhile, he knows how to work the bar and provide first timers an experience that suites their tastes but opens them up to new things at the same time.

Imaginative and authentic are two words to describe some of the mouthwatering options Sushi Taro offers. Imagine a Red Crab Leg marinated in a jalapeño-infused soy sauce and served sashimi style. Another highlight is Nobu's tomato-cured dry aged Tuna. Full bodied classics such as Japanese Mackerel and Anchovies are a few of Nobu's favorites to serve raw. He has a well-instilled love for wild caught Japanese fish due to the care and respect that goes into upholding its pristine quality. Nobu said a fish doesn't have to be rare or expensive, it just has to taste good! Lately, Nobu is enjoying working with Wild Alaska Salmon because he is so pleased with the quality and freshness this seasonal fish has to offer.

While Washington DC is open to indoor dining at limited capacity, Sushi Taro made a confident decision to open up as takeout only. Nobu and Jin want their staff and customers to enjoy their food without the chance of a busy, crowded restaurant posing a risk.

Think about it, sushi is the perfect food for take-out. There is no need to reheat or place in the refrigerator. It's prepared, packed and easy to eat. What better to way raise your spirits than house-made udon noodles or fatty Tuna? Two things you'll be delighted with at Sushi Taro in Washington DC.

Check out @sushitarodc on Instagram or visit them online at sushitaro.com

Employee of the Month



Tony Fontanez

Antonio Fontanez, AKA Tony, is now a two time winner of Samuels Employee of the month. With over 10 years of service he never misses a day, and always shows up with a smile on his face! Tony is an expert Cutter, and he really knows his fish - literally inside and out. Expertly skilled at multiple cuts Tony has no problem helping our Samuels Agents with special requests. He even assists the Samuels Buyers by examining and reporting back consistently on quality. Thank you Tony for knocking it out of the park every time!

FISH TALES Magazine

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Pacifico Bass: Purebred Striped Bass Raised In Pristine Deep Ocean Waters



Travel down the west coast of Baja California, and you're bound to see flocks of unique sea birds migrating and fur seals lounging on rocks, all thriving in the 2.7 million protected acres of the Pacific Islands Biosphere Reserve. Nestled within the marine sanctuary, you will find Isla Todos Santos, home of Pacifico Striped Bass. Pristine, deep ocean canyon waters make Pacifico Striped Bass among the purest found anywhere.

Pacifico Striped Bass are open-ocean raised true Striped Bass (*Morone Saxatilis*), known on the East Coast of the US as Stripers or Rockfish – not to be confused with the hybrid species currently farmed in freshwater ponds and lakes.

The purity of its natural habitat makes Pacifico Striped Bass a stand-out to chefs and home cooks alike. Pacifico Striped Bass has a clean mouth feel and a semi-firm texture. Striped Bass is famous for its versatility. The fish is ideal to cook with, because the fat content allows for many preparation methods, including whole, raw, grilling, poaching, and braising. Cooked, it has a flaky texture with a skin that crisps beautifully. Striped Bass has been a prized catch of East Coast fisheries for centuries. The ocean-raised Pacifico Striped Bass maintains an appearance, flavor, and texture that holds up to any type of preparation, as evident with its placement on menus of top chefs from coast to coast.

For more than a decade, Pacifico has worked with industry leaders to pioneer a state-of-the-art sustainability model that is better for the community and better for the future. Pacifico Striped Bass is the only four-star Best Aquaculture Practices (BAP) striped bass – the highest designation in the BAP program. Each step of the Pacifico operation is BAP-certified, including the farm, processing plant, hatchery, and feed mill. Pacifico Aquaculture is the only dedicated Striped Bass hatchery in the world, and proudly the first operation in Mexico to obtain four-star BAP certification. Pacifico operations are located only 70 miles from the U.S. border, giving it quick and easy access to principal markets, ensuring the highest quality and freshest product from farm to table.

The old adage that it's not just good, it's good for you rings true, as Pacifico Striped Bass is proud to be a partner of the American Heart Association's "Heart Check Certification" program. The fish are one of only a handful on the list, designating that meets or exceeds all of their nutritional requirements to be classified as a "heart healthy food." Pacifico, in fact, has nearly double the amount of EPA and DHA omega-3 fatty acids required for designation.

"Our vision is to be a restorative force within our community, our industry, and to our species—the true, ocean-raised striped bass," Co-CEO Daniel Farag said. "As the global population rapidly approaches 9 billion people, there is an increasing need for high quality protein."

"In the beginning we set out to build an environmentally and commercially viable business practicing the most responsible form of aquaculture possible," Co-CEO Omar Alfi added. "Our goal is to continue to innovate and to demonstrate to the world the unique and powerful brand of aquaculture that we are practicing right here in Baja California, Mexico."

Pacifico Aquaculture engages and supports local communities by providing meaningful jobs, ongoing training and education. By expanding the legacy of skilled and ethical aquaculturists, the company works toward building Baja California as a global hub for sustainable ocean farming.

Pacifico Aquaculture is committed to sustainable aquaculture practices and actively manages all aspects of the fish's lifecycle. This commitment allows Pacifico to honor the natural environment while reducing pressure on wild fish stocks and ensuring a consistent supply of sustainably grown high quality striped bass for culinary professionals and consumers.



What's more, Pacifico Aquaculture has built the first ever commercial Striped Bass hatchery in the world at its Ensenada, Baja California headquarters. In the hatchery, they are able to spawn 5 - 10 year old broodstock throughout the year, ensuring a consistent supply of fingerlings and providing full traceability of the product.

The fish are stocked with plenty of room to swim and grow in floating sea cages at an ocean grow-out site on Todos Santos Island. Positioned on the lee side of Isla Todos Santos, the strong currents act as a natural filter to help water flow through each of the pens, allowing water to be entirely recycled every few minutes. They swim in the clear, cold, clean waters of the Pacific until they reach market size, which typically takes 18-24 months.

In times of crisis, as we've just witnessed, the challenges of, and strains on our food system become even more apparent. Pacifico Aquaculture has committed to rising up to those challenges and innovating solutions, and continue to be a leader in this field, working to ensure the health and long-term viability of Striped Bass, the health of our collective communities, and the health of oceans.



August Is Prime Time for Local Seafood



Capt John: F/V Capt John docked at Viking Village, Barnegat Light, NJ

August is one of the best times of the year for local seafood, especially along the East Coast of the USA. Temperature and ocean conditions are ideal for fish and fisherman. As summer winds down, the waters from the Florida Keys all the way North to the Grand Banks of Newfoundland are teeming with beautiful and delicious sea creatures.

We have the Gulf Stream to thank for this. It circulates warm, equatorial ocean currents up the East Coast of the United States. Along the way, upwelling brings nutrient-rich water from the depths below, which promotes the growth of plankton and seaweed. This attracts small, feeder or forage fish. In turn that draws larger predator fish, which it just so happens are typically the species we all love to eat.

Due to the close proximity, local seafood tends to be more sustainable when harvested responsibly. Boats are out to sea for less time and the fish itself travels shorter distances going to market once it is landed. This means less fossil fuels are consumed both on land and at sea, and reduces seafood's overall carbon footprint. What's more, closer means fresher. The less time fish spend traveling, the better the quality and longer the shelf life. In recent years, average restaurant-goers have become increasingly aware of and concerned with sourcing and sustainability, especially when it comes to seafood. It behooves chefs and restaurateurs take notice and entertain their customers changing tastes. One simple way to capitalize on this is to spotlight local seafood on their menus and specials chalkboards.

Just as feeder fish and their predators troll the Gulf Stream's currents in search of their next meal, American fisherman have sailed these abundant waters for the exact same reason going back centuries. When you buy, serve and eat local seafood, not only do you get fresher, higher quality product, you help support the fisherman who caught it, their crews, the docks where they offload and the local, coastal communities where they are located. This country was largely built upon this trade, and continues to rely on it as means of economic opportunity to this day. Now more than ever, in this era of COVID-19 and a stalled economy, these hardworking American fishermen and their communities depend on this business for their livelihoods.

During this prime seafood time, dayboats set sail for Scallops, Fluke, Black Bass and Wild Striped Bass in the Mid Atlantic. In recent years,



Scallops: Behold the world's best scallops, harvested off the NJ coast

rising ocean temperatures have brought warm water species like Mahi Mahi and even Cobia up from Southern waters this time of year. It's certainly not the norm, but when they are running, the fish are fabulous. Less exotic species like Porgies and Sea Robbins are more common, while all manner of clams from Topnecks to Little-necks, and Oysters are cultured and harvested off the majority of the East Coast. Crabs, which are synonymous with summer, are at their peak of perfection. Whether its soft shells or hard, Samuels leverages longstanding relationships with crabbers from the Carolinas to the Chesapeake and even New Jersey to meet the seasonal demand.

From the South, we get Mahi Mahi, Wahoo and American Red Snapper. Tuna – Bigeye, Yellowfin and Albacore – navigate the Gulf Stream, feeding on migrating fish South to North and back again. Further North, skilled fisherman hunt giant Bluefin Tuna and Swordfish with harpoons to ensure the catch is pristine when they hit land. Trip boats voyage to the historic fishing grounds, the Grand Banks, for Swordfish, Cod, Haddock and Mackerel. Along the coast of Maine Lobsters, Shellfish, Monkfish and Halibut are staple catches.

To get in on this tremendous bounty while it's at its absolute best, contact your Samuels Agent today and inquire about what's fresh and local.



**Samuels
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Perfect for all Your Recipes

**Pacific
Blue
Crabmeat**
Pasteurized Crabmeat

Fresh Picked Taste!
Mildly Sweet, Delicate Texture

Hand Picked, Wild Caught, Responsibly Harvested

Pacifico Bass: Cool Tropical Fish for Hot Summer Days

Chefs Corner



Chef Anne Coll

Questions or Comments?

Chef Anne will be happy to assist.

800-580-5810 x6555

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By Chef Anne Coll

The summer months are ending. Many of us are trying to stay out of the heat and enjoy our time at the beach, lake or any swimming hole we can find. During these hot and humid dog days of summer, many people including myself are grilling and eating lighter. Pacifico Striped Bass is the perfect protein for summertime eating. It is versatile and goes with many flavor profiles and cooking methods. The waters that the Pacifico Striped Bass are raised in give the fish a clean and delicate flavor that is unparalleled to other farm-raised striped bass.

During these hot and steamy days, I tend to enjoy preparing crudos and ceviche. Pacifico Striped Bass is perfect for this application. Produce is flawless and abundant this time of year, and helps to elevate any crudo or ceviche you can make. I love to prepare a simple crudo with the Pacifico Striped Bass. It is simple and delicious. The fish is thinly sliced and seasoned with sea salt and fresh pepper, St Ines Olive Oil, zest and juice of lemon and or lime, a chiffonade of any fresh herb, thinly sliced chili, and a small dice of melon and cucumber. The melon and cucumber add sweetness and texture to the delicate flesh of the Pacifico Bass.

Another great way to showcase Pacifico Striped Bass is to roast or grill it whole. Eating a whole fish head-to-tail really lets you experience the entire fish. This is a great center of the plate for any restaurant or home cook. It is great for two people to share as an entrée or for any backyard BBQ. Grilling or roasting a whole fish is easier than many people think. I like to season the whole fish with olive oil, sea salt, pepper, zest and juice of one lemon. I then stuff the cavity with any fresh herbs I have from my garden, a few smashed cloves of



garlic, and a few slices of lemon. Preheat the oven to about 400 degrees, place the bass on a sheet tray or baking dish and roast in the oven for about 30 minutes for a 2lb fish. To check the doneness of the fish, place a paring knife through the back of the fish, let it sit in the flesh for a few seconds. Pull the knife out. If it is warm, it is done. I use the same seasoning method for the grilled version. The grill should be on medium high and the grates should be well oiled. The Pacifico Striped Bass will take about 10 minutes on each side. This grilled or roasted whole bass is a great summer treat and pairs well with all the local farm fresh vegetables of the summer and a nice glass of Rose.

Pacifico Striped Bass is a great treat anytime whether it is raw or cooked. Its succulent and clean tasting flesh is a great addition to any meal. This sustainable protein is great on any menu or dinner table. Pacifico Striped Bass' versatility makes it the perfect fish to enjoy in many different ways.



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Samuels and Son Seafood
FISH TALES Magazine
August 2020



A TRUE STRIPED BASS



THE WORLD'S ONLY OCEAN-RAISED TRUE STRIPED BASS

Rich, Firm and Flavorful - Pacifico Striped Bass have a clean mouth feel and a semi-firm texture. Striped Bass is famous for its versatility. The fish is ideal to cook with because the fat content allows for many preparation methods, including whole, raw, grilling, poaching and braising. Cooked it has a flaky texture with a skin that crisps beautifully.



PACIFICO
STRIPED BASS