



October 2020

# FISHTALES

A Samuels Seafood Magazine



JAIL ISLAND

ATLANTIC SALMON



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# Spotlight

## Weavers Way Co-op

Philadelphia

by: Kate Emick



Apollo Heidelmark



Have you ever been to a grocery store where most of the customers are also the employees and the owners? If not, then you probably have not been to a Co-op before. This is just one of the things that makes Weavers Way Co-op unique.

Weavers Way first opened its doors in 1973 as a buying club, located in a local church basement. People would shop weekly from a limited selection of items, but as time passed, some of the customers wanted more than just a buying club; they wanted a store. Over time, customers began to contribute \$10 each, and the first Co-op location in Mount Airy started to grow.

Weavers Way Co-op has three grocery store locations in Mount Airy, Chestnut Hill, and Ambler, and a farm market located in Philadelphia at Saul Agricultural High School on Ridge Avenue. Weavers Way prides itself on the large selection of products that it carries.

Anyone can shop at Weavers Way, but by becoming a member, there are distinct benefits. The benefits include discounts, working with a community base, and member profit-sharing. Profit-sharing refers to rebates that members get with money that's left over after the Co-op's bills are paid and can be credited to the member's prepaid accounts. These benefits go hand in hand with the inspiration behind the Co-op because it's all about working together. Norman Weis, Purchasing Manager, who has been in retail of natural food for almost forty years, described the Co-op as a democratic governance that its members owned and governed. Weis says "adaptability, resiliency, and people stepping up when there is a need," are all takeaways from his time at the Co-op.

At Weavers Way, they participate in the Seafood Watch Program. Sustainability plays a vital role at the Co-op as they strive to keep their seafood selection well stocked with environmentally friendly practices in mind. Apollo Heidelmark, Meat and Seafood Manager at Weavers Way, says what he likes most about the Jail Island Salmon is that it's very

environmentally neutral and as natural as possible. He also says that buying local is very important. Jail Island Salmon is sustainably farmed in Canada, a short ride from the farm to Samuels, and then to the Co-op.

The Seafood Watch Program, a project of the Monterey Bay Aquarium, provides a guide that recommends seafood based on the catch methods or farming practices to support a healthy ocean. The Green Best Choice, indicates seafood that has been caught or farmed most responsibly. The Yellow Good Alternative provides additional options, and the Red Avoid category indicates seafood to avoid based on overfishing and the harm to the environment or the catch method.

Samuels and Son Seafood delivers to Weavers Way six days a week. Without a doubt, Salmon is the most popular seafood product in the case, but Scallops are also a fan favorite. Aunt Connie's Famous prepared foods feature products such as sauces, soups, and salads, and have won over the customers' hearts. Heidelmark emphasizes how much the customers enjoy the Fish Cakes, Coleslaw, Potato Salad, and the new Crab Salad. He said, "It's already cooked, they just have to heat it, and it's ready to serve."

With COVID-19, home delivery and curbside pick-up have been huge components for the grocery store. Weis described how it was only a small part of the business before, but once the pandemic hit, it's become so much more significant. Finding alternatives because of product shortages has been key, along with internal cleanings to keep everything running smoothly and safely.

Weavers Way Co-op isn't your typical grocery store; it's a unique shopping experience. The working members, the extensive product selection, and the community focus make Weavers Way what it is today. Check out Weavers Way Co-op online at [weaversway.coop](http://weaversway.coop) and on Instagram @weaversway.

## Employee of the Month



Congratulations to Rich Studnicki, GM – Pittsburgh as August Employee-of-the-Month. Rich joined the Samuels Team a little over a year ago with a strong Logistics and Warehousing background. Rich's even keeled, positive attitude has lead the Pittsburgh Operation and Team through challenging issues during these trying times. From a major power outage to staffing issues, over the past month, Rich stepped up and opened and closed the facility daily to make sure the lights were on, product kept moving through and making sure our customers' needs were met. Thank you Rich for doing a great job, we appreciate all your hard work!

## FISH TALES Magazine

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# Jail Island Atlantic Salmon - The Ultimate Comfort Food for Fall & Winter

By: Virginia Doiron



As temperatures begin to drop, food can bring a great sense of warmth and comfort – especially during these testing times. Warm and hearty dishes are often nostalgic, transporting us back to the memories of childhood through familiar and comforting flavors. Fast forward to Winter 2020, when cooler weather and unprecedented challenges call for food that soothes the soul, but it often comes with a hefty caloric price tag. The notion of comfort food took a wrong turn somewhere along the road – making it something we crave, but ultimately feel bad about eating.

Traditionally, Salmon is not the first meal that comes to mind when thinking comfort, but in the right application, it can be a surprising foundation for Fall and Winter menus that is as delicious and nutritious as it is comforting. Call it comfort food with a 'twist' and without the guilt -- because it shouldn't always have to be a guilty pleasure.

Instead, take pleasure in serving Jail Island Atlantic Salmon for its culinary versatility and exceptional taste that pairs beautifully with the rich seasonings of Fall and Winter. With a delicate flavor and a satisfying medium-firm texture, Jail Island is considered some of the finest quality Atlantic Salmon in North America that's straight from the cold, clear waters of the Atlantic Ocean and delivered fresh to your kitchen, exclusively by Samuels Seafood.

Your kitchen is where you will discover a delicious canvas for so many flavors. Replace traditional proteins with Jail Island Atlantic Salmon for a lighter-fare during the holiday season, or confidently serve it as the center-of-plate in dishes such as a creamy Salmon

chowder, velvety bisque or in a pasta with buttery garlic sauce. A mild fish flavor lends itself well to just about any pairing, proving there is a spot for Salmon on the menu year-round.

Not only does Jail Island Atlantic Salmon offer delicious menu versatility, it holds up to a number of quick and easy cooking methods that help simplify operations. Whether grilled, pan-seared, smoked or roasted, Salmon is sure to make a splash front and back-of-house.

Beyond the incredible health benefits, culinary versatility, and exceptional taste, you can feel even better about serving Jail Island knowing it's the fish that gives back. Samuels Seafood donates a portion of the proceeds from every sale of Jail Island Atlantic Salmon to the Fundy Salmon Recovery Project. The goal of the project is to increase the number of spawning Atlantic Salmon in the inner Bay of Fundy, currently an endangered species. The project has already seen record breaking numbers of wild Atlantic Salmon return thanks to the World's First Wild Salmon Marine Conservation Farm on Grand Manan Island in New Brunswick, Canada. Samuels is proud to support an initiative that is working to enhance and sustain such an important ecosystem and with your help, they will continue to make an impact to the cause with the next Salmon release occurring in early October 2020.

With Jail Island Atlantic Salmon, 'feel good food' reaches a whole new level in your kitchen. This season, find comfort by trusting in Jail Island for reliable, great tasting, and sustainable Atlantic Salmon that will take your menu to new heights with comfort food that not only soothes the soul, but the mind too.



## *In The News...* Defying the Odds, New Restaurant Openings!



In an environment where we have gotten used to seeing our neighboring restaurants closing, it is comforting to see some new restaurant openings.

It's been hard to find a bright spot in the restaurant industry since COVID-19 hit the country in March. Since then, many restaurants have either shut their doors permanently or are struggling financially to keep them open. Restaurants are slowly beginning to open again, with outdoor dining and now indoor dining with limited capacities.

In Philadelphia, Steak 48, scheduled to open in March, had to delay its debut until the end of July. Steak 48 is a family owned, upscale, award-winning steakhouse with three locations in Chicago, Houston, and now Philadelphia serving fresh

seafood such as Crab cakes, Scallops, and Salmon. In the Pittsburgh area, Sangria Y Tapas, a casual family style restaurant and bar serving Spanish and Portuguese cuisine, opened its doors in June. This Ohio based restaurant offers outdoor patio seating and happy hour drink specials to keep customers coming back for more.

In Las Vegas, The Codfather, planned for a mid-December 2019 opening, finally welcomed guests in July. The Codfather presents a fresh take on a traditional British fish and chips and has quickly become a crowd favorite. The menu features deep-fried Cod, Haddock, hand-cut chips, vegan fish, and the British favorite, mushy peas. Open daily, The Codfather offers take-out and indoor seating. We hope there will be more openings in the time to come.



# Thank You, Seafood - A Special Year for National Seafood Month

by: William Bradford



Photo by: @vikingvillagelbi and @couchchronicles

October is National Seafood Month, a month to celebrate the US as a leader in wild & aquaculture seafood, and the positive role it plays in our lives. This year, we are extra thankful for an industry that contributes so much to the American economy, proactively promotes sustainability, and is always there as a healthy, delicious choice.

During the most challenging year in modern history, seafood remained the resilient and robust industry and food source we know it to be. Beef and chicken are both excellent proteins, and we love them! But as early as April, headlines broke everywhere regarding meat shortages, hiked prices, and consumer stockpiling. While much of this was not the meat industry's doing as it was COVID's, seafood stayed out of the "shortage" narrative. Sure, there were interruptions in the supply chain, and businesses continue to work through hardships, but American favorites such as Salmon, Shrimp, and Tuna were readily available.

More than just available, seafood became a champion during COVID in the retail sector. According to Nielsen Data provided in a report by Seafood Source, frozen seafood sales increased by 50.8 percent during the first quarter of 2020, which ended May 31st. Fresh seafood sales increased 26.3 percent during that same period, the fastest-growing protein during the pandemic. More than ever, consumers are demystify the thought of bringing seafood home and cooking it for their families. Perhaps this newly found love of seafood will transfer over to higher demand in the restaurant business. Another benefit for individuals, families, and society is the positive long term health benefits of increasing seafood consumption.

Over the years, health has been a growing consideration for shoppers and diners. After the past several months, it's safe to assume it will be growing even further, especially given the benefits of eating fish and shellfish alike are outstanding. Seafood is rich in omega-3 fatty acids, which is good for your cardiovascular health. Also, these omegas are excellent for your joints and promote brain growth. We all now realize how important health is to every one of us, now let's get healthy the fun way by eating more fish.

There are a lot of Americans working hard to keep us eating fish. The seafood industry employs about 300,000 Americans and contrib-

utes \$60 billion to the US economy. Did you know that seafood is Alaska's number one private employer? It's truly an amazing industry that continues to give back, even during a pandemic.

One example of giving back comes from the Oyster community. Due to a lower demand caused by COVID, there remain many more unused, oversized Oysters in the Delaware and Barnegat Bays off the New Jersey coast. The dedicated folks at Rutgers University and New Jersey's Sea Grant program purchased over 76,000 of these Oysters and transplanted them into Oyster restoration sites in Little Egg Harbor and the Mullica River.

The project aims to demonstrate how to bring more commercial Oyster growers into restoration programs — all for the sake of keeping our Oysters, ecosystems, and raw bars around forever.

Seafood is also the only protein industry that honors the history of consuming wild catch. That is thanks to the National Oceanic and Atmospheric Administration (NOAA). NOAA keeps the US at the forefront of sourcing responsibly from the wild. Every day, NOAA studies, monitors, enforces, legislates, and raises awareness for this vital cause.

Moving forward, let's keep appreciating the protein that was there for us. Seafood stays strong and stays true to the sustainable, healthy, and delicious protein we have come to know and love. Let's show some love this October for National Seafood Month.

## Now Available - Live New Zealand Greenshell Mussels

- Fresh Taste,
- Briny Flavor
- Superior Meat to Shell Ratio
- Large Sized
- Soft Texture
- Low Oil Content
- Versatile Shellfish



Chilled Live Whole Shell

# Autumn is Here and it's the Perfect Time to Enjoy Jail Island Salmon



*By Chef Anne Coll*



**Chef Anne Coll**

Questions or Comments?  
Chef Anne will be happy to assist.  
800-580-5810 x6555  
[AnneC@SamuelsSeafood.com](mailto:AnneC@SamuelsSeafood.com)

Fall is officially here...the nights are getting cooler, the days are getting shorter, and this is the perfect time to enjoy all of the harvest that fall has to offer. Jail Island Salmon is the perfect center of the plate or appetizer to enjoy in these cozy months of fall. The clean flavor profile and succulent flesh lend well to autumnal flavors. You can enjoy Jail Island Salmon utilizing many different cooking techniques, roasting, steaming, grilling, sashimi, tartare, and carpaccio. The options are endless.

During this time of year, I enjoy using the cornucopia of the fall harvest. There are so many root vegetables, hardy greens, and winter squash from which to choose. Jail Island Salmon blends perfectly with hardy vegetables such as Brussels sprouts, bacon, mushrooms, and winter squash. A miso glaze with fresh ginger adds a great aromatic aroma and flavor to Jail Island Salmon. Here at Samuels, we have an abundance of cultivated and wild mushrooms this time of year making for a perfect pairing of earthy flavors. A fricassee of winter squash, mushrooms, Kurobuta Bacon, and Brussel sprouts makes a delightful side dish to Jail Island Salmon. Miso glazed Jail Island Salmon is great seared, broiled, grilled, or roasted on a cedar plank.

We wanted to try something different, so Chef Tony Clark decided to

slow cook Jail Island Salmon and serve it with a Warm Tomato Vinaigrette (pictured above). This technique requires patience as the Salmon cooks very slowly on low heat on one side only. That said, it's pretty simple to prepare, makes for a beautiful presentation, and tastes delicious. Here we have paired it with butternut squash, carrots, fennel, and asparagus.

Jail Island Salmon is also wonderful in a raw application. The clean flavors and firm texture make this a perfect fish to eat as sashimi. It's apple season and fall apples pair very well with Jail Island Salmon whether they are pickled, made into kimchi, or raw in a fennel salad. Apples are the perfect addition to showcase Jail Island Salmon. Thinly sliced Jail Island Salmon goes great with a shaved fennel salad, honeycrisp apples, herbs, pomegranate, and puffed rice crisps.

Jail Island is perfect for any fall menu or for the home table. It is a sustainable fish that provides great nutrition, good value, and a wonderful taste. It is very versatile and can be used in so many cooking applications and different flavor profiles. Fall is a wonderful time of year to enjoy before the doldrums of winter and Jail Island Salmon is the perfect protein to enhance any fall meal.





## MONTHLY SPECIALS

Call your Sales Agent to place an order today!

**Sale Dates: October 1st - 31st**

\*Special Pricing is Reserved for Current Samuels Account Holders and Giuseppe's 7 Fish Club Members Only.

\*Price and Availability Subject to Change.

\*Additional Freight and Delivery Charges may Apply –

Please Consult with Your Samuels Agent for More Information.

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### COLOMBIAN LOBSTER TAILS -

#1 Quality! 9 oz Tails. Sold in Frozen 10 lb Case.

**19.99 lb**



**GOLDEN NECK CLAMS**- Live Ocean Clams. Sold in 50 Count Bags. Caught off Massachusetts.

**10.00 bag**



Photo Credit to Chef Jesse Ito of Royal Izakaya

### BIG GLORY BAY KING SALMON -

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**SLIPPER LOBSTER TAIL MEAT** - Rock Harbor Brand 1-2 oz Tails. Sold in Frozen 10 lb Case. 100% Tail Meat! **19.99 lb**



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# JAIL ISLAND ATLANTIC SALMON

Responsibly Raised in Canada.  
A Portion of Profits Help Restore Wild Salmon!  
Great for Sushi & Sashimi.  
**3-4 lb Skin-on PBO Fillets:**  
**6.99 lb**



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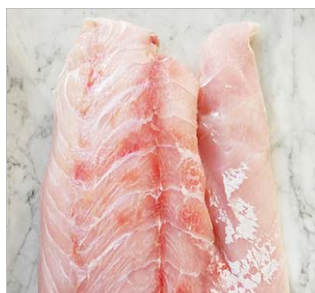
**HOLY GRAIL OYSTERS** - Raised in Chesapeake Bay, MD. Medium Cup. Mild Brine with a Sweet Finish. 100 Count. **.62 ea**



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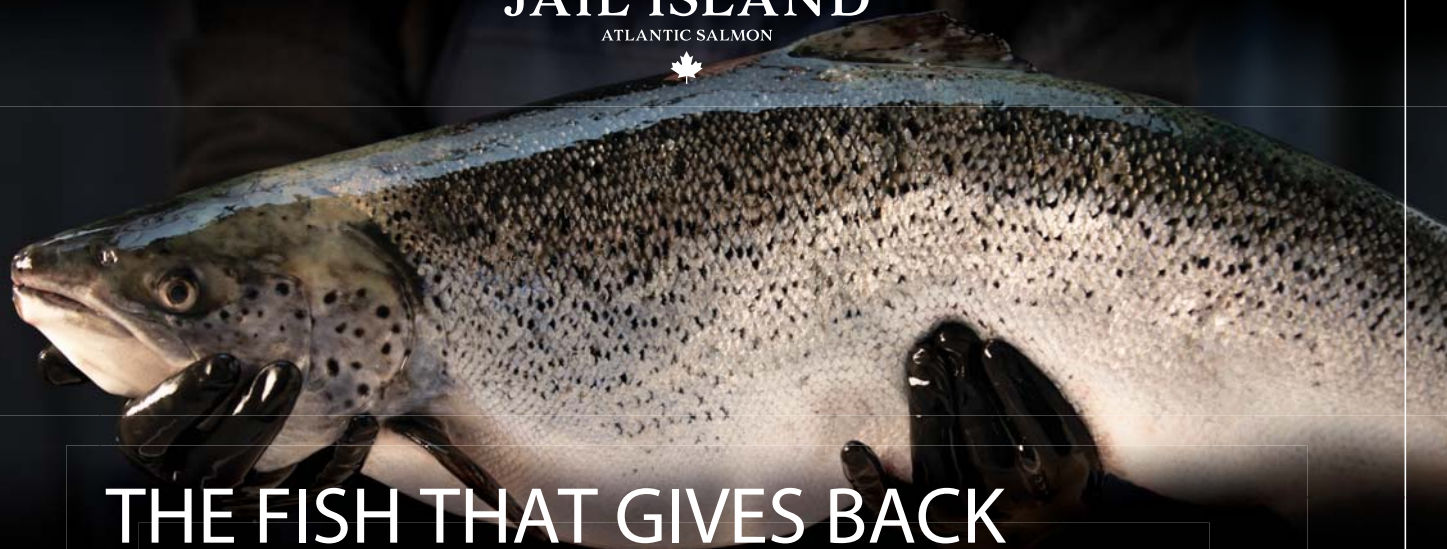


**SHIMEJI MUSHROOMS** - Choice of White or Brown. Sold in 3 lb Units. Full, Nutty Flavor.  
**10.50 lb**

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**JAIL ISLAND**  
ATLANTIC SALMON



**THE FISH THAT GIVES BACK**

AUTHENTICALLY CANADIAN | SUSTAINABLY CERTIFIED | GENUINELY DELICIOUS