



September 2020

FISHTALES

A Samuels Seafood Magazine

**SAPORI
DEL MARE**



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by: William Bradford

Faubourg

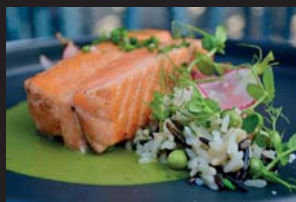
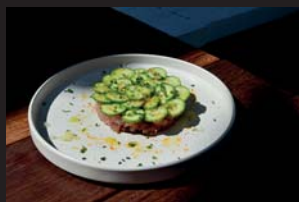
Montclair, New Jersey



Chef Olivier Muller



Dominique Paulin



If al fresco dining is "the new norm," we may as well do it in an extra special way. In this case, it's time to visit Montclair, New Jersey, just 20 miles outside of Manhattan, where Chef Olivier Muller seems to do everything special. From his experience opening restaurants all over the world for Chef Daniel Boulud to his very own chic, bi-level restaurant, Faubourg, Chef Olivier is delighting outdoor diners during a time we need it the most.

The word Faubourg refers to French neighborhoods or districts bustling with restaurants just outside the main city. It's a perfect name for this North Jersey spot where Chef Olivier himself commutes from Manhattan. In its former life, the space where Faubourg is located served as a bank and later as a theatre. That is, until Chef Olivier and his friend and business partner, Dominique Paulin, were amazed by the dramatic appeal of the building in 2018 and started construction. Large front windows lead you to an impressively sized, modern indoor dining and bar area, and the now heavily utilized outdoor area.

As a teenager, he cooked in his hometown of Strasbourg, France, eventually, he found himself at the two-star Michelin restaurant Le Cerf. After meeting and working with his mentors, Chef Michel Husser and Philippe Jego, in France, Chef Olivier got the travel bug and moved to a city with a food scene he had heard about...New York. At 25 years of age, he met Chef Daniel Boulud and began at Café Boulud, where he admired Chef Daniel's talents and style. "I was impressed by Daniel's energy and the synergy of his restaurants. He had everything I looked for and what I stood for as a chef," Olivier says.

Chef Olivier went on to become Executive Chef of db bistro moderne and then Corporate Chef of Boulud's Dinex Group in 2010. A successful partnership between Olivier and Daniel included restaurant openings in NYC, Miami, Toronto, Montreal, London,

and Singapore. After this worldwide culinary takeover, Chef Olivier says he began dreaming of opening a location of his own. He then joined forces with Dominique Paulin, whom he worked with under Daniel Boulud. Dominique now serves as Front of House Manager.

There is an obvious French inspiration to the menu with an extra modern flair as well. Plus, Lemon Sole & Summer Beans prove that seasonality and quality is Olivier's most true inspiration. He mentions simplicity as a trademark of his style. "My interpretation is cooking light and nothing unnecessary. I like balanced, focused dishes," he says. While many think of cream and butter with French cuisine, lunch favorites such as Lobster Rolls and Bahn Mis remind us that he has trained all over the world. Additionally, time spent with his wife's family in Greece has played a role as well. Oysters always have a strong presence on the menu. Olivier mentions he always has 3-4 east coast and 2-3 west coast Oysters on the menu at all times. Currently you will find New Jersey's very own "Sugar Shacks" and Massachusetts's "Great White" Oysters. Whether grilled or served as a cocktail, Olivier greatly enjoys Oishii Shrimp because of the consistency, bright color, and sweet flavor. "Guests trust us for fresh seafood, that's why it's important I keep a close relationship with my rep and Samuels," he says.

After COVID-19, Faubourg was forced to close down before opening back up for take-out and delivery. Once they resumed outdoor dining, the business began bustling again, and they added more socially distanced seating. Out of all his success during this time, Chef Olivier is the proudest and happiest having welcomed back most of his staff.

For us chefs and diners, Faubourg is an awe-inspiring destination for al fresco. Visit Faubourg online at faubourgmontclair.com and on Instagram @faubourg

Employee's of the Month



Genesis Martinez and Dan Suder

Genesis Martinez, Sales Representative, Orlando is a wonderful asset to our South Coast business. Even though she has only been part of the business for a short time, she has certainly helped out during this rocky period. Genesis has stepped in where needed and even help land new business accounts while keeping things going during a tremulous time!

Dan Suder, our Facilities Manager, is a long term Samuels employee. Since day one, he has been known to always step up to the plate each and every time he is needed! From repairing the weather torn tents in front of Samuels Philadelphia, to fixing every machine possible, to revamping an entire production area, Dan is our go-to man!

FISH TALES Magazine

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William Bradford
Joseph Mintzer

Photography

William Bradford

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Sapori Del Mare: Bronzino of the Highest Caliber



The popularity of Bronzino is marveling. Also known as Sea Bass, or Loup de Mer, Bronzino has captured the hearts and taste buds of both seafood lovers and non-seafood lovers all over the world. Thanks to aquaculture, Bronzino is readily available throughout the year, wherever you go. This fish is known for its fresh, delicate, white flesh, and its mild, lightly sweet flavor. It is considered one of the ultimate tableside fish.

However, what if you want Bronzino so fresh, it tastes like it just came out of the Mediterranean? Sapori Del Mare is available at Samuels Seafood to amaze the chef working with the fish and the diner experiencing it. Sapori Del Mare Bronzino are sea raised in the clear, high salinity waters of the Mediterranean. The vast sea mileage where the fish swim are a picturesque, dreamlike habitat. Strong currents flow in and out of the sea cages, keeping the fish active and healthy. Due to the low pen densities of the cages, the fish have plenty of room to swim, much like they would in the wild. The team that raise and care for Sapori Del Mare Bronzino have a proud history of keeping their seas clean and as uninhabited as possible to promote a healthy environment and healthy fish. After all, when you're surrounded by water, it's your most valued resource.

When it comes time to harvest the fish, Sapori Del Mare maintains the same high quality and care. The fish are dieted for two days before harvest. This is done to keep their stomachs empty once harvested which promotes fresh flavor and shelf life. When the Bronzino are brought out of the water, they are humanely killed and

instantly placed in a freezing ice slurry to eliminate any stress or lactic acid development during the process. This process produces a clean tasting and picture perfect Bronzino. Once harvested, the fish are hand selected and only the highest quality fish make the Sapori Del Mare grade. The entire process is performed under HACCP guidelines and Sapori Del Mare is Global Good Agriculture Practices (GlobalGAP) certified. Bronzino are healthy for us too as they are a low fat, high in protein fish and rich in wonderful Omega 3 fatty acids.

The popularity of Bronzino is uncanny. According to a study done in 2012 by Dataessential MenuTrends, Bronzino menu placement has risen 28 percent since 2008. Since then, the popularity continues to rise. Once a wild caught fish only popular in Mediterranean countries such as Italy, Spain and Greece, Bronzino has become a staple in the US due to the successful growth of aquaculture. Aquaculture has a global production increase of 527 percent between 1990 and 2018, with Bronzino being one of the fish at the forefront. With Sapori Del Mare, only the highest caliber Bronzino are selected to provide you a delicious experience, straight from the Mediterranean.

Take a look at our monthly specials for a great deal on Sapori Del Mare Bronzino.



In The News...

Best of Philly Awards...

Best of Philly 2020

The end of summer always welcomes fall, and one of the best things to look forward to during the hot summer month of August is Philadelphia Magazine's annual "Best of Philly" issue. Everyone in the tri-state area anxiously awaits to see what is voted Best of Philly!

The yearly awards issue a list of the newest, most creative, and best of everything from retail stores, recreation activities to restaurants; Guiding locals to see what new businesses have opened, what is trending, and the hottest new restaurants to experience each fall after a long summer vacation.

COVID-19 is no exception to this year's publication, allowing it to nominate some of the best new chefs, restaurants, and food concepts.

Congratulations to Nok Suntaranon as Best Chef. This former Jean Georges alum opened Kalaya, an authentic Thai restaurant in the cozy Bella Vista neighborhood. Chef Nok also ran a food pantry during the pandemic to help keep local food industry workers fed during this crisis.

Chris Kearse was voted "Best Second Act" with his new concept Forsythia, River Twice won "Best New American" Restaurant, Vernick Fish received "Best Reimaging" of the Jersey Shore and Elwood received "Best Big-Risk" Restaurant. Other mentions go out to Laser Wolf, Fiorella Pasta Bar, Pizzeria Stella, Barbuzzo, Circles + Squares, and Gigi Pizza.

Congratulations to all the Best of Philly winners!

Fall, Foliage & Fresh Fish

by: William Bradford

September is a time of year when many of us begin pining for the beginning of fall. Warm days turn cool and beautiful scenery is always welcome. At this same time, local fishermen along the Mid-Atlantic and New England coast begin welcoming a peak time of year for their livelihood.

September and October are optimal times for catching, buying and eating local fish. In our article last month, Fish Tales discussed the end of summer being a time when the warm Gulf Stream meets the colder Labrador Currents. This creates the perfect nutrient-rich feeding conditions for fish. At the same time, as water temps heat up during the summer, many of our favorite fish head up north to cooler waters. Enter the autumn season.

Now the fish are here and they've been feeding all summer in warm waters. As the waters begin to cool in early September, the fish move in shore to feed off the baitfish that have made their way in from the rivers and bays. Black Sea Bass, the fierce predators they are, begin plumping up and hitting their stride. Squid, Butterfish and Porgies or "Scup," as they refer to them in New England, continue feeding inshore, ready for catching. This cooling weather serves



Nick Lotz Holding a Fresh Caught Cod

as perfect conditions for fishermen to head out to sea and enjoy fall's fishing harvest. "All of a sudden when weather starts turning in September, you can basically put it on the calendar. Fishing starts to take off," says Nick Lotz. Nick is the dock manager of his family's fish company, Lotz's Fish. Nick works alongside his father and brother off the coast of Rhode Island and Massachusetts catching fish throughout the year. Along with every other New England fishermen, fall seems to be his favorite time of year for business.

Nick mentions fall being his family's busiest time as they take advantage of both the aggressively feeding fish and the cooler temperatures. "The cooler temperatures help tremendously on the dock," he says. "There will be plenty of ice to go around, without us having to go for more every ten minutes because it's so hot." The favorable conditions on the dock also translate to ideal temperatures for transportation when the fish is off to its final destination. All of these factors promote the red gills and clear eyes we all love to see in the kitchen and on Instagram. Along with great catch, Mother Nature is always a surprise element. Keep in mind Hurricane season always poses a change of plans for fishermen off the east coast. "Inconsistency is consistent," Nick says. Regardless, autumn is an amazing time to be a seafood lover no matter which fish you prefer.



Bonito Tuna

A local favorite up and down the east coast is Black Sea Bass. In mid-September, Rhode Island Black Sea Bass season opens up. At this point, the Rhode Island Black Bass fishery has been closed since July and "fish are massive," according to Nick. Fall is also a great time for Bluefish. Widely popular as a recreational sport fish, Bluefish also play a role in the busy fall season for local fishermen and for those who enjoy the full, rich flavor of this predatory fish. Up in New England, Atlantic Skipjack Tuna catch is also about to pick up. Also known as Bonito or Aku, Skipjack Tuna are smaller, football shaped Tuna that pack a surprisingly delicious and pronounced flavor. Nick mentions that many chefs and diners enjoy Bonito's firm meat as a ceviche style or seared. Even fish more recognized as southern fish will be caught further north at this time such as Spanish Mackerel. Meanwhile, a celebrated time of year begins soon, the Massachusetts hook and line Wild Striped Bass season.

Aquaculture also benefits during this time of year as well. Spawning season is well over for Oysters, Clams and Mussels. Much like Headfish, aquaculture Shellfish begin to plump up during this time. And while many of us rely on summer months to eat Blue Crabs, the fall is when they are at their very best! Fall is no longer only a time to celebrate pumpkin coffee, it's a magnificent time for local seafood and Samuels brings in fish every day of the week.



Sapori Del Mare Bronzino



By Chef Anne Coll

The leaves are slowly starting to change color, and the days are getting shorter. This is my favorite time of year to enjoy the start of the fall harvest and the end of the summer bounty. Nothing goes better with these flavors than Savori Del Mare Bronzino. You can taste the Mediterranean Sea and the lovely ocean salinity in these fish that are harvested at the peak of freshness. The delicate, clean flavors of this Bronzino's flesh lend perfectly to different cooking applications.

One of the best ways to eat a Savori Del Mare Bronzino is whole. This might be my favorite and most effortless way to enjoy this fish. Cooking this fish whole transports you to the coastal towns of the Mediterranean. It is a simple technique that wows guests at any dining establishment and is great when entertaining guests at your home. At Samuels and Son Seafood, we offer several different head to tail cuts that make it even easier to enjoy a whole fish with some bones removed. Keeping the bones in the fish gives the flesh more flavor and holds in the Bronzino's natural juice. Another bonus is that cooking time is minimal with whole fish versus other proteins.

I season the fish with Santa Ines Extra Virgin Olive Oil, salt, pepper, lemon, thyme, and garlic. When it is still warm outside, grilling the Savori Del Mare Bronzino is extra nice. Heat the grill to medium-high, oil the grill grates, place the Bronzino in the center of the hot grill, and cook for about 10 minutes on each side for a 2-4 lb. fish. Finish the fish with a drizzle of olive oil and a squeeze of lemon, and

you have a perfect meal. A summer tomato salad with olives and herbs complete the dish that will transport you to the Mediterranean.

Another cooking preparation for the Savori Del Mare Bronzino is steaming. The sweet, small flake of this fish makes this a superb cooking application, and it is easy for any dining establishment or home cook to prepare. The fish can be steamed whole, but I prefer to steam the fillets. To do this, line a steamer such as a bamboo steamer with some parchment and place the fillets in the basket seasoned with salt, pepper, julienned ginger, and sliced scallion.

Steam on medium for about 8 minutes until the flesh is white. To finish the Bronzino, heat oil, chili, garlic, soy, and sesame oil, spoon this mixture over the Bronzino and serve with stir-fried fall greens. This is an excellent healthy fall meal that highlights the delicious flavor of the Savori Del Mare Bronzino.

Savori Del Mare Bronzino is a beautiful center of the plate fish to showcase at your dining establishment or at home. The clean flavors of this Bronzino go well with many different flavor profiles and cooking techniques. It is the perfect fish for any occasion and is sure to please your guests.



Chef Anne Coll

Questions or Comments?
Chef Anne will be happy to assist.
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Samuels and Son Seafood
FISH TALES Magazine
September 2020



Photo by: Jacki Philleo

Introducing SAPORI DEL MARE

Mediterranean Sea Bass



Serve the fresh flavors of the sea with Sapori Del Mare, Mediterranean Sea Bass! Sapori Del Mare Sea Bass (Dicentrarchus Labrax) are sustainably raised in the crystal blue waters of the Mediterranean Sea. This great tasting, highly regarded Bronzino is known for its fresh, delicate, white flesh, mild and lightly sweet flavor. Bronzinos are highly regarded as a low fat, high protein fish with a high nutritional value, rich in wonderful Omega 3 fatty acids.

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