



November 2020

FISHTALES

A Samuels Seafood Magazine


BIG GLORY BAY
OCEAN-FARMED
KING SALMON
STEWART ISLAND | NEW ZEALAND

Big Glory Bay King Salmon - Now Available at Samuels!

In the News:
New Jersey Magazine's Top 30 List

In the Spotlight:
Arnie's Gourmet Butcher Shop & Culinaria

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A Day and in the Life of a Sanford Seafood Fishermen!

Spotlight

Arnie's Gourmet Butcher Shop & Culinaria

Cherry Hill, NJ

by: Kate Emick



Arnie's Gourmet Butcher and Culinaria isn't your average butcher shop. Not only can you buy top notch, fresh cut pork and beef at Arnie's Gourmet, but the minute you walk in the aroma of an Italian kitchen is the first thing you smell and cases of prepared foods, deli meats, poultry, soups and seasonings line the walls.

The roots of Arnie's Gourmet go back to the Italian Market in Philadelphia where Arnie Madrigale grew up working in the family business. In 1985, he moved to Cherry Hill, New Jersey, and opened his very own store specializing in dry aged beef, all natural poultry, and fresh seafood options. "...it's all about the quality of the product and the love for food," says Arnie.

At Arnie's, customers are a part of a family. Everyone behind the counter is eager to help you pick out the best products and give you different options so you are getting more than just meats but a shopping experience. "I always had an infatuation with food and cooking," says Arnie. His passion is to serve customers with all the different foods we love.

As a butcher, Arnie is an expert when it comes to various types of meats, but his passion lies with beef. He even has his own dry aging room. Arnie says "the most important thing to look for in beef is the quality." At the butcher shop they are enthusiasts for Prime beef, the highest quality possible.

Arnie's is more than just a butcher shop, with cases filled with gourmet cheeses, prepared foods, and homemade pastas, making it convenient for the

customers. You can find refrigerated cases full of mac and cheese, meatloaf, lasagna, chicken parmigiana, crabmeat with pasta, and much more, all for a reasonable price. It's so easy to grab something on the go and heat it up when you get home so you don't have to worry about cooking dinner.

During COVID-19 thousands of people were rushing to the supermarkets to stockpile their pantries and freezers discouraging many others from making trips to the crowded aisles. Arnie's Gourmet safely made their products available for curbside pickup and easy access to grab something quickly with less crowds. Arnie wants to help his customers as much as possible. "We're all in this together, cooking together," he says.

Seafood is another key product in the butcher shop. Arnie carries a variety of seafood from Salmon to Tuna, Scallops, and Shrimp all from Samuels and Son Seafood. Arnie says what he likes most about working with Samuels is that they are a phone call away, the product is always consistent, and there is never a problem with delivery or service. He says "Samuels knows how to cater to their customers." Out of the forty vendors the butcher shop deals with, Samuels is one of their only vendors that they put all their eggs in one basket when it comes to seafood.

Arnie's Butcher Shop has been serving customers for over thirty years with top-quality products and exceptional customer service. It's more than just a butcher shop, at Arnie's customers are family.

For more information, visit: arniesgourmet.com

Employee of the Month



Congrats to Brittany Blaszczyk! - With no previous Seafood knowledge Brittany has grown into a genuine fishmonger.

Starting off working with the Red team, she jumped in and learned everything she could about Samuels' various products. When COVID hit, Brittany transitioned from working foodservice Sales to Giuseppe's Market. It was in the Market where Brittany began to shine. Brittany is thoughtful and organized; she always has a positive attitude and is actively working to improve the customers' (who ask for her by name) experience.

Job well done!

FISH TALES Magazine

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Taste the Difference – New Zealand King Salmon from the Pristine Waters of Big Glory Bay!



Sanford, New Zealand's largest and oldest Seafood company, has a rich 150-year history and unparalleled expertise in fresh, beautiful seafood. Sanford is proud to supply Samuels Seafood with our premium New Zealand King Salmon brand, Big Glory Bay so that consumers can enjoy the rich, smooth flavor with a tender melt-in-the-mouth texture and clean finish.

Nurtured in glorious isolation, our King Salmon are farmed off the coast of Stewart Island at the southern tip of New Zealand. With a population of only 380 people, Stewart Island is 85% National Park. Big Glory Bay is accessible only by sea and fringed by the bush-clad shoreline of Rakiura National Park. After Stewart Island, the next stop is Antarctica.

Big Glory Bay's pure waters are refreshed continuously by cold currents, making our King Salmon grow slower, giving the fish time to develop its distinctive smooth flavor profile. Big Glory Bay Salmon comes freshly chilled from our farm to Samuels within 48-72 hours of harvest.

What makes Big Glory Bay fresh King Salmon different?

King Salmon from New Zealand is considered the champagne of salmon in taste, texture, and nutritional quality. Big Glory Bay King Salmon has a distinctive marbled texture with a high oil content and is a good source of Omega-3. Our King Salmon is harvested at their peak, ensuring a rich, smooth flavor with a tender

melt-in-the-mouth texture and clean finish. Only 4000 tonnes of salmon are carefully produced each year, and each fish is hand-selected to be sure all of our partners receive fish in perfect, condition with 100% consistency.

Our salmon is renowned for its oil content and vibrant orange flesh, with a distinctive marbled contrast. It has an unparalleled rich but clean flavor. Sanford owns and controls everything from their breeding program and hatchery through the farm to processing, ensuring every aspect of the salmon meets our exacting standards and consistently produces quality salmon with consistent flavor.

Feed

Salmon eat fish in the wild, and Big Glory Bay is committed to sustainably feeding their fish a recipe that is as close as possible to their natural diet. Our feed comes from sustainable, certified GMO-Free suppliers and contains everything our salmon need to thrive. Our feed formulations are designed to suit the salmon's different life stages and does not contain any antibiotics or hormones. Our feed is sustainably sourced from responsible suppliers that have been audited and certified.

An Ethical Choice:

The Big Glory Bay Salmon farm is managed using sustainable practices to help protect our stunning marine environment that we are so privileged to operate in. The environmental impacts from our farm are minimal and closely monitored. All Big Glory Bay King Salmon are farmed sustainably and are GM, hormone, and antibiotic-free. All King Salmon from New Zealand has received a green rating from Monterey Bay Seafood Watch. A green rating makes it the best choice, as the salmon is well managed and farmed in a way that causes little impact on the environment. Big Glory Bay also achieved all 4 stars from Best Aquaculture Practices accreditation, which is the world's highest accredited aquaculture certification. Sanford has partnered with Oritain, the world leaders in scientifically verifying the origin of foods, to ensure our products can always be traced back to Big Glory Bay and verified as authentic Big Glory Bay salmon.

✓ GM Free, ✓ Hormone Free, ✓ Antibiotic & Pesticide Free, ✓ 4-Star BAP Certified, ✓ Monterey Bay "Best Choice", ✓ Ocean Wise 'Recommended'

In The News...

New Jersey Monthly Magazine "30 Best Restaurants"



Chef Joey Baldino – Zeppoli Restaurant

New Jersey Monthly magazine salute's its annual "30 Best Restaurants" in the state! With the recent urban sprawl, suburban communities have expanded, and so has the restaurant scene. Despite these challenging times, NJ chefs continue to show their passion for food by overcoming obstacles in the marketplace while delivering prized dishes.

Making the list are two South Jersey winners, from Collingswood, a short distance from Center City, Philadelphia. Chef Joey Baldino's – Zeppoli Restaurant is known for its delicious homemade pasta and seafood, and Chef Dominic Piperno of Hearthside known for its warm and inviting wood-burning grill and whole roasted Bronzino.

The majority of winners are in the Central, Northern parts of the state. Elements and Mistral located in

charming Princeton, Chez Catherine in Westfield. Fascino in Monclair, featuring Squid Ink Pasta with a Crab and Octopus Ragu. Felina in Ridgewood, The Frog and the Peach in New Brunswick, Jockey Hollow Bar & Kitchen in Morristown, and Il Nido in Marlboro, with its seafood classics of Lobster and Crab Salad.

Located in Whitehouse, the Ryland Inn serves a Salt Baked Salmon along with other dishes many customers wouldn't feel comfortable making at home. Serenade in Chatham is offering takeout with their tasty items such as their Lobster Roll, Tuna Tartare. Pluckemin Inn in Bedminster, Chef Jason Ramos won praise for his Atlantic Salmon in a Miso Brodetta, and Nicholas Barrel and Roost in Red Bank with its Zagat award-winning and extensive Seafood offerings.

A Day in Life with Sanford Seafood Fisherman

by: William Bradford

Interview With Brent Jamieson, Skipper of the Rakaia:

Q. *How did you get into the fishing industry and can you describe the NZ fishing culture?*

A. I decided to take a gap year after high school to save some money so I could attend a university. During this time, a family friend arranged a trip on a vessel to see how I liked it. The skipper liked what he saw and arranged for Sanford Seafood to sponsor me through a Fishing Cadetship Training program. New Zealand fishing culture is pretty demanding but workers have a good sense of humour. There's some real "salt of the earth" characters.

Q. *Can you give us an idea of what a day out fishing for John Dory, Orange Roughy and Tai Snapper is like?*

A. We spend our time searching for species in line with the Quota Management System and to fill market orders/seasonal fishing. To do this, we use our historical fishing knowledge of areas with the latest satellite weather data to move around in order to be in the best locations possible.



Q. *Where do you fish and how long does it take to get there?*

A. We mainly operate for inshore (shallower) species on the West Coast of the North Island, these being 5-6 day trips. We fish from a range between 4 to 60 nautical miles off the coast. We like to leave room for recreational fishers and other water users. Orange Roughy can take our vessel surrounding New Zealand and EEZ out to 200 nautical miles and up to 10 day trips max duration. Our vessels travel at a speed of 8kts meaning we can travel 8 nautical miles in one hour.

Q. *Can you explain the catch process?*

A. We use a trawl net where it is appropriate and on many of our vessels we have a new type of fishing gear called Precision Seafood Harvesting. It is like a long Kevlar bag that runs out behind the vessel underwater. Fish entering this fishing gear are swimming in low velocity water and are very relaxed. Then they can be brought on board in extremely good condition. If we need to return them to sea (perhaps because some might be too small to meet regulatory requirements for example) then they can go back in the sea in better condition than in traditional nets. The fish are sorted by

species and into slurry tanks to chill rapidly. Fish catch data is then tallied up and recorded and sent via satellite link to the Ministry of Fisheries for catch monitoring against annual catch entitlement quotas.



Q. *What are some of the most trying hardships on the water?*

A. Murphy's Law, there's always something going to happen during a trip that you least expect and you will have to find a solution. Bad weather and dealing with the unpredictability of nature can be really challenging. Having a few "MacGyvers" on board for mechanical and other technical issues helps!

Q. *Describe the popularity of seafood in New Zealand. From fish we all know like Salmon to native favorites such as Tai Snapper, Dory and Roughy.*

A. Tai Snapper is the prized fish in New Zealand due to its popularity and abundance for recreational catch, as well as commercial. My personal favourite for fish and chips is Gurnard, while my fiancée's is Salmon and Scampi. We are blessed in New Zealand with such a wide variety of premium seafood you can take any selection and you will not be disappointed if prepared correctly.

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Chefs Corner



Chef Tony Clark

Questions or Comments?
Chef Tony will be happy to assist.
800-580-5810 x6555



Big Glory Bay King Salmon

As we move into November and cooler weather approaches, so does Thanksgiving. If you are looking to change things up this year, consider a Pescatarian Thanksgiving. The taste and the texture of Big Glory Bay King Salmon sets it apart from other King Salmons, making it the ideal center of the table dish. It has a distinct flavor profile with a rich, smooth melt-in-your-mouth texture.

Big Glory Bay King Salmon is ocean-farmed off Stewart Island, New Zealand, famed for its pristine, crisp waters, allowing the fish to grow slowly, taking time to develop their distinctive flavor.

One of my favorite dishes is King Salmon Roulade. For this preparation, I used a whole side. I begin by removing the skin and trimming the fish. Then I julienned and sautéed both carrots and leeks. After the vegetables are cooked, I put them into the butterflied Salmon. Next, I wrapped the skin of the fish around the Salmon into a Roulade, meaning roll. Once wrapped, I steamed the Roulade for 15 minutes and then let it rest for another 15 minutes. To finish the

Salmon Roulade, I put it under the broiler with some butter to brown the skin, and then let it rest again for an additional 10 minutes before it's sliced. The Salmon Roulade is garnished with grape tomatoes, assorted mixed greens, and a cilantro leek sauce. The sauce is a combination of butter, cilantro, and leeks, giving the Roulade a rich and buttery taste. This Salmon Roulade is different and sure to impress anyone at the dinner table this holiday season.

Another way to prepare Big Glory Bay King Salmon is in a Carpaccio style. Thinly slice the raw fish, add lemon, shallots, chives, and olive oil. This is a simple way to prepare the King Salmon but will get all your guests talking. I would pair this with some sweet potato pancakes and Osetra Caviar, also available at Samuels Seafood.

Big Glory Bay King Salmon is incredibly versatile and can be prepared in many different ways. It makes an excellent appetizer or main dish, ideal for featuring in your restaurant or at home with your family. Samuels offers whole fish, fillets, and custom cuts.



MONTHLY SPECIALS

Call your Sales Agent to place an order today!

Sale Dates: November 1st - 30th

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

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BIG GLORY BAY

OCEAN-FARMED
KING SALMON

STEWART ISLAND | NEW ZEALAND

Nurtured in glorious isolation

Big Glory Bay and **Big Glory Bay Gold** - King Salmon, Now Available at Samuels Seafood!