



December 2020

FISHTALES™

A Samuels Seafood Magazine



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Sending Gratitude and Thanks to Our Retail Customers!

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Spotlight

by: Kate Emick

Susie Kim of Ardmore Seafood John Yi Fish Market, Umi Seafood & Sushi



Susie Kim, owner of John Yi, Umi Seafood and Sushi, and Ardmore Seafood, grew up in Seoul, South Korea. There, she attended university and studied piano. She was 28 years old when she came to America as a single mom and continued her passion as a piano instructor, but she quickly realized that she would not be as successful in America teaching the piano as she had been in South Korea. So she began to think about how she could continue to work for herself and be more financially independent. She noticed that someone at the Reading Terminal Market was selling a fish business. She didn't know anything about fish, but that didn't stop her from buying the business.

Last year, Susie and Chef Yong Kim opened Umi Seafood and Sushi in the Reading Terminal Market. Susie met Yong Kim, of Bluefin restaurant, 10 years ago; they would talk regularly about life, and soon they began to talk about business. Yong wanted to open a sushi store in the Reading Terminal Market, and Susie's customers wanted her to try making sushi. Yong didn't have experience running a fresh seafood market, and she didn't have experience making sushi, but together they made the perfect team.

Susie has been working with Samuels Seafood for the past 30 years. Over time, she has watched our variety of products really expand. Today, we have an incredible product selection from around the world. Salmon and Shrimp are some of the most popular products she uses, but her customers are always

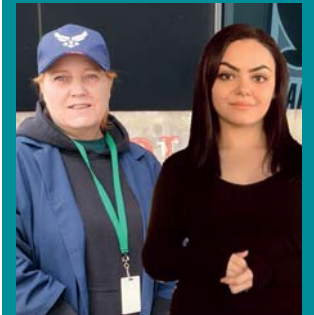
looking for something new, and Samuels understands that. Susie loves working with the D'Angelo family. She says "They are always so nice to me and have been working with me since the very beginning." Today, she works with Sammy Brown and he understands that her customers' needs are different.

Susie describes her favorite fish as a very thin white fish, like Dover Sole or Flounder. She prepares it simply with salt and pepper, then pan-fries it. She says it's easy, delicious, and healthy. She often likes to serve it with vegetables and a little homemade Teriyaki sauce.

For the holidays, Susie isn't sure what to expect this year because 2020 has been so unpredictable. Christmas is a crazy time of the year for her fish business, last year they had really long lines with nearly 1,000 people waiting to buy seafood. Susie says, "I'm not sure we will have those long lines this year, but I hope our retail business will increase with the restaurants being closed."

Over the years, Susie has created lifelong bonds with her customers, they are like family to her. When she came to America, she didn't speak any English and at first, she could only ask "how many?" or "how many pounds?"; yet the customers always understood her, and she understood what they wanted. Susie is proud of her success in the seafood business. She has always lived by the motto, "Eat fish, live longer," and she believes that now more than ever.

Employee's of the Month



Phyllis McGrath & Antonia Grillo
Phyllis McGrath – Philly Customer Service Rep, Day Shift has stepped up-to-the-plate and has hit it-out-of-the-park! Thank you Phyllis for pitching in when needed and filling the empty shifts while covering your own.

Antonia Grillo – Las Vegas Administrative Assistant, has recently joined our Las Vegas Team and gets the job done! Tony helps out with everything! From taking care of customer orders, to processing them and invoicing, she also logs-in Incoming products, and organizes all the paper work.

Thank you both for your hard work!

FISH TALES Magazine

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DI BRUNO BROS.

CULINARY PIONEERS SINCE 1939

The roots of Di Bruno Brothers dates back to 9th street in Philadelphia, where its first store, with a focus on cheese, was established. Today, Di Bruno Brothers has five retail locations in and around historic Philadelphia to cater to their customers' needs. In addition to cheeses, you will find meat and seafood and a coffee bar, wine and bottle shop, prepared foods, and a gourmet grocery store at the Rittenhouse location. The seafood selection includes a lot of variety whether you are looking to buy Atlantic Salmon, Cod, Tilapia, Crab Cakes, Bronzino fillets, New Zealand King Salmon, and more.

Steve Mastero, Seafood Manager at Di Bruno Brothers, says "It's all about customer service, having a good attitude, and fine food." They have been in business for nearly 15 years now at this location and do everything they can to make sure customers are getting the best quality products. Come see everything Di Bruno Brothers has to offer at their location by Rittenhouse Square at 1730 Chestnut Street, Philadelphia, PA.



Thank You to All Our Customers!

Swarthmore CO-OP

Swarthmore CO-OP, the third oldest food cooperative in the country, has been serving the community since 1937. The CO-OP started as a produce-buying club by a few women, who were the wives of Swarthmore College professors, out of a local basement that were determined to find a solution to the lack of quality and fresh produce. The creation of the CO-OP gave Swarthmore families the access to fresh produce at an affordable price while also supporting local farmers. Swarthmore CO-OP is a full service market and provides everything from produce, meat and seafood, deli, prepared foods, bakery, catering and home delivery, sushi, and grocery.

To prepare for the holidays, Swarthmore CO-OP General Manager, Mike Litka, says "We are recognizing the need for smaller packaging and meals." Whole head fish is popular for Christmas along with top sellers such as Salmon, Tilapia, and Soft Shell Crabs, all from Samuels and Son Seafood. The CO-OP has over two-thousand households that are in the business as owners because as a CO-OP there is not just one owner, they are community focused. Swarthmore CO-OP is located at 341 Dartmouth Ave. Swarthmore, PA.



In The News...

A Seafood Comeback in Philadelphia

By Kate Emick



Octopus Salad

In November, the Philadelphia Magazine Navigator section focuses on "The Great Philly Seafood Revival." In the 1800's, the popularity of seafood prevailed as restaurants would build their operations around fresh local caught fish. Seafood has evolved into somewhat of a luxury item with its extensive options so restaurants now have more seafood focused menus.

The pandemic opened many seafood pop ups this summer and could be the beginning of a seafood comeback.

The revival discusses "newish" seafood spots to dine at in Philadelphia. Kensington Quarters in Fishtown is taking a different approach by serving a Skate Wing schnitzel with dill dumplings. Mari BYOB in Queen Village is influenced by Italian cuisine with an

Octopus bucatini dish. Among a few more seafood spots to check out is Vernick Fish in Center City. Vernick Fish goes beyond the basics, experimenting with Hamachi collars, whole fried Sardines, and smoked rilletes. Jules@Market in Bristol is taking an elegant approach to seafood with blackened Red Drum fillets. The Shake Seafood in Northeast Philly is known for their boiled seafood.

During a global pandemic, takeout has become the new normal. Sid Booker's Shrimp Corner has been in business for 54 years and are known for their bright pink carry out window. Sid Booker's gives customers a way to feel good about ordering fried Shrimp with crispy potato chips.

Sadly, COVID-19 has closed the doors of many restaurants but thankfully Giuseppe's Market is open and giving customers all the fresh seafood they love. In these uncertain times, Giuseppe's is now offering online ordering, curbside pickup, and home delivery. To place an order, customers can call 215-389-8906.

Olives

Good Food... Always.

Olives...Good Food, Always

Olives, located in the heart of Princeton, NJ, is a high-end takeout restaurant that offers residential catering. Adam Angelakis and his brother Nick Angelakis from Colonial Farms Gourmet Food and Market have been in the family business for almost 30 years. Olives provides delicious homemade foods made from scratch to fulfill all your breakfast, lunch, and dinner needs. This well-established takeout restaurant receives deliveries from Samuels Seafood 6 days a week, making all their seafood options as fresh as possible. Each night, Olives offers daily dinner specials, and you don't want to miss out on dishes like Grilled Salmon with tomato and basil or Chile Grilled Salmon with two sides, and Shrimp Scampi with Linguine. Some other seafood options include Crab Cakes, Bruschetta Salmon, and Tilapia Francese.

Just weeks away from the holiday, Olives has already begun taking orders courtesy of their great online Thanksgiving menu. The takeout and catering restaurant goes by the slogan "Good Food...Always" in which they strive to provide the best quality possible for all their customers. Located in an energetic university atmosphere, be sure to check out Olives at 22 Witherspoon Street, Princeton, NJ.



Colonial Farms Gourmet Food and Market

For the past 29 years, Nick Angelakis, owner of Colonial Farms Gourmet Food and Market, has been serving Bucks County residents with take away and catering options. Freshly prepared foods ranging from fresh seafood and meat to salads, cheeses, baked goods, and more. Options include a large selection of foods prepared daily to make your meal planning easy and delicious. If seafood is what you are looking for, look no further. The cases are filled with everything from local Black Bass to Crabmeat, Halibut, Shrimp, Scallops, and we're just getting started. Grilled Jail Island Salmon marinated in lemon and olive oil is a top seller.

As the pandemic continues to change the way we gather, Colonial Farms Gourmet Food and Market is changing its focus this holiday season by creating smaller meal packages. Nick and his team take pride in feeding the community. You can visit the market located at 1108 Taylorsville Rd, Washington Crossing, PA.

Thank You to All Our Customers!



Rastelli Market

Rastelli Market started out as a small butcher shop 42 years ago and then transitioned into wholesale. Today, there are two markets located in Deptford, NJ and in Evesham, NJ that sell 1600 products. The market sells specialty grocery items, sushi, baked pastries, salads, prepared foods, deli meats, seafood, 400 varieties of cheeses, fresh produce, floral, and even wine and spirits. Rastelli Market lives by the slogan "For the Love of Great Food," because they prepare all the food they make from scratch ingredients. At the end of the day the market wants to provide customers with great quality food.

If you're looking to buy seafood from Rastelli Market, you won't be disappointed in the variety. Without a doubt, Salmon is one fish the market sells a lot of, but Shrimp, Tuna, Swordfish, Tilapia, Sea Bass, and Bronzino are also customer favorites. Don't bacon wrapped Scallops sound good? The market sells them too! Rastelli Market has been preparing for the holidays for the past few months so they will have everything you need for all your favorite dishes. You can visit Rastelli Market in Deptford and Evesham, NJ.



Eataly

Eataly is the combination of the two words, Eat and Italy, meaning "Eating Italian." With more than 35 locations within Italy and around the world, Eataly strives to surround their customers with the history and the food culture of Italy. The first Eataly opened in 2007 in Italy and from there it has grown tremendously. A few years later in 2010, Eataly opened in NYC and now have locations in Boston, Chicago, Las Vegas, Los Angeles, Toronto, and Dallas. Eataly is a full retailer carrying produce, bakery, butcher, seafood, an Italian market, grocery, and more.



When it comes to seafood, customers enjoy going to Eataly to get everything from Salmon to Tuna, Halibut, and Shrimp—all top sellers. Peter Molinari, Head of Meat and Seafood at Eataly, has been working with Samuels Seafood to get the best quality seafood and says "I've been getting seafood from Samuels for eight years and it has been great. They know where the seafood is coming from and are trusting people." The motto at Eataly is "Eat Better, Live Better," in which they get the best products for their customers. Check out more from Eataly in NYC.

Feby's Fishery

Feby's Fishery, located in Wilmington, Delaware, and was founded in 1974 by Phil and MarySue DiFebo. Feby's started off as a small locally sourced fishery, but is now a fish market and full-scale seafood restaurant. Feby's Fishery has been in business for 46 years and the DiFebo's are dedicated to the

business, always working hard to provide their customers with the very best products.

Feby's Fishery always keeps 14 fish on hand whether that is Flounder, Grouper, different types of Snapper, Tuna, or Swordfish. Types of shellfish that are popular at the fishery are Crabs, Clams, and Lobsters. A huge part of the holiday season for Feby's Fishery is the 7 Fishes so they have been preparing a few months ahead of time. Located at 3710 Lancaster Pike.



Aunt Connie's - Quality, Homemade, Prepared Foods

Rosetta Mazzotta - The Woman Behind the Brand!

By Jacki Philleo

Customers familiar with Aunt Connie's products should get to know Rosetta Mazzotta. She's a delight – and the powerhouse cook churning out the numerous products offered under the Aunt Connie's line. Jumbo Lump Crab Cakes, Seafood Salads, sauces, and sides such as Coleslaw and Potato Salad are all currently offered through Samuels & Son Seafood and find a place on modern store shelves. The recipes, though, are a culmination of decades of D'Angelo women cooking together, with Rosetta alongside them.

Rosetta emigrated from Catanzaro, Calabria to the U.S. over 50 years ago with her husband.

"He came over here before me, and when he came over he said 'no – I gotta go back to Italy to marry Rosetta'" – and that's just what he did. After marrying in Italy in 1968, the newlyweds made the seven-day voyage across the Atlantic, landed in Philadelphia, and never left.

The young couple joined family in South Philadelphia and settled down in a home on South Clarion Street – just one block from Ippolito's Market at 13th and Dickinson. "I remember seeing the fish store over there...and they sell Baccala? Oh my gosh – I never expected! I thought it was going to be like another world here."

Rosetta worked as a seamstress making clothing, while her husband worked for a local newspaper. She became a regular customer at Ippolito's and eventually started working there when help was needed, especially around the holidays. "Christmas time – the line was all around the block. Lent, too."

In the 80s, the demand for prepared foods increased and Rosetta joined the market full time. She helped serve Fried Scallops and Fishcakes to the crowds of people that would regularly flow to the market on Fridays and after church on Sunday.

She became a part of the business and the close-knit D'Angelo family who ran it. "I spent my life over here with Sammy," Rosetta says, "I knew his grandpop, his mother, and now his children." Including the youngest members of the family, Rosetta has now known five generations of D'Angelos.

She spent most of her time cooking alongside pioneering matriarch and market manager Rose, and her sister, Connie. When Connie retired at the age of 87, Rosetta took the helm for production of the successful Aunt Connie's line of prepared foods. At 70 years old and after 35 years working with the D'Angelos, she still finds passion in cooking. "I love to cook...Even now, I never stop!"

Tablefield Grocery

Tablefield Grocery, based out of Baltimore, Maryland, is an online grocery delivery service that provides full service special event catering. The goal of Tablefield Grocery is to work with local farmers, ranchers, cheesemakers, bakers and food entrepreneurs to provide customers with the freshest and finest foods. The newly created online grocery store sells everything from seafood and meats to pastas, dried goods, organic produce, baked goods, prepared foods and alcoholic beverages.

A unique aspect of Tablefield Grocery is its Seafood of the Week Program. Paul Dongarra, President of Tablefield Grocery, describes the program as "Customer's willingness to get something they haven't tried before." Often times, on the Seafood of the Week Program you can find Sardines or even Skate Wings. Other seafood options customers can find online are Bronzino, Artic Char, Lobster, and frozen seafood options like Oishii Shrimp. All of the seafood at Tablefield Grocery comes from Samuels Seafood which makes it the freshest possible. With every delivery, Tablefield Grocery makes a cash donation to feed three people in need at the Maryland Food Bank. To find out more about Tablefield Grocery you can visit tablefieldgrocery.com

Mike's Seafood

Mike's Seafood is a 109 year family tradition at the Jersey Shore. In 1911, Mike's Grandmother, Rosina, and Grandfather, Lodovico, left the island of Ischia, just six miles off the coast of Naples, Italy. They headed to America and after some struggles along the way,

reached Sea Isle City, NJ where they purchased the land Mike's Seafood stands on today for just \$500. Mike's Seafood is a family business that third generation Mike is happy to carry on.

Whether you are looking for Salmon, Flounder, Scallops, Tuna, Swordfish, or a variety of shellfish like Mussels and Clams, Mike's Seafood has it all. Mike is proud to get his seafood delivered by Samuels Seafood and has had a strong working relationship with Sam D'Angelo, the owner, for over forty years. Mike says "I appreciate how Samuels sources the best seafood from coast to coast and how hard Samuels works to bring the freshest seafood not only to Mike's but to all of their customers." To fulfill all your seafood needs head over to Mike's Seafood in Sea Isle City, NJ at 4222 Park Rd. and in Ocean City, NJ at 208 E 55th St.

Trainer's Wholesale & Wicks Kitchen

George Bostwick has been in the foodservice business his whole

life. At a young age, he started working at his family's diner. In 1976, the family decided to change directions and turn the old stainless steel diner into a retail market focusing on freshly frozen products perfect for large and small families. Since then, Trainer's Wholesale has been providing customers in Eastern Pennsylvania with freshly frozen seafood, beef, poultry, vegetables, and undeniably the best homemade chicken fingers around. When it comes to Seafood options, Trainer's Wholesale prides itself in the large selection selling everything from Dungeness and Snow Crab Legs to Texas Brown Shrimp, Oysters, Flounder, Gourmet Crab Cakes, and Lobster Tails.

Wicks Kitchen, established in 1970, is located next door. Wicks is known as the "go to" frozen seafood processor in the country. They produce both fresh and frozen products ranging from Crab Cakes to Seafood Stuffings, and more.

George is getting ready for the holidays and expects them to be unlike any other year. He says, "I am buying seafood early, specifically Lobster Tails, before the prices go up. I'm stocking up more than usual." It's been a tough year for sure, but places like Trainer's Wholesale still wants to provide customers with all their favorite products. Don't miss out, and make sure to visit Trainer's Wholesale located at 3305 W 2nd St, Trainer, PA.

Meloni's Block

Joe Meloni is a third-generation meat cutter and has been working in the family business for as long as he can

remember. One of the first stores the Meloni's opened was across from Ippolito's Seafood on 13th and Dickinson in Philadelphia. By 1994, Joe relocated with help from his brother Brian to Washington Township, New Jersey, where Meloni's stands today. Whether it's fresh beef, pork, poultry, or seafood, Meloni's Butcher Block has you covered. The seafood options are

endless as they offer fresh and grilled Atlantic Salmon, homemade Crab Cakes made with Super Lump Crabmeat, Flounder stuffed with Crabmeat, old fashioned stuffed Calamari, and fried Shrimp.

Meloni's Butcher Block applauds Samuels Seafood on quality, delivery, and customer service. Joe Meloni says, "Quality is second to none, the delivery is always there the next day, and any problems are fixed right away." Customers are often very impressed with the fresh Atlantic Salmon. Check out what else Meloni's Butcher Block has to offer at 771 NJ-168, Blackwood, NJ



Thank You to All Our Customers!

Captain Andy's

Andrew Peszka, also known as Captain Andrew Peszka, is a Master Officer with the U.S. Coastguard. He is Captain Andy. Captain Andy's Market started off as a little lemonade stand selling fresh produce and seafood with items like Live Crabs, Clams, and various fillets of fish. In 2011 Andrew took over as owner of the store that he loves and all his customers enjoyed. Here you can find prepared foods, produce, seafood, meats, baked goods, flowers, and cheeses.

Andrew says "For so many years we could plan what people were going to order for the holidays, specifically for the seven fishes, and it was always so consistent, but this year it may be different because of the pandemic." Salmon, Flounder, Tuna, Swordfish, and Grouper are all customer favorites at Captain Andy's and Andrew is proud to provide fresh quality products. Captain Andy's is located at 901 E Willow Grove Ave, Wyndmoor, PA.

Primal Supply Meats

Primal Supply Meats was founded in 2016 by butcher Heather Marold Thomason, and their mission is to support local farmers and sustainable practices. In addition, Primal Supply Meats has been building a supply chain to connect regional farmers and slaughterhouses to restaurants, chefs, and home cooks who want to source local and sustainably raised meats. Known for selling locally fresh meats the butchery also sells fresh produce, seafood, seasonal small batch groceries, olive oil, and pantry goods.

The seafood section at Primal Supply Meats has everything from Jail Island Salmon, day boat Scallops, Wild Gulf Shrimp, Cod, and farmed Rainbow Trout. Heather says "What I like about the products I order from Samuels Seafood is that they have a high standard for sustainable practices and the quality of the seafood is great." Primal Supply Meats is stocking up for all the holidays ahead of us and you don't want to miss out so head over to the South Philly location at 1538 East Passyunk Ave and the Brewery Town location at 1521 N. 31st St.

Sam's Italian Market

Sam's Italian Market is a family owned business that opened in Willow Grove, PA in 1977 and has been serving customers for 43 years. In 2005, Adam and his brother Dino took over the store and are keeping the tradition going. Sam's Italian Market is a fully fledged Italian store specializing in Italian canned goods, tomatoes, pastas, raviolis, candies, and its own bakery with pastries. A motto the market goes by is "Quality is Not Just a Word, it's Sam's." Quality and freshness are important to Sam's Italian Market and they want all their customers to be provided with good food.

The top seafood product at Sam's Italian Market is Shrimp. Among others are fresh Salmon, Flounder, frozen Calamari, Lobster tails, Clams, and Snapper Turtle for soups. As the holidays get closer, Adam at Sam's Italian Market, says "We want to try and accommodate customers with to-go meals that they can just heat and serve." In another effort to prepare for the holidays, Baccala and Smelts which are popular this time of year, will be available. Head over to Sam's Italian Market located at 3504 West Moreland Rd. Willow Grove, PA.

Anastasi Seafood

Janet and her brother Sal, fourth generation fishmongers, took over the seafood business 24 years ago, but the family legacy started nearly 80 years ago. Anastasi Seafood has been handling fresh seafood for as long as they can remember and they are excited to serve Philadelphia with all the seafood customers love. Shrimp, Salmon, Bronzino, Icelandic Cod, an assortment of

shellfish, and the number one seller, Live Crabs, can all be found at Anastasi Seafood.

In preparation for the holidays, Anastasi Seafood is anticipating a brisk business as people will be staying home and cooking more traditional food along with a lot of smaller orders. Among those orders are Baccala, Smelts, Crab Cakes, and homemade soups. Anastasi Seafood started on 9th Street in Philadelphia in the historic Italian Market. There is more to check out when you visit Anastasi Seafood located at 1101 S 9th St, Philadelphia, PA.

Bailey's Seafood

Are you looking for some of the best live crabs? How about Shrimp, Scallops, Snow, and Dungeness Crab Legs? If you are then head over to Bailey's Seafood in Port Elizabeth, NJ. Bailey's Seafood has been in business close to 50 years. Jodie, the owner, grew up at the store and took it over from her dad, so she is very familiar with all the products and history. Bailey's Seafood sells various types of both fresh and frozen seafood for all their customer's needs.

Bailey's Seafood is known to offer a diverse selection of seafood whether its fresh fish, shellfish, or frozen seafood options. All the seafood is available at a great price and Bailey's provides excellent customer service for all things seafood. If you are preparing for the holidays or just want to cook some fresh fish for dinner make sure to check out Bailey's Seafood at 3531 NJ-47, Port Elizabeth, NJ.

Weavers Way Co-op

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.

Samuels 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. Weavers Way Co-op isn't your typical grocery store; it's a unique shopping experience. Located at 559 Carpenter Ln, Philadelphia, PA.

Giuseppe's Market

When Ippolito's Seafood closed, Giuseppe's Market started providing the Philadelphia neighborhood with various fresh fish. Giuseppe's specializes in the highest quality fish and seafood by receiving shipments daily and butchering all products in house. From the minute you walk in you will find fresh fish like Salmon - a top seller, Black Bass, Swordfish, sushi-grade fish like Tuna steaks, and more. Not only does Giuseppe's provide customers with fresh fish but also sells the Aunt Connie's line of prepared foods. Stop by and get some Crab Cakes, Fish Cakes, Shrimp salad, and Coleslaw which are almost always available.

As the holiday season is upon us, Giuseppe's sells seasonal specialty products that nobody should miss out on. These products include Scungilli salad, Baccala salad, and Sicilian style stuffed Squid. Giuseppe's Market has recently expanded their online ordering and offers both home delivery and curbside pick-up. Giuseppe's is right next door to its wholesale facility of Samuels Seafood, so customers can order custom cuts of anything they have available. Located at 3400 S. Lawrence St. Philadelphia, PA.

An Exciting Seven Fish Tradition

By Bill Bradford



Over 100 years ago, an immigrant from Sicily named Giuseppe Ippolito, was enjoying his busiest time of year in December helping customers prepare for their Feast of the Seven Fishes. His patrons in Philadelphia were honoring the longtime Italian tradition of a Seven Fish meal on Christmas Eve. Fast forward and now Giuseppe's seafood push cart has turned into the still family owned and operated Samuels & Son Seafood. To this day, December remains a strong month for the mongers at Samuels to provide their chefs and retail customers with Seven Fish Seafood. What started as a tradition in Italy has blossomed into a glorious celebration for everyone that loves seafood and the many options available today.

While 2020 was a different year than any other, we were thrilled to see so many new products become popular with our customers. This month, they can be brought to the big holiday table. Salmon is often a favorite choice for a seafood meal. This year, we recommend Big Glory Bay King Salmon, ocean raised off New Zealand. 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 consistency with a high oil content and is a good source of Omega-3. New Zealand King Salmon are harvested at their peak, ensuring a rich, smooth flavor with a tender melt-in-your-mouth texture and clean finish.

This year, an exciting addition are live Greenshell Mussels from New Zealand. Many chefs are accustomed to Greenshell Mussels, however, they are commonly frozen. Thanks to modified atmospheric packaging, we provide them live in the shell! The shells are vibrant, the meats are big and sweet. Let's talk Shrimp. Shrimp is an absolute must have at a Seven Fish meal or any holiday get together. Oishii Shrimp provide a difference you can both see and taste upon first glance at the Shrimp's vibrant red banding.

Raised without any chemicals, added hormones, phosphates, antibiotics or other artificial preservatives, Oishii Shrimp always put forth an unadulterated sweet, natural flavor, firm texture and a satisfying snap with every bite. Another excellent Shrimp option is Wild Mexican Prime Selecta Shrimp. Prime Selecta has a distinct advantage over many other Wild Mexican Shrimp due to their complete control from catch to shipping. This means quality is the focus from the second the Shrimp swim into the net. The result is a very flavorful, yet clean tasting Shrimp, and great firmness.

One of the best parts of the Seven Fishes is for individuals to get adventurous and try new dishes they might not eat throughout the year. Eel, Squid and Octopus are all traditional items that can be served in a number of ways. Samuels offers beautiful, tender White Sea Octopus and delicate Lauren Bay Squid which comes in several varieties including rings, tentacles and tubes and tentacles. We also provide live and dressed Eels, sourced from local fishermen.

The most traditional fish of this feast coming from the Mediterranean is Baccala. Samuels' answer to a top quality and easy to prepare option is Rafols Baccala. Rafols is a family owned Spanish company that uses the choicest Cod from Iceland and hand crafts a variety of delicious Baccala cuts that are desalted and ready to prepare. Whether you love Baccala or not, the fritter mix is irresistible. Carpaccio, loins and tapas cuts are also great for easy prep and heavenly flavor. Check out what we have on special this month.

Unique spins on Salmon, Shrimp, Mussels, Eels, Octopus, Squid and Baccala will keep your Seven Fish meal traditional and exciting at the same time. Samuels has been cherishing this time of year for generations and we wish you a safe and happy holidays!



MONTHLY SPECIALS

Call your Sales Agent to place an order today!



Sale Dates: December 1st - 31st 2020

*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 Charges may Apply -

Please Consult with Your Samuels Agent for More Information.

SamuelsSeafood.com



Feast of the 7 Fishes!



CRAB COCKTAIL FINGERS
Blu Brand Indonesian Crabs
Claws. 12 units per Case
15.00 unit



PRIME STEAKS - Giant Squid
Fillets Cut from Humboldt
Squid. Frozen 4-8 lb Average
2.89 lb



CANTERBURY CURE
BULGARIAN OSETRA
Buttery & Nutty Flavor
30 Gram Units **49.99 ea**



JUMBO PATAGONIAN
PRAWNS 6/8 per lb
26.4 lb Case. Case Sales Only
5.99 lb



JUMBO QUICK PEEL
SHRIMP 16/20 Count.
Delicious & Easy to Peel
Frozen 20 lb Case **5.99 lb**



QUICK PEEL SHRIMP
41/50 Count. Versatile, Ready
to Peel & Cook
Frozen 20 lb Case **3.99 lb**



JUMBO U/10 SHRIMP
Peeled & Deveined, Tail On
Perfect for Shrimp Cocktail
Frozen 10 lb Case **12.89 lb**



TEXAS GOLD WILD USA
SHRIMP 41/50 Count Shrimp.
5 lb Frozen Box. **\$5.00 lb**
That's Just **\$25.00 / box!**



KUROBUTA PORK BEER
BRATWURST - Frozen 1 lb
Packs, 16 Packs / Case
6.99 lb



SANTA CAROTA BEEF
Grass Fed, Carrot Finished
Choice Ribeye or Choice
Strip Loin **13.95 lb**



WILD MEXICAN SHRIMP
26/30 Count. 5 lb Frozen Box
4.99 lb
That's Just **\$24.95 / box!**



PROFESSIONAL OYSTER
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Sale Dates: December 1st - 31st 2020



2020 Holiday Specials



WILD ALASKA BLACK COD - Longline Caught Sablefish. Mouth-watering Buttery Flavor Skin-on Fillets. **10.95 lb**



WILD DOVER SOLE - Caught off the Netherlands 16-20 oz Whole Fish. Sole King Brand. Sold in 25 lb Frozen Case **11.99 lb**



WILD U/12 MEXICAN SHRIMP - Wild White Shrimp. 5 lb Blocks, Frozen at Sea, 50 lb Case **10.99 lb**



YAMASA REGULAR SOY SAUCE- Aromatic, Bold and Rich Flavor . 5 Gallon Units **25.00 ea**



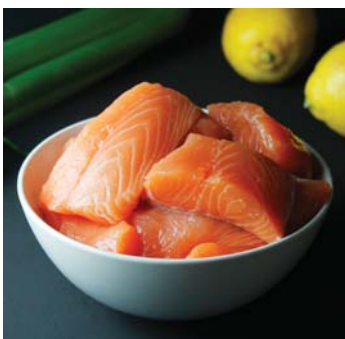
FRESH MEDITERRANEAN SARDINES - Wild Beauties. By the Pound: **8.99 lb**
By the 11 lb Case: **6.99 lb**



DRESSED SMELTS - Caught in Peru. Frozen 10 lb Case. Head-off, Gutted. Great for Frying! **4.99 lb**



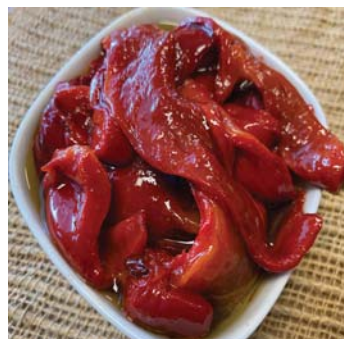
CHILEAN SEA BASS - 5 oz Skin-on Portions. Frozen. 10 Units per Case **79.00 cs**



FRESH SALMON BUFFET CUTS- House Cut Everyday Skinless, Boneless, 5 lb Min. **3.99 lb**



JONAH CRAB COCKTAIL CLAWS - 12/16 Claws per lb. Frozen 20 lb Case. Get Dipping! **16.99 lb**



ROASTED RED PEPPERS - Made Fresh, Every Day! 5 lb Tubs **49.00 ea**



AUNT CONNIE'S FAMOUS COLE SLAW - Made Fresh Every Day! 5 lb Tubs **19.75 ea**



ROPE GROWN MAINE MUSSELS

Rope Grown in Icy Maine Waters
Great Meat to Shell Ratio. 10 lb Bags

19.99 bag



SLIPPER LOBSTER TAIL MEAT - All Meat! Frozen 10 lb Case. 1-2 oz Delicious Tails.
19.95 lb



CLEANED SQUID - Tubes & Tentacles. 5/8 Inch. Frozen 10 lb Units
3.99 lb



SPANISH BACCALA - Jumbo Salted Cod. Bone In, Split. Top Quality
6.95 lb



BOM PETISCO TINNED TUNA in Extra Virgin Olive Oil With Oregano. 120 Gram Tin 30 Tins/Case. **55.00 cs**



RAFOLS BACCALA CARPACCIO - Desalted, Ready to Prepare. Frozen, Buy as Much as You Like!
12.75 lb



RAFOLS BACCALA FRITTER MIX - 100% Ready to Fry. Made with Choice Cod. Frozen 1 Kilo Tubs **15.00 ea**



SPANISH OCTOPUS - From the Mediterranean. 4-6 lb Octopus. 27 lb Average Frozen Case **4.99 lb**



GREAT WHITE OYSTERS - Raised off Barnstable Harbor, MA. Briny & Clean Flavor 100 Ct Box **.75 ea**



SALMON POKE CUBES - 1.5 cm Cubes. For Easy Poke Bowls and Sushi. Frozen 10 lb Case **6.89 lb**



RED KING CRAB LEGS - A Real Holiday Treat! 6/9 Size. Frozen 20 lb Case **29.50 lb**



HOLLAND FLOUNDER - 3 oz Boneless, Skinless Fillets. Frozen 10 lb Case. IQF **3.99 lb**



SWORDFISH HOLIDAY BUFFET CUT - 1-2 oz Each. Frozen at Sea. 10 lb Case. **2.89 lb**



Quality, Homemade, Prepared Foods for Your Kitchen



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Aunt Connie's Famous Classic Salads • Seafood Salads • Prepared Foods

For generations, Aunt Connie's homemade foods have provided Chefs with the highest quality and freshest products available. Using only the freshest ingredients with years of experience and knowledge, Aunt Connie's provides a full line of fresh, crafted, homemade Soups, Sauces, Salads and Prepared Dishes, made the same way they have been for over 85 years.

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