



# FISH TALES™

February 2021

A Samuels Seafood Magazine



NORDIC HALIBUT



**In this Issue:**

***Nordic Halibut*** - Delicious, Versatile and Sushi Grade!

**In the News:**

Join the Samuels "Wild Mexican Shrimp Revolution"  
Cooking Contest, and Win a Trip to Mexico!

**In the Spotlight:**

Youell's Oyster House, Allentown, PA

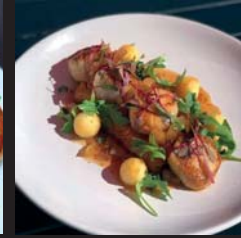
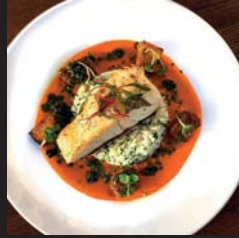
**In the Current:**

Eat More Seafood! A Look at the New Dietary Guidelines!

# Spotlight

by: Kate Emick

## Youell's Oyster House From Sea to Table



In the mid to late 1980s, every town had several seafood restaurants that served Haddock, Oyster stews, and seafood combos. In addition, seafood was delivered in barrels, and customers would wait hours with lines up and down the block- Youell's Oyster House was one of these restaurants.

There is an extensive and fascinating history behind Youell's Oyster House, and it all began in 1895. The original name of Youell's Oyster House was Rice Brother's Oyster House, and in 1925 when they moved to Front Street in Easton, PA, it was purchased by Bob Youell's, hence the new name.

In 1955, Youell's Oyster House relocated to College Hill, looking for something new and different. Almost 30 years later, Youell's Oyster House was purchased by longtime patron Gus Filipos and his son Chris Filipos joined the business not long after.

In 1992, Youell's Oyster House moved to Allentown, PA, and turned a converted house into a seafood restaurant. Chris Filipos, the owner, says, "During the mid to late '80s, dining was becoming more sophisticated, so this gave us the opportunity to break out of the mold." They wanted to serve more than just stews and combos as seafood restaurants did in the past, and indeed, it happened.

Chris Filipos is the third generation of his family that grew up in Maine, spending every summer there as a young child. He would often visit the Portland Fish Market, and many of the friends he grew up with became fishermen, lobstermen, and scallopers. It's fair to say Filipos has expertise when it comes to seafood.

Today, Youell's Oyster House has many different seafood options on their menu. Some of the customers' favorites include Scallops, Crab Cakes, Lobster Tails stuffed with Crabmeat, Stuffed Salmon,

along with various other types of fish on hand. Of course, they also always have a dozen different Oysters available daily with different flavor profiles. If you're looking for a variety of great seafood options, Youell's Oyster House is the place to go.

Customers are often very impressed with the quality of seafood Youell's Oyster House has on their menu. The restaurant orders their seafood from Samuels Seafood. Filipos says, "People often ask where it comes from because of how fresh the seafood is. What I like the most about ordering from Samuels is that there is always a great variety of products and they are high quality."

"Sea to Table," the slogan Youell's Oyster House has lived by since 1895, emphasizes the restaurant's ability to serve its customers with local, sustainable, and high-quality seafood. For over 100 years, Youell's Oyster House has been providing customers with all their favorite seafood dishes.

At Youell's Oyster House, seafood is not just a component; it's a focus. "What makes us different from other restaurants is that we offer meat on the side," Filipos adds. Whether that side dish is steak, duck, or even a burger, Youell's Oyster House is happy to serve you.

2019 was the biggest year Youell's Oyster House has ever had. Although 2020 has presented restaurants with a year of difficulty, Filipos says, "In 2021, I am looking forward to a return to normalcy." Youell's Oyster House wants to keep their employees and customers safe, and to do so, social distancing rules apply, along with offering an online menu and takeout options.

To find out more about Youell's Oyster House, you can visit [youellsoysterhouse.com](http://youellsoysterhouse.com)

## Employees of the Month



The Red Team

Top, Left to Right: Lisa Tiscavitch, Jason Wilson, Maria Lynch, Hunter Stagg, and John Pulley. Bottom, Left to Right: Mike Mitsos and Wil Lanzalone. Not Shown: Pete Bocchi and Andrew Smith.

Never in the history of Samuels Seafood have we ever selected a whole team for the Employee(s) of the Month nomination. However, in the final month of 2020, a year that no one would have ever predicted to have turned out the way it had, a group of extraordinary people rose in extraordinary times! So as this year came to an end we realize that the "Red Team" did just that and went above and beyond expectations. The "Red Team" receives the award as a collective winner for their undying hard work and dedication to the overall business during the busy 2020 Holiday Season. Great Job!

## FISH TALES Magazine

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William Bradford  
Kate Emick

### Photography

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# Nordic Halibut: A Mysterious Fish

by: Kate Emick



Nearly 90% of seafood from Norway is Salmon, but Nordic Halibut aims to change that. Nordic Halibut is proud to offer customers another flavorful, versatile, and sustainable fish that keeps variety in seafood and culinary choices. In 2020, Norwegian aquaculture celebrated 50 years of Salmon farming, and Nordic Halibut celebrated 25 years of Halibut farming.

Just off the Western coast of Norway, Atlantic Halibut (*Hippoglossus hippoglossus*) can be found in the Northern part of the Atlantic Ocean. Typically, Atlantic Halibut has a darker topside, usually an olive or chocolate color, and a lighter underside, but color can vary depending on the environment. Unlike Halibut's fellow flatfish, Turbot and Flounder, Halibut can grow up to 3 meters long and weigh up to 300 Kilograms (that's over 600 pounds), the largest species of flatfish in the world.

Nordic Halibut is a fully integrated Halibut farm with its own broodstock and egg production. The fish are monitored closely through every stage of production. The first stages, from eggs to the time the Halibut are a healthy and strong 250 grams, are based on land. At this time, the Halibut are moved to sea cages where there is excellent circulation of clean seawater and continuous monitoring to ensure optimal growing conditions. It takes 5 years to raise Halibut from eggs to harvest. This slow growth provides an unmatched exquisite flavor profile.

Nordic Halibut's mission is to keep their fish stress-free throughout the various life stages. You cannot have superior quality without happy fish. Fish welfare is a priority to Nordic Halibut; providing plenty of space, suitable living conditions, nutritious food, and stress-free harvesting for the fish is of the utmost importance to delivering the best quality product.

Nordic Halibut is a versatile fish like Salmon, which can be oven-cooked, pan-fried, grilled, used whole or filleted. Combined with colorful garnishes, the delicate, white flesh of the Halibut is a beautiful aesthetic on any plate, and its juicy, meaty consistency will please your palate in any application.

Often, an underrated preparation for Halibut in the United States is Sushi. Halibut, also known as O-hirame in Japanese, has an exceptional light flavor with a smooth, succulent texture. This application is perfect served simply with olive oil, salt and pepper, and/or a squeeze of lemon. Halibut is prized in Japan as a delicacy.

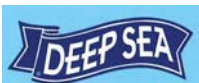


Not only does Nordic Halibut provide a good source of protein, Vitamin B12, Potassium, and Omega fatty acids, but it's safe to eat. There are no parasites which means Nordic Halibut can be consumed raw without freezing, making it perfect for sashimi, and there are no harmful levels of Mercury.

Nordic Halibut is committed to providing consistent, safe-to-eat Halibut 365 days a year. Nordic Halibut's white flesh is buttery and has the purest taste making for a gorgeous presentation. With Nordic Halibut on the menu, the chef's creativity will be easily inspired; it's the perfect addition to any menu!

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# Uncle Sam Says - Eat More Seafood!

by: William Bradford



Redfish with Arugula Salad

Are you eating enough seafood? In the newly released 2020-2025 Dietary Guidelines for Americans, the United States Department of Agriculture (USDA) and Health and Human Services (HHS) recommends that Americans of all ages, specifically children and pregnant women, eat seafood at least twice a week.

Currently, there is a big difference in how much seafood Americans eat compared to the new recommended Dietary Guidelines for Americans. Eating seafood twice a week or consuming 8 ounces doesn't seem like a lot, but there are nearly 80% of adults and 94% of children that don't meet these guidelines, according to the National Fisheries Institute.

There are several benefits from eating seafood 2-3 times a week. For adults, seafood provides calcium, vitamin D, and protein, which all help maintain muscle mass and strengthen bones. As for young

children, even as young as six months old, seafood provides babies and toddlers with essential nutrients such as Iron, Omega-3s, and Choline that ultimately support brain development and immunity. Those who are pregnant are encouraged to consume seafood regularly because it helps with babies' brain development.

Heart health is another benefit of eating more seafood. Omega-3 fatty acid-rich fish like Salmon, Sardines, Anchovies, Mackerel, and Albacore Tuna help reduce the risk of heart disease and can even help lower high blood pressure. Not only does choosing to eat more seafood taste good, but it's just as good for your health.

With these new guidelines, more dietitians will be offering tips on how Americans can incorporate more seafood into their everyday meals.

Additionally, the USDA suggests keeping seafood on hand and emphasizes starting simple to meet the new guidelines. The USDA states, "Seafood, such as canned Salmon, Tuna, Crab, and frozen fish is quick and easy to prepare." These seafood items are also convenient, especially during a pandemic when trips to the grocery store aren't as frequent.

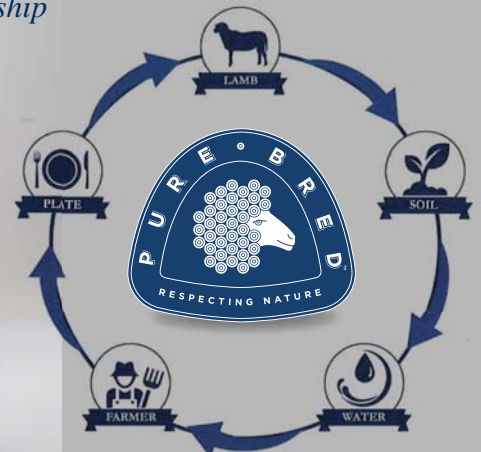
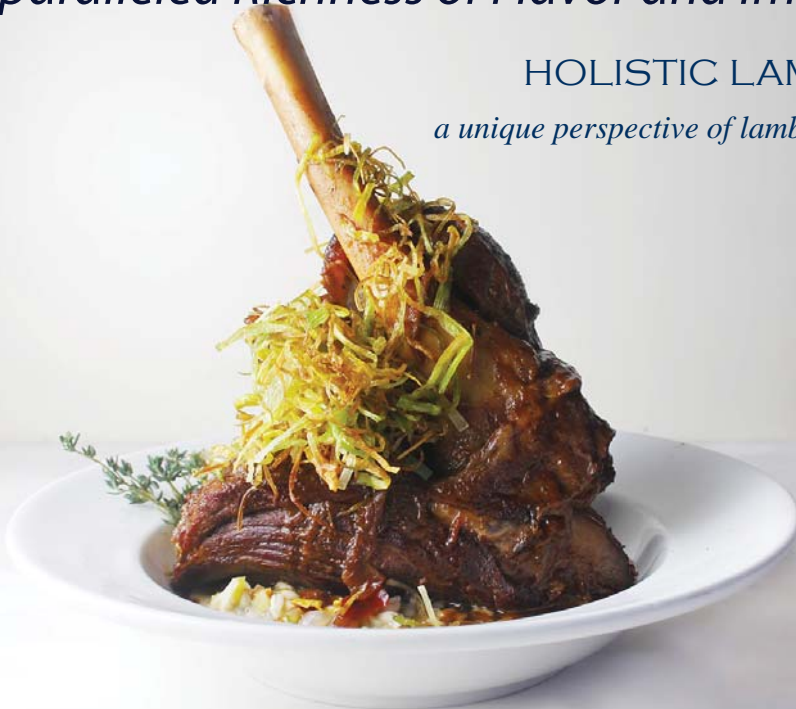
According to the USDA, incorporating seafood in place of other proteins like meat, poultry, and eggs is another perfect way to meet the recommended guidelines. Spending more time at home due to the pandemic has opened the doors for chefs and Americans to try new recipes and dishes that feature fish; in hopes that this encourages people to eat more seafood.

Learning to enjoy seafood at a young age provides key nutrients for a healthy lifestyle and shapes lifelong taste preferences and healthy food choices. No matter your age, seafood is a vital part of each person's lifestyle, and there are endless possibilities on what you can do with it.

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# Hearty Halibut for Winter

## Chefs Corner



**Chef Tony Clark**

Questions or Comments?  
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Nordic Halibut is a beautiful fish. It's delicate and buttery in flavor, has pure white flesh and a flaky texture when cooked. It can be prepared with bolder flavors and heartier preparations, making it a perfect seafood selection for the colder months.

Halibut is extremely versatile, too. Though it's mild in flavor, it works well with big flavors, like smoke, and holds its place on the grill.

On the other hand, since this Nordic Halibut is sea raised, it can be consumed raw in lighter dishes. Though you don't see many raw Halibut applications here in the U.S., it's served raw in many other countries. It's great in a citrusy ceviche, an elegant carpaccio, or spicy tiradito. You can slice it for sashimi or substitute it in sushi rolls in place of other lean fish.

Unlike most of its fellow flatfish, like Flounder and Turbot, Nordic Halibut is big. Instead of a delicate four or six ounce fillet that you

want to treat gently, Halibut can be cut into handsome portions for hearty meals. It's an ideal fish for the colder months when you want to serve something warm and filling.

For this dish, I've gently braised the Nordic Halibut in a turmeric fumet for about twelve minutes. Since it is sea raised, I cooked it to just under medium. The flesh will have a hint of translucence in the center, but will still flake apart cleanly. I served this with leeks and thinly sliced carrots, which were braised with the Halibut. I've used Chanterelle mushrooms to add depth. The color of turmeric is gorgeous. It adds a subtle earthy flavor, which accents the mushrooms in this dish. It also adds a robust pop of color – a great contrast to the white-fleshed fish when plated. For a final flair, a garnish of rosemary and a crest of paper-thin fried potato slices.

Nordic Halibut is adaptable to so many recipes, cuisines, and preparations – that's why I love cooking it.



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