



March 2021

FISH TALES™

A Samuels Seafood Magazine



RIVERENCE



Riverence Trout



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Spotlight

V&V Scratch Kitchen

Surviving the Pandemic in Western Pennsylvania
Finleyville, PA

by: Kate Emick



Just outside Pittsburgh, PA, V&V Scratch Kitchen opened its doors in May of 2018. For the last three years, they have provided customers with an exceptional dining experience by only using the finest quality ingredients, never taking shortcuts, and preparing everything from scratch.

V & V Scratch Kitchen is more than just a restaurant. Located right next door is V&V Cafecito, bakery, and café. Here, you will find an assortment of pastries, breakfast sandwiches, coffee, and specialty drinks like frozen lattes. Some customer favorites include homemade cinnamon rolls and a variety of danishes, scones, and cookies. You can stop in, order ahead for take-out or curbside pick-up to satisfy your sweet tooth!

Family is everything to owners, Chef Martin Lamarche and his wife, Kristen. The name V&V Scratch Kitchen pays homage to their two children, Vincent and Vivien, and they even have sandwiches named after them on the menu. "The Vincent" is two beef patties with American cheese, bacon, tomato, pickles, mushrooms, and a special sauce. On the flip side, "The Vivien" is smoked turkey, bacon, tomato, avocado, cucumber, microgreens, and house dressing.

Chef Martin Lamarche is no stranger when it comes to being in the kitchen. As a young child, Lamarche would spend a lot of time cooking with his mother, a remarkable chef, and baker herself. He went on to work as a professional chef in high-end restaurants in Florida, New York, Arizona, and Pittsburgh. Lamarche has been cooking in a professional setting and butchering fish since his early teens, so he has much experience under his belt.

There is no question that since the pandemic started a year ago, it's been difficult for restaurants everywhere, but V&V Scratch Kitchen was fortunate to stay open and still provide customers with beautiful and delicious dishes. The set-up, of course, was much different. Carryout went from 10-15% to 100%, and the menu that would change daily became limited. V&V Scratch Kitchen remains dedicated to keeping its customers and employees safe while still offering the homemade food

everyone enjoys.

V&V Scratch Kitchen offers a unique event each Saturday, called "Chef's Table," which keeps customers coming back week after week to experience the delicious new dishes. "Chef's Table" is an 8-12 course prix fixe menu that costs \$100 per person. These courses can include items such as Pan Seared Scallops, Santa Carota Beef Strip Loin, Lobster, Frog Legs, or Sturgeon Caviar. When the pandemic started, "Chef's Table" had to shut down, but thankfully V&V Scratch Kitchen has safely opened this event back up, and they are booked through April 2021.

V&V Scratch Kitchen has an extensive menu, but if there is one thing they are known for, it's their Lobster rolls. V&V Scratch Kitchen uses fresh live Lobster, poached in butter then packed into an artisan roll. This sandwich is both warm and delicious. Customers also enjoy the house-made Pastrami Reuben made of smoked pastrami, Jarlsberg cheese, sauerkraut, and Russian dressing.

Chef Martin Lamarche values his relationship with businesses like Samuels Seafood. Lamarche has known Samuels since his time in Washington D.C. many years ago. Lamarche says, "We wouldn't be here without partners like Samuels, and I am incredibly thankful that they understand the business and help in decision making."

Although V&V Scratch Kitchen is not an exclusive seafood restaurant, fish is featured on the menu every day. The restaurant features a fish of the day and keeps it exciting; by using items like Skate Wings or Golden Tilefish. Customers also love Black Cod, Grouper, Mahi Mahi, and Tuna. Another fan favorite has been the Live New Zealand Greenshell Mussels.

V&V Scratch Kitchen's goal is to provide great food in a great environment for the community. Lamarche and his team are committed to creating excellent dishes with quality ingredients from scratch that won't disappoint.

To find out more about V&V Scratch Kitchen, visit vandyvkitchen.com

Employees of the Month



(L to R): Serge Oros, Mikael Orlen, Matthew Neducsin

Serge Oros is a fast learner, a good team player and extremely professional! He is a reliable go-to source and delivers like a pro with great Customer Service!

Mikael Orlen has been a steady hand on the Blue Team since he joined Samuels in 2018. He has stepped in and stepped up during this time of need and helps out whenever in need!

Matthew Neducsin joined the Samuels Purchasing Team right at the start of the Pandemic. He is constantly learning, extremely cooperative and is always willing to help.

FISH TALES Magazine

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Where Goodness Flows, Great Things Follow.



When you think about it, a lot goes into a plate of sizzling Trout. Sure, there's how it was prepared, and priced, but what if you dive deeper—into where it came from, how it was raised, why it tastes so good?

Every Trout has a story. And at Riverence, it all starts with the egg. Our farms raise fish hatched from our own eggs exclusively. That way, we ensure they're bred to thrive and can trace them from hatch to harvest to homes or restaurants. It's quite the story—and it begins in the purest of spring water, straight from the Rocky Mountains.

Bubbling up through layers of volcanic rock, the Magic Valley's crystal clear water flows into our farms at a consistent 58°F—the perfect temperature for raising healthy trout. Within this water, our fish are nurtured and given proper nourishment from well-balanced, nutritious feed. So Trout of all kinds—from red Steelhead and white Rainbow to Golden Trout—can flourish.

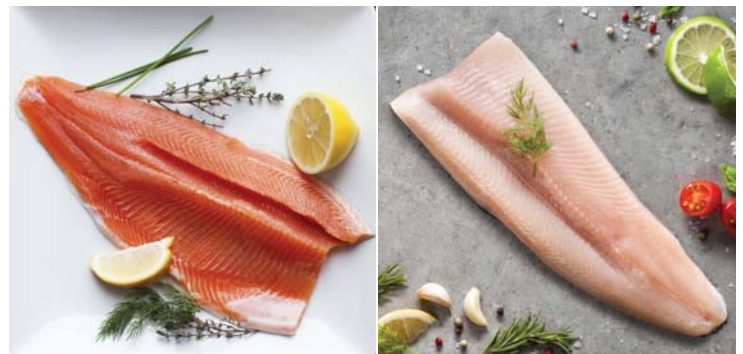
But our respect for nature isn't limited to fish. We care about the earth around us. So we've spent years perfecting our land-based farming techniques, working to lower our carbon footprint and set the standard for seafood sustainability. It's all part of our goal: to leave things better than we found them. Because when you're good to something, it's good to you in return.

That includes taking good care of our fish after they're harvested, ensuring our commitment to quality reaches the consumer. We process our fish within hours of harvest at our HACCP QMP-

USDC-certified plant and use our nationwide delivery network to quickly ship our fish to locations across the U.S. So our fish get to your business faster, consistently fresh.

By harvesting at Trout sizes, we achieve the "whole fillet" nutritional value. But beyond nutrients, our beautiful fillets are as easy on the eyes as they are to enjoy. Not to mention, conveniently cut for faster preparation time. Whether cooked from fresh or frozen, every bite contains five-star texture and taste. In fact, our reputation for quality has earned praise from celebrity chefs such as Andrew Zimmern, and a spot on the menus of restaurants like Tender Greens, The Breadfruit & Rum Bar, Momofuku, and more.

Since our story first began in 2014, we've made every effort to raise incredible fish in a way that's just good—for people and the planet. To further our mission, in early 2020, we acquired Clear Springs Foods—a Rainbow Trout producer with a 54-year legacy of fish



farming. With the acquisition, we became the largest land-based producer of Trout in the Americas. We continue to decrease pressure on wild fish by providing an alternative source of premium seafood to the U.S.

We are proud to be an IMPACT partner of the James Beard Foundation and the official Trout of the James Beard House, recommended by FishWise and Ocean Wise, and a Monterey Bay Seafood Watch "Best Choice." But this is just the beginning.

Visit riverence.com to journey with us.

In The News...

Remembering Aunt Connie



Concetta Ippolito

Samuels is sad to announce the passing of our beloved Aunt Connie. Concetta Ippolito, known to her family, friends, and customers as "Aunt Connie," touched the lives of many people, leaving an unforgettable impact on those around her upon her passing.

Much of Connie's life was spent at Ippolito's Seafood working behind the counter, building a rapport with the customers, and behind the scenes creating her Aunt Connie's famous brand of seafood dishes, which over the years has

become a signature of Ippolito's Seafood. Even after Aunt Connie retired, customers still come in and ask for her by name. She was often referred to as a local South Philadelphia celebrity, and for a good reason. For generations, Aunt Connie's delicious soups, salads, and seafood creations have and continue to grace the tables of many family dinners. Customers come from all over to purchase Aunt Connie's famous products.

Today, the name "Aunt Connie," her delicious fan-favorite recipes, and her work ethic live on. Connie will always be the soul of Ippolito's Seafood and will forever remain in the hearts of her family and friends, especially her nephew Sam D'Angelo and his children at Samuels and Son Seafood.



The Perfect Options for Your Signature Fish & Chips

by: Kate Emick



Seafood and warm weather go hand and hand, making you feel like you're sitting ocean side. Spring weather is a fantastic time to enjoy the widely popular fish and chips dish. Who doesn't love the perfect combination of fresh, hand-battered fish accompanied with delicious chips, known to many of us as French fries! Samuels offers you a variety of high-quality, sustainable fish options to create your signature fish and chips dish.

When most people think fish and chips, they think Cod. Cod is a popular choice because it offers a clean, easy-to-love flavor with large flakes. The Cod we receive is beautiful, loved by our customers, and is a sustainable choice. Icelandic Cod has been certified under the Iceland Responsible Fisheries Programme for over ten years, ensuring the Cod is coming from a sustainable source. Sustainable fishing is a part of the Icelandic way of life.

Norwegian Skrei Cod, another sustainable choice, spend years feeding and growing strong in the Barents Sea. Once in their prime, they swim thousands of miles to the Lofoten Islands to mate. The vigorous journey results in a fish with a long, incredibly lean fillet. These breathtaking fish all have the same quality with dark color and uniform markings. Interesting fact, only 10% of Norwegian caught Cod qualify for Skrei branding. The Skrei Cod season is extremely short, running from January to April.

Haddock, a premium whitefish, has a mild, slightly sweet flavor and a firm texture. Haddock is a popular fish in the Cod family and is found on both sides of the North Atlantic, with the highest concentration in the U.S. waters of Georges Banks and the Gulf of Maine. Haddock can also be found throughout Northern Europe, where this fish is known for the classic fish and chips dish. Several Haddock fisheries are certified by the Marine Stewardship Council (MSC) or are labeled a "Good Alternative" by the Monterey Bay Seafood Watch Program.

Pollock is another excellent option for fish and chips, and it can add a lot of value to your menu. Like Cod and Haddock, Pollock has a mouthwatering sweet, delicate flavor with a firm, white meat. However, Pollock has a rich oil content which gives it a little more flavor. Atlantic Pollock is a member of the Cod family and is distinguished by their darker flesh. Another option is Wild Alaska Pollock, which is one of the largest fisheries in the world. The Alaska Pollock Fishery employs science-based practices to manage how much Pollock is harvested per year. You can get locally caught Atlantic Pollock or Wild Alaska Pollock for all of your favorite dishes at Samuels. Pollock is available year-round.

This spring, let the sun shine and take advantage of the many different delicious "flakey, white meat fish" Samuels can provide you. They come from waters worldwide, have their own stories, and are excellent choices for one of the most popular seafood meals ever, fish and chips.



The Mexican Shrimp Revolution!

Thank you to everyone who participated in Mexican Shrimp Revolution.

At Samuels, we pride ourselves on offering Shrimp options for every menu. Please speak with your Sales Representative to learn more about our Mexican Shrimp!

Be sure to check out next month's Fish Tales to learn who won the trip to Cancun, Mexico!

¡Salud! a la Revolución Mexicana de Camarones.



Chefs Corner



Questions or Comments?
Chef Anne will be happy to assist.
800-580-5810 x6555
AnneC@SamuelsSeafood.com

Spring is Time for Riverence Trout a la Meuniere

It's beginning to warm up a bit on the East Coast after a snowy February. We can all start dreaming about warm spring days, flowers blooming, babbling brooks and enjoying all of the great produce that will start growing in our region. It's one of my favorite times of year to pair all of spring's bounty with fish. A fish that lends itself to all the great spring produce is Riverence Trout. This Trout comes from the pristine waters of the Snakehead River in Idaho and has a delicate, sweet, and mild flesh. Riverence Trout is like no other because of the exceptional care the Trout is given from the beginning of its life cycle to the end.

Riverence Trout is a fish that is wonderful for the center of the plate for any dining establishment or home table. The whole fish is deboned with great care making it a perfect fish for fast preparations due to its short cooking times and there is little fabrication involved in this Trout. Therefore, it's easy for restaurants to prepare and great for the home cook as well. This fish is also diverse because preparations can be very detailed or as simple as baking in the oven with a little lemon, salt and pepper, and olive oil.

One of my favorite preparations for this fish is Trout meunière as it is a very simple and classic presentation. I love this style of cooking because it is easy and showcases the delicate and clean flavor of the fish. It is also sure to please any restaurant guest or family member. First, I prepare the Trout by rinsing it and patting it dry. Then, I season the Trout with salt and pepper and stuff the cavity with fresh herbs and lemon slices. In a sauté pan, I warm Santa Ines olive oil on medium heat. When the oil ripples slightly I add the Trout and pan sear it on each side for about 4-5 minutes until golden brown. The Trout is removed from the pan and I add butter, capers, lemon, fresh spring peas, asparagus, or fava beans and tomato concasse. This mixture is then poured over the fish and dinner is ready. It's easy, fast, and simply delicious.

Riverence Trout is a wonderful fish whether you are using the Steelhead or the White Trout. They both make a wonderful meal. These fish are cared for from the time they are just a wee egg till the time they make it to your plate. That care is something you can taste, all the way from the clean waters in Idaho.



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