



TM

# FISH TALES

July 2021

A Samuels Seafood Magazine

*Nurtured in glorious isolation*

**BIG GLORY BAY**

OCEAN-FARMED SEAFOOD

STEWART ISLAND | NEW ZEALAND

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# Spotlight

## Sparks Steak House *Experts of Steak and Wine*

New York, NY

by: Kate Emick



Considered one of the most famous food cities in the world, New York City is known for having some of the most historical steakhouses in the country. Located in Midtown Manhattan is the dazzling Sparks Steakhouse.

This American steakhouse, featuring amber lighting décor, got its start in 1966 when brothers Mike and Pat Cetta converted a small English pub into a steakhouse. When the restaurant first opened, it was the smallest steakhouse in downtown Manhattan, but it was not long until the restaurant expanded. In 1977, Sparks Steakhouse moved to its current location, able to seat nearly 687 guests, becoming the largest steakhouse in New York City.

Mike and Pat Cetta joined their father in his butcher business at a young age, expanding their knowledge of specialty meats. During this time, Mike and Pat also developed their palate for fine wine by crushing grapes in their cellar and making their own vintage, a custom common among many Italian immigrants. Many years later, the Cetta brothers poured their passion for food and wine into the restaurant business, creating Sparks Steakhouse.

The restaurant has a worldwide reputation for having one of the most famous wine cellars in the country. Pat, a wine enthusiast, spent much of his time researching different wines and built a wine cellar unlike any other. In fact, Pat was the first to ever bring California wine to New York. The wine selection is unique and expansive. When customers come to dine at the well-known steakhouse, they can choose from over 100,000 bottles of wine. In addition to wines, Sparks Steakhouse has a very popular bar with a vast selection of whiskey and other liquors, the perfect pairing to any dish.

Sparks Steakhouse provides guests with an A La Carte menu specializing in steaks, seafood, and salads. The prime sirloin steak, a boneless, 16-18 oz, dry-aged steak, is the most popular menu choice among guests. A few other top picks are the extra thick veal chops and the filet mignon.

When it comes to seafood options, Sparks Steakhouse goes all out. The restaurant offers a full line of fresh fish, including Salmon, Red Snapper, Chilean Sea Bass, and even Lemon Sole. In addition to fresh fish, the steakhouse is known for their array of Oysters, Clams, Jumbo Lump Crabmeat, and Lobsters. Customer's return to order the large live Lobsters time and time again. The Lobsters range in size from three to five pounds and can be found in the restaurant's live Lobster tanks. What impresses customers the most about the live Lobsters is how the giant beauties are brought out and put in the center of the table, deshelled, ready to enjoy.

Customers are always astonished at the wide selection of seafood options. The steakhouse never compromises quality, and that's why the restaurant orders seafood from Samuels Seafood. Sal Desai, General Manager, says he is always amazed by the quality and consistency delivered by Samuels.

Sparks Steakhouse is open for dine-in, delivery, and take-out. If you choose to dine in, reservations are required, especially on Fridays and Saturdays. Don't worry, though, along with being the largest steakhouse in the city; they also have several private rooms ideal for all types of celebrations.

If you find yourself in the big apple, be sure to visit Sparks Steakhouse or online at [sparkssteakhouse.com](http://sparkssteakhouse.com).

## Employees of the Month



L to R: Daniel Smith and John Leach

John Leach is a 2 time EOM winner and continues to be a great warehouse employee! From Shipping to the Cutting Room, John jumps in and helps out. Best of all, John is an excellent mentor; he is patient and explains products and procedures to new employees and those being cross-trained. Thank you John.

Dan Smith is a recent new hire and goes far beyond his role as a Customer Service Rep. Logging in six days a week; he has never missed a day of work. Dan also has a positive can-do attitude and helps out wherever he can, from processing orders, vac-packing to working the dock. Dan is a perfect team player! Great job Dan.

## FISH TALES Magazine

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Advertising Sales

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[SamuelsSeafood.com](http://SamuelsSeafood.com)

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# Big Glory Bay Nurtured in Glorious Isolation

Our King Salmon, also known as Chinook Salmon, are sustainably ocean-raised in the pristine coastal waters of Stewart Island at the very bottom of New Zealand.

Ted Culley, our General Manager of Aquaculture, says, "We're in a very, very isolated place. There are 400 people living on Stewart Island, yet it is around the size of Singapore. Stewart Island is 85% Rakiura National Park and Big Glory Bay is situated right on the outskirts of that, so we're really privileged to live on Stewart Island and operate in Big Glory Bay."



The cool ocean currents make the Salmon grow slower, giving it time to develop a distinct rich, smooth flavor with a melt-in-the-mouth texture. We are proud that Big Glory Bay King Salmon is: Antibiotic Free, Hormone Free, GM Free, Monterey Bay 'Best Choice,' 4 Star Best Aquaculture Practices certified,\*

*\*seafood Watch is the Authoritative Consumer Guide on Sustainable Seafood by Monterey Bay Aquarium. King Salmon from New Zealand was the First Ocean-Farmed Salmon to Achieve the Green Rating, Indicating it is a 'Best Choice' for Consumers.*

## An Ethical Choice

We are 100% committed to sustainable Salmon farming, and our efforts have been recognized by the highest authority in Aquaculture. Ted says, "Sustainability is really important to the business. I

think, first and foremost, we're in an amazing environment here, totally isolated. We respect the environment, we've been here for over 30 years, farming fish, so the area is important to us". We are AQNZ A+ program and Ocean Wise 'Recommended.' All NZ waters are free of sea lice; therefore, we don't need to use any medicated feed. Our feed comes from sustainable, certified GMO-free suppliers and contains everything our Salmon need to thrive. The well-being of the fish is extremely important to us. We have a lower pen density than most other Salmon farms – a maximum of 4.0 fish per m3.

We have a natural breeding program where we produce eggs and nurture them until they hatch. "We've been a closed population of Salmon for more than 60 years now, and because of that, we've got a really good breeding program that allows us to breed the best performing Salmon for this environment."

## Our Pride and Joy

At Big Glory Bay, we believe we raise the best Salmon in the world, hands-down. The cold water means the fish develop slowly, the pristine water of their environment, and the care taken when processing to deliver perfect Salmon every time. Our Salmon is sashimi grade with thick marbling. It's perfect for consuming raw. It is exceptionally high quality, hand-graded, processed, and packed with care. Unlike other farming operations, we have only one farm, so you get 100% consistency every time.

What makes Big Glory Bay King Salmon so delicious is the decadent fat layering and distinctive marbled texture, combined with a high oil content and a good source of Omega-3. It has a luxurious color with rich flavor, melt-in-the-mouth texture, and a clean finish. And the taste? It's a true product of its pristine environment. Melt-in-the-mouth texture with a distinctive rich, smooth tastes absolutely delicious. Big Glory Bay King Salmon is on menus at some of the world's finest restaurants. Within 48-72 hours out of the water, Big Glory Bay King Salmon are dressed, packaged, and landed in the United States.

Josh Shields, Head Chef at Ostro in Auckland, New Zealand, says, "Big Glory Bay Salmon is a guaranteed quality product. I've been using it for three years now. It's the same size every time, it has the same fat content every time, the same color. You know exactly what's coming in the box."

## In The News...

## A Bright Future for Local Restaurants



This summer, from June through August, Taste America is bringing the James Beard Foundation's Open for Good campaign to ten major cities across the country. Philadelphia, Boston, Washington, D.C., Chicago, New Orleans, Los Angeles, Denver, Park City, UT, Seattle, and the San Francisco Bay Area will be celebrating this event.

"Open for Good" focuses on helping independent restaurants survive the COVID-19 pandemic, rebuild, and thrive for the future. To do this, Open for Good programs provide crucial resources to help restaurants come back stronger than ever. The goal is to

increase the restaurant's capacity and assist them in becoming more equitable, sustainable, and resilient.

In each of the ten cities, a local restaurant will provide guests with a three-course meal, reflecting the signature style of the chef and the restaurant. Beverages will be paired with each meal, and customers take home a swag bag of goodies. The gatherings will be small and will feature two dinner sessions, each approximately two hours long.

Tickets are sold in pairs, and 65% of each ticket purchase will go directly to the local restaurants to support their business. In addition, 35% of purchases will support the James Beard Foundation's national programming, including the Open for Good campaign.

To find out more or how you can donate, visit [jamesbeard.org/tasteamerica](http://jamesbeard.org/tasteamerica).

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# The Perfect Guide to Summer Shellfish: Bivalve Edition

by: Kate Emick



JC Walker, Seaside Clams Farm

Warm summer days are here, which means it's time to break out the grill. We can all agree summer grilling season is not complete without delicious seafood. Shellfish, specifically bivalves, are also a staple of summer.



JC Walker, Seaside Clams

You might be curious about what a bivalve is, so let's begin with a brief overview. Common bivalves include Oysters, Clams, Mussels, and Scallops. Essentially, a bivalve has an external covering comprised of a two-part hinged shell containing a soft-bodied invertebrate. Bivalves play an essential role in marine ecosystems because they filter the water and serve as habitat and prey for different sea life.

*Take a look at the bivalves below to learn more.*

**Oysters** - The perfect accompaniment to lemon, cocktail, mignonette, or hot sauce, Oysters have been enjoyed for thousands of years in cooked and raw applications. Samuels provides both East and West Coast Oysters. There are two species of East Coast Oysters which include Atlantic Oysters and European Flats, otherwise known as Belon Oysters. Atlantic Oysters often have a firm texture and savory, strong brininess, whereas European Flats present a more pronounced flavor with a distinct saltiness and a sweet overtone. Now, along the West Coast, the Pacific species are sweet and creamy, while the fruity Kumamoto species have a slightly firmer texture. Of all West Coast Oysters, the Olympia species have the most subtle taste. Oysters are perfect for grilling season as they are easy and quick to cook.

**Clams** - There are more than a thousand species of clams throughout the world, and they are one of the oldest living creatures. At Samuels, we are

happy to provide JC Walker Seaside Brand Clams. JC Walker Brothers is a large-scale aquaculture company located just inside the Little Machipongo Inlet in Virginia, known for consistently harvesting premium Clams from their pristine location, a nature biosphere recognized by the United Nations. The company's unique location eliminates impacts from rainfall, rivers, and development from the coastal plain. In turn, JC Walker Brothers are able to provide customers with premium, great-tasting Clams year-round. Did you know that hard-shell Clams grown up and down the East Coast of North America are all the same species? The only difference is their size and age.

**Mussels** - There are many varieties and classifications of Mussels, but at Samuels, our most popular selection of Mussels includes the relatively new Bangs Island Mussels. Rope raised in Casco Bay, Maine; these Mussels are surrounded by natural kelp, giving them a healthy yield meat and clean flavor. Another popular Mussel choice that Samuels carries are the Prince Edward Island Mussels. Famous simply for their name and how clean they are, PEI Mussels are amongst one of the most favored Mussels out there. Samuels provides many more varieties of Mussels which are ideal for summer grilling season as their subtle flavor makes them very versatile.

**Scallops** - A close relative to the Oyster, there are more than 400 species of Scallops found around the world. In 2010, several Atlantic Sea Scallop



Left: William Bradford with Fresh Catch, Viking Village Scallops, Right: JC Walker, Seaside Clams

fisheries became MSC certified, ensuring consumers with high-quality, sustainable Scallops. Locally, Samuels sources Scallops from Viking Village, located right on the Jersey shore in Barnegat Light. Scallops are famous for being consistently light, sweet, and rich.

Stay up to date on our available shellfish by looking at our Daily Shellfish Update, which provides an extensive list of all we have to offer!





## Big Glory Bay King Salmon

Summer is here! Whether you're grilling, pan-searing, or preparing a raw dish, Big Glory Bay King Salmon is a superior Salmon to use.

Big Glory Bay King Salmon has an extraordinary presentation and flavor profile because of the pristine and exceptionally cold waters of southern New Zealand, where the fish is raised. These cool conditions make for fresh flavor and impressive fat content. The facilities are 4 Star Best Aquaculture Practices certified, which means the fish are sustainably raised – so you can feel good serving this fish and sharing this with your environmentally-conscious guests. Additionally, the product is available year-round, so it can easily be a staple dish on your menu.

Big Glory Bay King Salmon has a firm texture and clean flavor that works beautifully in raw or cooked applications. Grill skin-on for a smoky center-of-the-plate option, with summer corn and squash. Its

stunning pink flesh is the highlight of raw dishes. Use it for the star ingredient in a citrusy ceviche or spicy poke bowl – or keep it unaltered to emphasize its freshness: sliced thin as sashimi. It's the perfect protein for any application.

For this preparation, I've pan-seared the salmon until the skin is golden and crispy. Then served it alongside gnocchi, brown beech mushrooms, and baby Shanghai boy choy. Pasta doesn't have to be a cold-weather entrée. This combination makes for a summer-appropriate main course with a cilantro chimichurri base, celery leaves, and grape tomatoes for extra brightness, and a pop of spice from fresh radish sprouts.

No matter how you're cooking Big Glory Bay King Salmon, this fish is an excellent choice for impressive entrees or stunning starters.



# BIG GLORY BAY KING SALMON

Raised in the Pristine Waters off New Zealand.  
Four-Star BAP Certified & Monterey Bay  
Green "Best Choice" Rating.

**8-13 lb Whole Fish: 10.75**  
**3-5 lb Skin on Fillets: 14.95**



Photo credit to Chef Jesse Ito of Royal Izakaya

**\$15.00**  
**Per Box!**

**\$20.00**  
**Per Pack!**

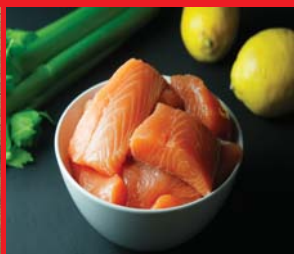
**\$25.00**  
**Per Bag!**

**\$30.00**  
**Per Bottle!**

**\$35.00**  
**Per Case!**



**CHOPPED CLAMS -**  
Locally Caught Hy  
Seas Clams. Frozen  
5 lb Box



**FRESH SALMON -**  
10 lb Pack. Boneless &  
Skinless Cuts. Perfect  
for Burgers & Stir Fry!



**LARGE SHRIMP -**  
21/25 White Mexican  
Shell-On Shrimp.  
5 lb Bag.



**VIRGIN OLIVE OIL -**  
5 Liter Units, St Ines  
Extra Virgin Olive Oil.



**SALMON PORTIONS**  
Sous Vide Cooked  
3 oz Portions.  
10 lb Case. Norway

**Value Added Options - Now Thats a Deal!**



**BEER BATTERED COD -**  
Battered in Corona Beer! 2  
oz Fillets, 10 lb Frozen Case.  
**65.00 cs**



**SALMON ITALIANO SALAD**  
Fresh Salmon Salad with  
Italian Herbs. 5 lb Unit.  
**25.00 ea**



**FAMOUS FISH CAKES -**  
Homemade and Ready to  
Bake! 8 Cakes per Box  
**15.00 box**



**COLE SLAW-** Made with  
Fresh Ingredients, Great for  
the 4th! 5 lb Tubs  
**19.50 ea**



**CANTERBURY CURE**  
**SMOKED TROUT ROE -**  
Infused with Smoked Flavor.  
**13.99 2oz Units**



**CANTERBURY CURE COLD**  
**SMOKED SALMON -**  
Hand-Sliced, 3-4 lb Sides.  
**15.95 lb**



**WHITE SEAS CUTTLEFISH**  
**INK -** Harvested in Spain.  
17.6 oz Jars  
**22.50 ea**



**BLACK GARLIC -** Grown in  
the US. Savory & Sweet  
Flavor, Smooth Texture  
**22.99 lb**



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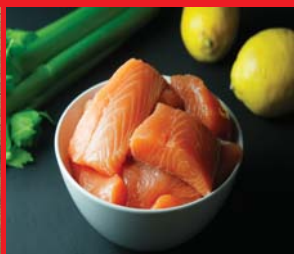
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