



FISH TALES™

February 2022

A Samuels Seafood Magazine

THIS MONTH... BIG GLORY BAY KING SALMON

Premium Salmon Raised
in Glorious Isolation

SAMUELS SPOTLIGHT SHELLHOUSE SEAFOOD

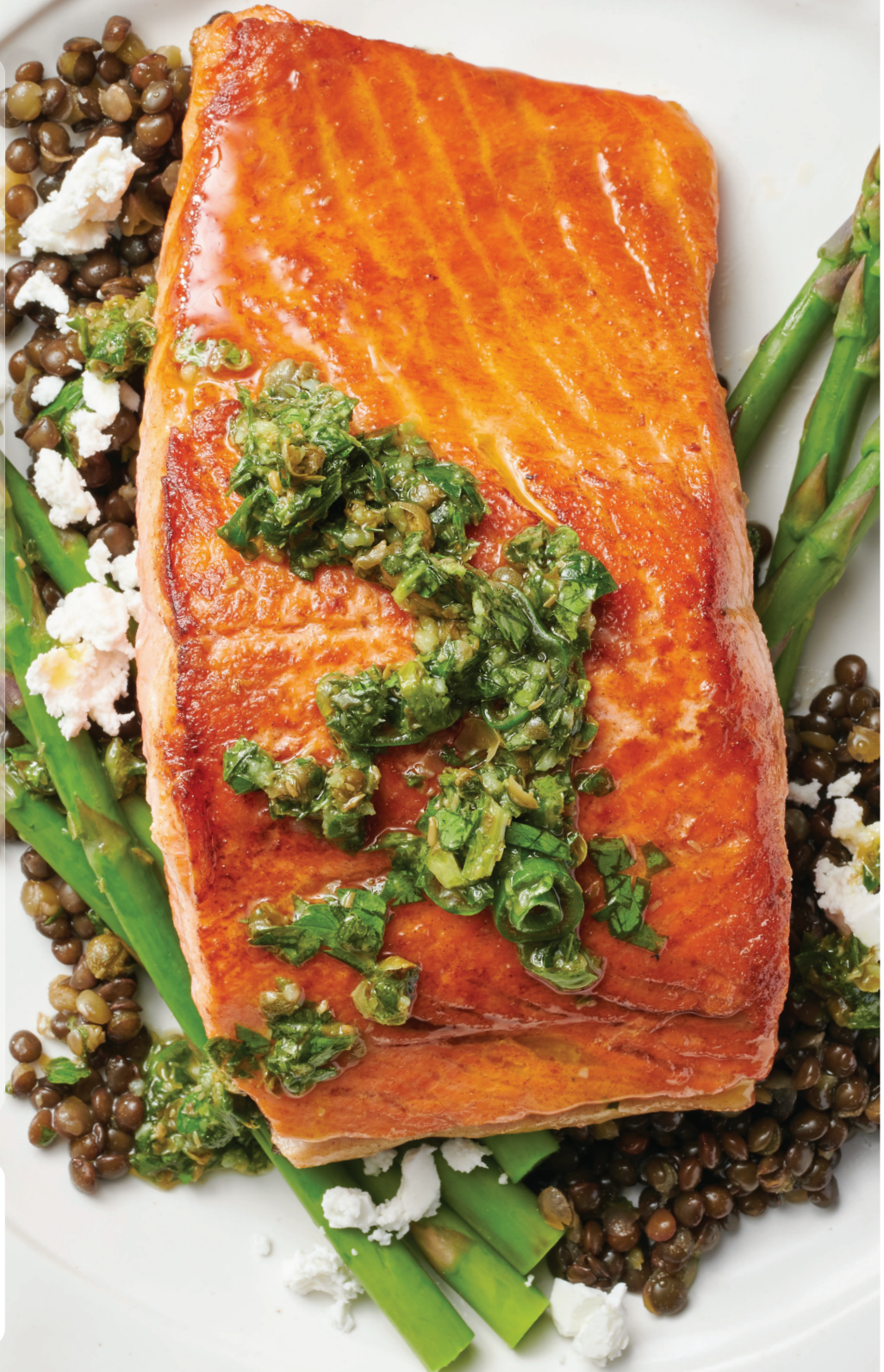
Locally Known as the 'Jumbo
Crab King!'

NEW! JURGIELEWICZ
AIR-CHILLED CHICKEN

PLUS...
FEBRUARY
MONTHLY SPECIALS
Products Hand-Picked for
Valentines Day!



BIG GLORY BAY



Samuels Spotlight



Are you looking to enjoy high-quality, local seafood in the comfort of your own home? Look no further than Shellhouse Seafood in North Philadelphia!

A Family Tradition for All Things Seafood

By Kate Emick

For over 30 years, Shellhouse Seafood has been providing the local community with all of their favorite seafood. From beautiful King, Dungeness, and Snow Crab Legs to Mussels, Oysters, Clams, Salmon, and Tuna, Shellhouse Seafood is happy to serve you. If you can't decide what to have for dinner tonight, Shellhouse Seafood's take-out menu is the perfect choice! A quick, healthy option that is ready in just minutes is sure to satisfy everyone at the dinner table. Accompany your seafood feast with French fries, your favorite homemade salad, or delicious chicken wings.

Elliot Timms and his family have had a passion for sourcing sustainable, local seafood since 1991. From the start, the Timms family have owned and operated Shellhouse Seafood and some of their fondest memories come from preparing and eating different seafood-based dishes together. Since opening Shellhouse Seafood in the early 90's, the Timms family has always been dedicated to providing only the best seafood to the local community. Elliot's wife, Rose, says that her favorite thing about Shellhouse Seafood is giving back to the community. Throughout the years, Shellhouse Seafood has aimed to create a comfortable, family-friendly atmosphere that creates happy and positive memories for its customers. More than just providing good tasting seafood, Shellhouse Seafood strives to give their customers memories that will last a lifetime.

In addition to high-quality, delicious seafood, Shellhouse Seafood also sells popular grocery items as well. Take a trip to your local seafood market where you can also pick-up milk, bread, produce, and of course Elliot's Crab & Seafood Seasoning!



Shellhouse Seafood



Known around town as the hot spot for Crabs—even dubbed the 'Jumbo Crab King,' by its customers, Shellhouse Seafood came up with a way to further stand out from fellow seafood markets and restaurants. After experimenting with a combination of different seasonings, 'Elliot's Homemade Crab & Seafood Seasoning' was born! The perfect addition to any seafood dish, Elliot's seasoning continues to bring customers back time and time again. Rose says with a laugh, "It's very good and quite addictive. The customer's love it."

Next time you are in the area, stop by Shellhouse Seafood, located at 5040 Belfield Ave. Pick-up your favorite type of fresh seafood along with the delicious, must-have Elliot's Seasoning, and more!

Maybe you have a busy week and need a quick and easy dinner option, or you are looking for the ideal Valentine's Day feast. If so, Shellhouse Seafood is there for you!



Be sure to visit Shellhouse Seafood online at seafoodrestaurantinphiladelphia.com where you can also view their extensive menu.

NEW! JURGIELEWICZ CHICKEN



AIR-CHILLED
chicken
[BULK PACK]



ABF / AIR-CHILLED
chicken whole leg
[BULK PACK]

CALL YOUR SALES REP TODAY!



ABF / AIR-CHILLED
chicken breast
[SKINLESS/BONELESS
RANDOM BULK PACK]



AIR-CHILLED
chicken wings
[WING TIP OFF
BULK PACK]



EMPLOYEES OF THE MONTH

From left to right: Jessica Fera, John Pulley, & Marietta Carreno-Union

Jessica is one of the hardest working members of our sales department. She radiates with energy and positivity, and helps the company in almost every aspect of our operation. In December, she went above and beyond, helping her teammates, working in the retail market, and serving as a mentor for newer members of the team. Thank you for your dedication and commitment the past 10 years and counting, and congratulations on your EOM win!

Since joining the Samuels and Son family in October of 2019, **John** has proven himself to be a passionate fish monger with an incredibly bright future. His combination of solid customer relationships, a continuous increase in product knowledge, and an unbridled desire to grow his sales, has proven to be a championship-level winning formula. Congratulations John for a great month and a remarkable 2021! Cheers to you and best wishes for an even better 2022!

Marietta joined us in October 2020 as a Purchasing agent. She quickly adapted & excelled in every task she was given. Over time, she took over the Aunt Connies line of prepared foods, began to work closely in the Clam and Oyster room, and not long after has since taken over buying a variety of shellfish, caviar, and other products. Marietta is a very reliable and positive employee who we are extremely lucky to have at Samuels. Congratulations on your first EOM win!



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FISH TALES MAGAZINE

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BIG GLORY BAY KING SALMON

From one of the most stunning and remote locations in the world, discover Big Glory Bay in Stewart Island, New Zealand where world renowned Big Glory Bay King Salmon are nurtured in glorious isolation.

SUPERIOR TASTE & QUALITY

At Big Glory Bay, conditions couldn't be more perfect for raising New Zealand King Salmon, also known as Chinook. The pure waters of the bay are constantly refreshed by cold currents, keeping the temperature at a chilly 57.2°F. This means the Salmon grow slowly and are harvested at the peak of their condition to deliver a rich, smooth flavor, with a buttery melt-in-mouth texture. Higher fat levels can be seen in the clear, thick marbled lines that gives the flesh a smoother, softer texture. A highly versatile protein, Big Glory Bay King Salmon is perfect for sashimi, pan frying, baking, grilling or barbecuing. A favorite of top-end chefs, our Salmon is featured on menus from Los Angeles to New York City. Chef Dirk Tolsma of Epic Steak in San Francisco, California says, "One thing that stands out about Big Glory Bay Salmon is the consistency of the product. We count on it coming in with a high fat content and great flavor and it hits the mark every time. Big Glory Bay Salmon ticks every box, consistent quality and flavor, sustainable practices, with partnership and connection to the farm itself."

FARMED SUSTAINABLY & WITH CARE

A lot of time, effort and energy goes into breeding, raising, and growing the perfect Salmon and we have actively taken steps to protect the environment and monitor the Salmon well-being. This is to ensure it reaches you in optimal condition. King Salmon are challenging to grow and as a result, we have less fish per pen than most other Salmon farms. We are 100% committed to sustainable Salmon farming and our efforts have been recognized by the highest authority in aquaculture.



Raw Salmon



Cooked Salmon

We have been awarded the green rating from the Seafood Watch at Monterey Bay Aquarium – indicating King Salmon farmed in New Zealand is a 'best choice' for consumers. Big Glory Bay's Salmon farming and processing operations also meet the rigorous Best Aquaculture Practices (BAP) certification standards. Within the pristine waters of Big Glory Bay, our King Salmon have been disease and lice free since our farm was first developed. As a result, we have never had to treat our King Salmon with antibiotics. We also monitor the environmental impact of our farms annually and move our farm every 2 years to minimize the impact on the ocean floor and we rest the farmed area for 5 years.

You can be sure that every step from 'sea to service' is a testament to our commitment to animal well-being, the environment, social integrity, and the health of our customers and consumers. The care we show ensure our Big Glory Bay King Salmon are delivered to you at the peak of their condition to deliver a rich, smooth flavor, with a tender melt-in-mouth texture that your customers will love every time.

*For additional
information visit:
bigglorybay.co.nz*



ISLAND CRUSTED SALMON

Despite spring approaching, it is still chilly here on the East coast; as are the deep pristine waters of New Zealand- the carefully monitored home of Big Glory Bay King Salmon. Its clean and cold waters prove to be the perfect combination to raise the thick-bodied and full flavored fish; making it the perfect seafood entree that will equally satisfy your eyes as well as your stomach!

Big Glory Bay King Salmon is great for a variety of different dishes and recipes. Sliced sashimi paired with warm or spicy accents perfectly demonstrates the flexibility of this marvelous fish. I like to pair it with Thai chilies, herbs like cilantro or dill, St Ines Olive Oil, sea salt, pepper, and lime. A garnish of crispy shrimp crackers or crispy lotus root and radish sprouts are also a great accent for the supple fatty flesh.

Big Glory Bay King Salmon is also great when prepared cooked. Its pristine flavor from the cold waters of New Zealand make the Salmon perfect for grilling, roasting, and sautéing. Additionally, I discovered that herbaceous flavors and spice pair greatly with this fish. I like to marinate the King Salmon in dill, lemon, parsley, St Ines Olive Oil and salt and pepper and then let it grill on a charcoal flame while wrapped in grape leaves. Finally, I complete the dish with a dill lemon horseradish sauce as a subtle complement to the Salmon itself. All in all, Big Glory Bay King Salmon is perfect for all types of recipes! Its unmatched fat content and clean taste make the fish unrivaled in texture and flavor. I highly recommend Big Glory Bay King Salmon as it will fulfill every single one of your culinary needs!



Chef Anne Coll

Questions or Comments?

Chef Anne will be happy to assist!

800-500-5810 x6555

AnneC@SamuelsSeafood.com



MONTHLY SPECIALS

Call your Sales Agent to place an order today!

Sale Dates: February 1st-28th

**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 and Delivery Charges may Apply – Please Consult with Your Samuels Agent for More Information.*

SamuelsandSonSeafood.com

Perfect for Plate Presentations!

12.75
Each

Edible Orchids
Gorgeous Color
50 Count Packs



19.75
Each

Edible Roses
Vibrant Red
20 Count Packs

16.75
Each

Ooba Leaves
Fresh "Shiso"
100 Count Packs



BREADED SHRIMP - 31/40 Count. Gulf Shore Brand Frozen 10 lb Case
39.50 cs



PATAGONIAN SCALLOPS
MSC Certified. 80/120 Count IQF 10 lb Case
11.95 lb



PRIME SIZE SOFT SHELL CRABS - Flash Frozen
14 Dozen per Case
By the Dozen **29.75 doz**



FLORIDA BUTTER FISH
Wild Caught "Escolar." Skin on Full Loins Sales.
10 lb Minimum **10.95 lb**



HAPU-UPU - Tahitian Bass
5-10 lb Skin on Loins. Firm White Meat with a Clean Flavor **15.75 lb**



HUMBOLDT SQUID TENTACLES - Jumbo 2 lb Average. Caught off the Coast of South America **1.98 lb**



CALIFORNIA WILD CHIPIRONES - Baby Squid with Ink. Frozen 5 lb Units
2.98 lb



FRESH BABY ROCK OCTOPUS - Spanish "Pulpo." Tender & Flavorful. Provided Fresh **7.98 lb**

East Coast
800-580-5810
215-336-7810

Mid West
888-512-3636
412-567-7333

West Coast
855-500-7535
702-330-4769

South Coast
833-726-8357
407-401-8898

BIG GLORY BAY KING SALMON

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

10.95

King Salmon
8-13 lb
Whole Fish



15.95

King Salmon
3-5 lb
Skin on Fillets



PREMIUM SWORDFISH LOINS
Frozen at Sea to Ensure Quality
50 lb Case
4.95 lb



MEDITERRANEAN CRAWFISH
Whole, Cooked & Seasoned
Crawfish. 16/20 Count
Frozen 10 lb Case **2.99 lb**



CUPID'S ARROW OYSTER
Raised in MA. Sweet w/ a
Touch of Brine. Large Cup Size
100 Count Box **.89 ea**



FRESH BLACK GARLIC
Sweet Meets Savory Flavor
Sold by the Pound
22.00 lb



CANADIAN LOBSTER
These Tails Average 3-4 oz.
Frozen 10 lb Case. Loaded
with Meat! **25.50 lb**



**CANTERBURY CURE
SIBERIAN CAVIAR** - Medium
Dark Pearls with a Creamy
Texture. 1 oz Units **47.50 ea**



AUNT CONNIE'S MEDITERRANEAN SEAFOOD SALAD
Shrimp, Calamari, Octopus &
More 5 lb Tub **49.50 ea**



ALASKA CREAMY CRAB BISQUE - With King & Snow
Crabmeat. 1 Gallon Unit
39.50 ea



MORTON BAY BUGS
Imported From Australia
250 Grams Each
5 lb Minimum **15.00 lb**



SANTA INES EXTRA VIRGIN OLIVE OIL - Hand-Crafted in
Spain. 12, 500 mL Bottles per
Case **45.00 cs**



PORTUGUESE SARDINE FILLETS IN OLIVE OIL
Skinless/Boneless. 105 Gram
Tins, 12 per Case **29.00 cs**



GOLDEN FRENCH FRIES
Delicious Classic! 3/8 Cut
Raw, 30 lb Bag
18.50 cs

Samuels Seafood

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A scenic view of a bay with a wooden pier and forested hills in the background. The water is calm and blue, reflecting the clear sky. The hills are covered in dense green forest. A wooden pier with a small structure and a lifebuoy is visible on the right side of the image.

*Nurtured in
glorious isolation*

bigglorybay.co.nz