



FISH TALES™

March 2022

A Samuels Seafood Magazine

A TALE OF AMERICAN SHAD

LEARN ABOUT A MAJOR
PLAYER IN OUR LOCAL
FISH HISTORY!

SAMUELS SPOTLIGHT:

VIA **LOCUSTA**

Specialty Pasta, Mouth-Watering
Meat Entrees, Gourmet Seafood,
and More!

PLUS...

THE HISTORY OF OUR
FAVORITE LOCAL TOWNS

Herb Broiled
Shad Fillet



Samuels Spotlight



Celebrating old-world Italian roots, Via Locusta, in the heart of Rittenhouse Square, features a menu full of fresh, handmade pasta dishes, a variety of shareable plates, and an elegant list of cocktail options.

Pasta Perfection Nestled in Rittenhouse Square

By Kate Emick

Award-winning chef and restaurateur, Michael Shulson, is one of Philadelphia's most successful hospitality professionals. Shulson graduated from the Culinary Institute of America and from there he has worked his way up the ladder at some of the nation's top acclaimed restaurants. From New York's Peacock Alley at the Waldorf-Astoria Hotel to David Burke's Park Avenue Café, and Philadelphia's Le Bec-Fin and Susanna Foo, Shulson is a wealth of knowledge in the food industry. Today, you can find over fourteen restaurants in Shulson's collection.

Executive chef, Ed Pinello, has worked with Shulson since the opening of Via Locusta in 2019. Together they have created an intimate, pasta focused restaurant that has been a huge success in Philadelphia. Executive sous chefs, John Silver and John Flanagan have also been crucial members to the Via Locusta culinary team.

Serving modern-Italian cuisine, Via Locusta is known best for its homemade pasta. The restaurant sources locally fresh milled flour in a selection of ten to twelve rotating menu options. Whether you are looking for tortellini, pappardelle, garganelli, spaghetti, ravioli, or bucatini, Via Locusta has all of your favorite traditional pastas, but with a twist!

Take a trip to Via Locusta and try the pappardelle with pork ragu bianco and thyme or the tortellini with duck, chestnut, and truffle buratta. Other must try dinner choices are the roasted suckling pig with fig, dandelion greens, and jus, and the 16 oz New York strip steak, served with arugula, rosemary, and tomato conserva.

VIA LOCUSTA



Via Locusta also specializes in a medley of seafood options.

Menu items include Tuna tartar with celery, apple, and truffle, Octopus accompanied by chickpea, lemon, and Calabrian chili, and one of the most popular choices by customers, the grilled Swordfish, served with lettuce, mint, and a prosecco vinaigrette.



In addition to delicious Italian cuisine, Via Locusta has a range of unique cocktails to offer as well. With your next meal, order the Grazie Millie with vodka, lime, and Asian pear, or maybe the L'Amarena with bourbon, cherry, and lemon. The restaurant also serves in-house beer, wine, and spirits at its popular bar area.

The trendiest spot for all restaurant connoisseurs, visit La Locusta at 1723 Locust Street, Philadelphia or online at vialocusta.com

THE HISTORY OF: OUR FAVORITE LOCAL TOWNS

BY KATE EMICK



The city of Philadelphia is full of American history and one of our favorite local towns, Fishtown, has an interesting back story. Fishtown already has a unique name, but let's take a deeper dive into its fascinating history. The name Fishtown stems from a rich history in the fishing industry. During the 1700's, early settlers, mostly English and German fishermen, were prompted to buy the land surrounding the Delaware River, simply because of the abundance of American Shad. Within the next century, five families from the original colonists owned plots along the water and controlled both sides of the river. For many years to come, the fishing industry took over what we know today as Fishtown. Fast forward to the 1900's, Fishtown's economy was led by industrialization. From textiles to shipbuilding, and electrical power plants, Fishtown was a hot spot for different trades. This was until the Great Depression and World War 2 hit, affecting the entire city of Philadelphia. These historical events forced Fishtown and nearby communities to fall apart socially and economically due to lack of industries. With no job opportunities on the horizon, early settlers decided to move to the suburbs and for

almost 30 years, the once flourishing community of Fishtown, collapsed. Today, Fishtown has grown into a hip and trendy neighborhood, ideal for young professionals who want to experience something new and exciting. Newcomers to the area have joined forces with longtime residents to revamp Fishtown, replacing old, run down businesses with new and improved ones. Filled with a thriving art and music scene and must see restaurants and bars, Fishtown is sure to impress all its visitors. The Delaware River was not just popular for American Shad, but also for Caviar! In the late 19th century, Henry Schacht, a German Immigrant, discovered a copious amount of Sturgeon in the Delaware River. He was convinced that the roe of the Sturgeon, which was prized in Europe at the time, would be a major sensation in America. Not too long after his discovery, Schacht founded the East Coast Caviar industry in 1873, located in a small town called Caviar Point, New Jersey. Hundreds of fishermen began catching Sturgeon up and down the Delaware River, harvesting the roe, curing it in German salt, and then packing it to be sold.



EMPLOYEES OF THE MONTH

From left to right: Shawn Whiteley, Tom Carroll, & Kate Emick

Our Inventory Manager, is like an offensive lineman often overlooked. For nearly 20 years, **Shawn** has been a key player in the end of the year inventory count reporting process. Shawn is able to provide information in a timely, thorough manner. Samuels is grateful to have Shawn apart of our Accounting team and for all his hard work and dedication throughout the years. Thank you for always supporting us and congratulations on your second Employee of the Month win!

Samuels Transportation Manager, **Tom** goes above and beyond to get the job done since he got here 12 years ago. From routing all trucks to generating daily driver schedules, working closely with the Sales team, handling customer inquiries regarding deliveries and ETA's, Tom does it all. In fact, during a recent snow storm, Tom came in on a Saturday to plow the parking lot and do dispatch as well. Tom is a "Big Plus" to the Samuels team and is always willing to jump in when we need him the most. Thanks for all you do Tom and congratulations on your EOM win!

Our Marketing Specialist, **Kate**, who has been with Samuels since August of 2020, wears many hats here at Samuels. She is responsible for writing and preparing Fishtales every month for print. She always gets all marketing publications out on time and ready for distribution, and in the month of January she did an unbelievable job! Kate is a team player, and a true asset here at Samuels. Thank you Kate for all that you do, and for being such a good example of team work.



FOLLOW US ON
SOCIAL MEDIA
@SAMUELSSEAFOOD



FISH TALES MAGAZINE

LEAD WRITER
KATE EMICK

DESIGN DIRECTOR
TATIANA GAULT

CONTRIBUTING EDITOR
ERIC VENABLE

SAMUELS CHEF
TONY CLARK

A Tale of AMERICAN SHAD

The story of American Shad began with its discovery right in our backyard in the Delaware River.



American Shad, the largest member of the herring family, are anadromous fish meaning they are born in freshwater, live most of their lives in the open ocean, and as spring approaches they swim back upstream into freshwater to spawn. Slowly but surely, American Shad make their way up the East Coast during the months of February through May, an exciting time for local seafood lovers.

Since the late 1700's, American Shad has played a major role in our region's history, earning this local delicacy the name 'founding fish.' This was due in part that Shad was used during the Revolutionary War to feed George Washington and his famished troops after a tough winter in 1778. In turn, Shad became George Washington's favorite fish to eat. Also, at this time it was a popular tradition for Native Americans to catch Shad as a staple food and European colonists were known to keep barrels of salted Shad in their homes.

Moving into the 19th century, fishermen would wake up as early as 3 or 4am to fish for Shad. They would often prepare Shad through a method known as "plank-ing," which consisted of tacking the fish to wooden boards and then smoking it next to an open fire. Even today, Shad is a local phenomenon. Up and down the East Coast, communities and restaurants hold festivals, called "Shadfests."

The popularity of American Shad in colonial times prompted a decline in the species. Due to overfishing, water pollution, and blocked spawning grounds throughout the watershed, American Shad quickly became forgotten. Through years of restoration, faded traditions, and improved water quality, American Shad stocks have significantly improved. American Shad forms an important link between lower and upper levels of the food web as well.

SHAD ROE



Cooked Shad Roe

American Shad are valued for their tasty flesh, containing twice the amount of Omega-3s as Salmon, but the real prize is the Shad Roe. A fan-favorite by many, the bright red pair of egg sacs produced by the female Shad have a delicate, soft texture with a mild and nutty flavor when cooked. Although Shad Roe are fish eggs, they differ tremendously from your traditional Caviar.

A great thing about Shad Roe is that it shines in a variety of dishes. Generally, you can find Shad Roe lightly battered or floured and fried in bacon fat for an extra-rich dish.

The tender flesh of American Shad is enjoyed by many, but the process to getting to it is not an easy one. Due to the arduous journey American Shad make throughout their lifetime, they have a very complicated y-shaped skeleton and hundreds, if not thousands, of bones. Furthermore, American Shad take eleven cuts to fillet. Over the years, many experienced fishmongers have studied a long time to learn the master of deboning a Shad. Luckily at Samuels, we offer hand-cut, deboned American Shad fillets for your convenience! We also offer whole Shad and Shad Roe, so be sure to speak with your Samuels Representative about availability.

It's Shad Season!

Spring is on the horizon which means it's the peak of the season for American Shad! American Shad has a mild, buttery, melt in your mouth texture and its white flesh has a distinct richness. Its prized roe on the other hand, is known for its sweet, rich flavor, which is simply one of a kind. To bring out the flavor of the fish I have prepared a sautéed Shad and Roe. First, I sautéed the Shad fillet skin down in a hot pan, while in another pan I browned the Shad Roe on each side for about two minutes. To make the sauce, which is a chive nage, originating in France, I sweated the chives in oil, then added about one ounce of vegetable stock. Next, I brought the sauce to a boil and whisked in cold butter until it was completely melted. Additionally, I sautéed cherry tomatoes and wild mushrooms for a bit of color and mashed potatoes for added creaminess. American Shad is only here for a few short months, so be sure to enjoy this springtime delicacy while you can!



Questions or Comments?

Chef Tony will be happy to assist!

800-500-5810 x6555

TonyC@SamuelsSeafood.com





MONTHLY SPECIALS

Call your Sales Agent to place an order today!

Sale Dates: March 1st-31st

*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

BUY 10 CASES, SAVE \$.50/LB!



NEW ZEALAND GREENSHELL MUSSELS - On the 1/2 Shell
Frozen 24 lb Case
3.79 lb



PEELED & DEVEINED SHRIMP -
51/60 Count, Majestic Brand
Frozen 40 lb Case
3.99 lb (Case price only)



CENSEA WHITE SHRIMP -
8/12 Count, Quick Peel
Shrimp. IQF 20 lb Case
10.95 lb



WESTERN AUSTRALIAN LOBSTER - These Cold Water
Tails Average 8-10 oz
10 lb Case **39.75 lb**



LOUISIANA JUMBO LUMP CRABMEAT - MSC Certified
1 lb Pasteurized Unit, 12 per
Case **44.75 lb**



EXOTIC CRAWFISH MEAT -
Fully Cooked! Frozen
150-200 Count
12.95 lb



MEDITERRANEAN CRAWFISH -
Whole, Cooked, & Seasoned
16/20 Count. Frozen 10 lb
Case **3.99 lb**



PREMIUM SPANISH OCTOPUS - Trap Caught
2-4 lb Octopus. Flash Frozen
30 lb Case **5.49 lb**



CLEANED CALAMARI TUBES -
U/5 Size, Rock Harbor Brand
Frozen 22 lb Case
4.95 lb



OPEN BLUE COBIA -
Ocean Raised off Panama
6 oz Sk/off Portions
Frozen 10 lb Case **15.95 lb**



SALMON PORTIONS -
Sous Vide Cooked
3 oz Portions **3.99 lb**
10 lb Case **39.90 cs**

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



MONTHLY SPECIALS

Call your Sales Agent to place an order today!

Sale Dates: March 1st-31st

*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



Premium Meat Collection



SANTA CAROTA BEEF -
Ribeye, Select. 20 lb Case
Average, 2 Pieces. Until
While Supplies Last **14.00 lb**



SANTA CAROTA BEEF -
Strip Loin, Select. 20 lb Case
Average, 2 Pieces
While Supplies Last **12.50 lb**



KUROBUTA PORK -
Beer Bratwurst From Berkwood
Farms. 16 lb Frozen Case
6.00 lb



KUROBUTA PORK -
Ground Pork From
Berkwood Farms. 1 lb Pack,
16 per Case **5.00 lb**



SLIPPER LOBSTER TAIL
MEAT - Uncooked Tail Meat
IQF 10 lb Case. Rock Harbor
Brand **19.95 lb**



IRISH POINT OYSTERS -
Wild Caught off Prince
Edward Island. Medium
Cup, 100 Count **.92 ea**



CANTERBURY CURE
PREMIUM STURGEON
CAVIAR - 1 oz Units
35.00 ea



FAMOUS ALL SHRIMP SALAD -
Flavorful, Filling, & Easy to
Serve. 5 lb Units
49.50 ea



FROZEN AT SEA DOVER
SOLE - First of the Spring!
16-20 oz Whole Fish
25 lb Case **12.99 lb**



PORTUGUESE STUFFED
SQUID - In Red Sauce
120 Gram Tins, 12 per Case
25.00 cs



SQUID INK - Small Jars
90 Grams Each, 24 per Case
Ideal for Retail!
95.00 cs



RAFOLS BACCALA
CARPACCIO - Ready to Serve
(Crudo) 7 lb Average Case
7.95 lb



Learn about our favorite local towns on Page 3!