

March 2022

A TALE OF ANDERICAN SHOUT A MAJOR PLAYER IN OUR LOCAL

SAMUELS SPOTLIGHT:

FISH HISTORY!

VIA LOCUSTA Specialty Pasta, Mouth-Watering Meat Entrees, Gourmet Seafood,

PLUS... The history of our Favorite local towns

and More!

Herb Broiled Shad Fillet

A Samuels Seafood Magazine

Samuels Spotl²ght



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

ward-winning chef and restauranteur, 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 NewYork'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



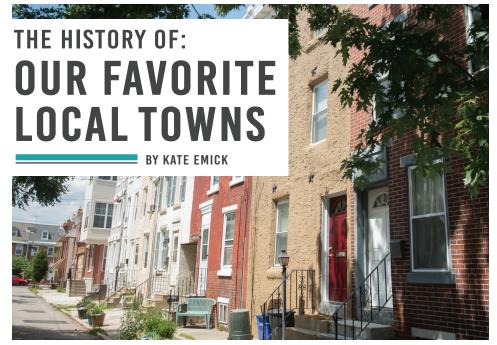
Via Locusta also specializes in a medley of seafood options.

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.



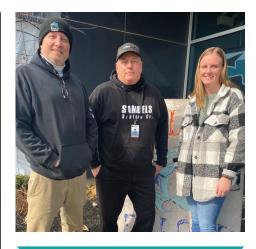
In addition to delicious Italian cuisine, Via Locusta has a range of unique cocktails to offer as well. With your next meal, order the Grazie Millie with vodka, lime, and Asian pear, or maybe the L'Amarena with bourbon, cherry, and lemon. The restaurant also serves in-house beer, wine, and spirits at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



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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.





merican 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 "planking," 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

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 had take eleven cuts to fillet. Over the years, many eperienced fishmongers have studied a long time to

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.

Cooked Shad Roe

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.

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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



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



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



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

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



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🐥 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



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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 CARPCCIO - Ready to Serve (Crudo) 7 lb Average Case 7.95 lb

Samuels Seafood FISH TALES Magazine March 2022



