



FISH TALESTM

April 2022

A Samuels Seafood Magazine

WILD ALASKAN HALIBUT ...IS BACK!

Read About the
History and Life
Cycle of Wild
Alaskan Halibut!

CELEBRATE EASTER

with
**Fidori
Eggs!**

SAMUELS SPOTLIGHT:

MOLA



Assorted Sashimi, Sushi
Rolls, Bao Buns,
Bubble Tea, and more!

EMPLOYEES OF
THE MONTH

SAMUELS SEAFOOD
MONTHLY SPECIALS

FORAGED

Produce
AT SAMUELS

Learn About the Diverse
Produce Selection Samuels
Seafood Has to Offer!

Samuels Spotlight



In the East Liberty neighborhood of Pittsburgh, Pennsylvania is the popular sushi-focused restaurant, Mola. In addition to traditional sushi options, Mola incorporates diverse Asian cuisine into its menu.

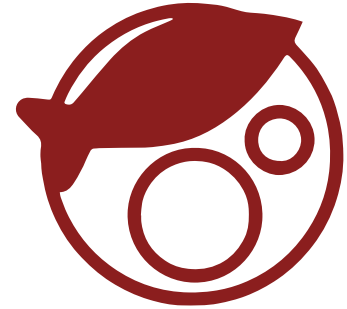
Twenty Years in the Making

By Kate Emick

Owner and Chef, Alex Tang, vividly remembers the time he spent with his grandmother and mother as a child and the variety of Asian food they would prepare. Throughout his life, these memories stuck with Tang and have inspired him to apply non-traditional and unique cooking techniques to an American audience. With help from his partner in crime, Mimi Lee, the two used their knowledge and passion for food to open the Asian inspired restaurant we know today as Mola. The name Mola has an interesting back story. Tang and his friends have always enjoyed game nights with puzzles. One night when they were putting a puzzle together which involved pictures and names of many different fish, one in particular stuck out. You guessed it, Mola! Otherwise known as Sunfish, Mola is a bullet-like shaped fish because of its somewhat circular shape and are often found in tropical oceans around the world, frequently basking in the sun.

As well as having a unique name, Mola's logo is just as interesting. Tang says sometimes customers refer to the logo as someone's face or as a plate of food. When asked what inspired the logo, Tang replied that he intended for it to be a person's face.

Mola prides themselves on only using the freshest, healthiest ingredients. Whether its hand rolls, rice bowls, or bubble tea, Mola serves only the highest quality ingredients and better yet, their food is never deep-fried, compared to other sushi restaurants. Start your meal at Mola off with the Tuna tartar, spicy edamame, or maybe air-fried Shrimp tempura.



MOLA

Mola also offers an assortment of sashimi, sushi rolls, and several different combination platters. If you aren't feeling sushi, Mola also has a choice of different bao buns which can be filled with pork belly, steak, crispy chicken, or a vegetarian option. Rice bowls are another popular menu item by guests. The Berkshire pork shoulder rice bowl with shishito peppers, garlic, and Lao Gan Ma sauce, along with the grass-fed sirloin steak rice bowl with Mola's signature demi-glaze, onions, and snow peas, are both delicious offerings.

To refine the taste and texture, Mola dry ages a majority of its fish. This creates a buttery, melt in your mouth texture that is simply irresistible. Along with a variety of bubble tea, Mola offers an extensive array of teas, soda, and vero bottled water, a five-step filtration system. This comes with unlimited refills for the table and can be brought in for your next visit at a discounted refill price. Alcoholic options range from beer to wine, specialty cocktails, sake, and Japanese whiskey. End your meal with Mola's decadent matcha cheesecake or the Nutella banana boa bun!

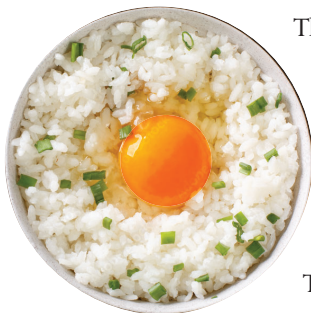


To ensure a seat at the table, Mola recommends making reservations. Don't miss out on everything Mola has to offer! Take a trip to 6018 Penn Ave in Pittsburgh or visit Mola online at themolafish.com

Let's Get Egg-Cited About —————

JIDORI EGGS.

Jidori eggs originate from a Japanese breed of chicken called Hinai-Jidori. Due to the breed's heritage, free-range lifestyle, and vegetarian diet, they are known for producing eggs with rich, dark yolks. In Japan, these chickens must have at least a 50% Jidori ancestry to be considered authentic and you guessed it: the telltale sign is the dark orange yolks!



These dark, unique yolks are firm, smooth, and flavorful, but also have the perfect texture to be consumed raw. As always, there is a risk when consuming raw eggs and poultry and Jidori eggs are no exception. Often used as a dipping sauce, the yolks of Jidori eggs also work well when mixed into several types of traditional Japanese dishes including natto. These eggs make for a beautiful, bright presentation when cracked over top of rice, too!

The whites of Jidori eggs are just as tasty. Firm, yet slightly springy, Jidori eggs are great when served simply, sunny side up. Enjoyed for its versatility, Jidori eggs are ideal for a wide range of dishes. Speak with your Sales Representative about Jidori eggs because, trust us, you won't be disappointed.



EMPLOYEES OF THE MONTH



Ray Hennessey (pictured above), since 2005, Ray Hennessey has been a key player for the Samuels team. Over the past 17 years, Ray has thrived in several different departments. From Operations to the Supermarket department, and now as Shipping Dock Manager, Ray is a jack of all trades. With a new found energy and years of experience, Ray has brought new ideas to the back dock, making huge improvements in just a short period of time. We appreciate your commitment and hard work at Samuels. Congratulations on your EOM win, Ray!

Sergio Barrientos Cruz, is an experienced cutter who continues to be a great addition to Samuels West Coast. For many years, Sergio was a one man army in the Las Vegas cutting room. Over the years, as the cutting room team grew, he has been a great mentor for his fellow co-workers. Sergio's professionalism and dedication has helped the West Coast division sustain a great relationship with its customers. No matter the task, Sergio is always willing to cut and process fish with a smile on his face. Thank you for all you do and congratulations on your first EOM win, Sergio!



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FISH TALES MAGAZINE

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WILD ALASKAN HALIBUT IS BACK!

BY KATE EMICK

Wild Halibut season is upon us! In early March, wild Alaskan Halibut season commenced off the West Coast. Otherwise known as Pacific Halibut (*Hippoglossus stenolepis*) Alaskan Halibut migrate during the winter months from coastal waters to the edge of the continental shelf, in depths of 600 to 1,500 feet. Once a female Halibut reaches spawning age, which could take between eight to twelve years, they can produce up to four million eggs. Furthermore, it can take fertilized Halibut eggs up to two weeks to hatch. At this point, for about six months, its larvae will float in the water hundreds of miles throughout the North Pacific Ocean.

Interestingly, larval Alaskan Halibut are not born with their eyes placed evenly side by side on top of their head. In fact, during the six months they are floating within the currents, their left eye will eventually move to be in line with their right eye on the upper side of their flat, diamond shaped bodies.

At only six months old, a young Halibut is considered an adult and will start experiencing life as a bottom dweller. Known as the largest bottom-dwelling flatfish, Alaskan Halibut use their olive and brownish color to disguise itself when nestled into the sandy seafloor.



Young Alaskan Halibut will spend their first five to seven years as adults moving around the shallow nursery grounds in a clockwise fashion through the northern Pacific waters. The older the Halibut become, the less they move around, but when they do, it's in a clockwise direction.

Alaskan Halibut thrive in water temperatures that range from 38 to 46 degrees Fahrenheit, as they are a cold water fish. The majority of Alaskan Halibut can be found in the Bering Sea and the Gulf of Alaska, right near Kodiak Island. Smaller groups of Halibut live in more southern Pacific regions of the United States such as Oregon, California, and Washington State.

To ensure high quality Alaskan Halibut, Samuels offers hook and line caught Halibut. By using a hook and line method, it reduces stress on the fish and minimally impacts the environment. These bottom longlines have baited hooks which are attached to a line that runs along the ocean floor where these bottom-dwelling Halibut live.

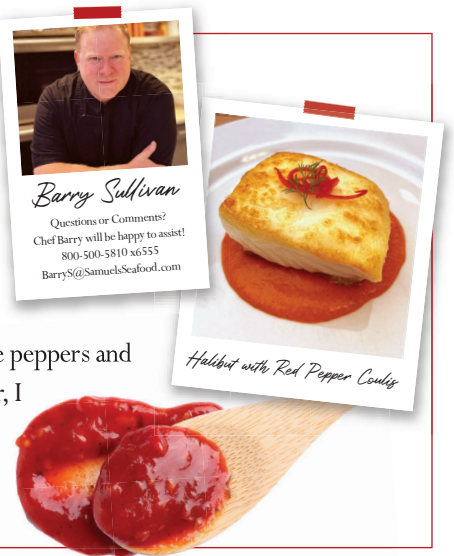
Alaskan Halibut have a firm, yet tender texture, with a mild flavor and large flakes. It's thick, succulent meat holds together well for traditional dishes like fish and chips, but also lends itself to a variety of dishes to showcase its rich flavor and distinct sweetness.

We all look forward to Alaskan Halibut season, but a true delicacy are Halibut Cheeks. Halibut Cheeks are the tiny pocket of meat just below the eye and are similar to Sea Scallops in both taste and shape. These beautiful, large medallions of meat have a sweet, buttery flavor with a tender texture.

Samuels is excited to offer a variety of wild Alaskan Halibut. From whole fish to skin on filets, and Halibut cheeks, we are happy to serve you! Check with your Sales Representative for availability on these items and more.

The Perfect Pairing to Your Springtime Halibut

Spring is here! We all look forward to warm weather, budding flowers and trees, and of course extended daylight. Welcome spring with tender, yet flaky, and delicious, wild Alaskan Halibut! For the perfect pairing, we have a bright and colorful red pepper coulis. To make the coulis I started by roasting the red peppers directly over a gas flame or under the broiler, turning occasionally, until the peppers are blackened all over. Then, I transferred the peppers to a bowl and let cool completely. Next, I peeled the peppers and discarded the skins, seeds and cores, and coarsely chopped the peppers. In a blender or food processor, I then combined the peppers with olive oil, shallot and vinegar and pureed until smooth. Lastly, I seasoned the coulis with kosher salt for taste. Ask your Sales Representative about our dayboat caught wild Alaskan Halibut and our sweet and tender red bell peppers! ~Chef Barry



FORAGED PRODUCE AT SAMUELS SEAFOOD

1

RAMPS

The cousin of leeks, onions, shallots, and scallions, are a species of wild onions native to the woodlands of North America. Specifically, Ramps grow in low mountain altitudes ranging from South Carolina to Canada. This spring delicacy resembles a scallion, except for its distinct appearance of broad leaves and a purple-colored stem. Many consumers describe Ramps as having a garlic and onion flavor. Usually, its green top consists of a milder flavor, while its bulbs have a much stronger flavor.



2

WILD SEA BEANS

Succulents with thin, round stems are known around the world as “sea asparagus,” “sea pickle,” “samphire,” and “crow’s foot greens.” These salty, crispy plants are native to North America, South Asia, Europe, and South Africa. Sea Beans grow upright in dense clusters along coastal waters and the banks of marshes, only growing in salty environments. An interesting fact about Sea Beans is that its botanical name “Salicornia” translates to “salt horn,” referencing both the taste and shape of the sea vegetable.



3

STINGING NETTLES

Originally from Europe and Asia, the Stinging Nettle is a large perennial wild plant that is known to grow very tall. This plant should be handled with care as it has sharp hairs that break easily and can irritate or sting when touched. Interestingly, for hundreds of years, Stinging Nettles have been used as a remedy to treat several medical conditions like arthritis, painful muscles and joints, gout, and anemia. Additionally, you’ll find Stinging Nettles in rich soil and moist woodlands along partially shaded trails and riversides.



4

FIDDLEHEAD FERNS

These tightly coiled tips of ostrich ferns have a vibrant green color and are often compared to asparagus. They have an earthy flavor with a hint of nuttiness and a great snap. This whimsical vegetable is most commonly found in the United States, Canada, Asia, and Europe. Fun fact, Tide Head, New Brunswick, refers to itself as the Fiddlehead capital of the world. Fiddlehead Ferns season typically runs from mid-April through early May.



5

MOREL MUSHROOM

Did you know there are over 50 varieties of Morels? These mushrooms are highly appreciated by Chefs and mushroom enthusiasts just because they can only be grown in the wild. There have been several attempts to domesticate Morels in the past, but it has proven to be extremely difficult! Morel mushrooms must be foraged and harvested where they grow, and are usually found throughout wooded areas in North America and Europe. These mushrooms are easily distinguished by their honeycomb exterior, blonde to gray color, and bulbous oblong appearance.





MONTHLY SPECIALS

Call your Sales Agent to place an order today!

Sale Dates: April 1st-30th

*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



PEELED & DEVEINED SHRIMP - Tail on
21/25 ct White Shrimp
10 lb Case **5.95 lb**



ARGENTINE WHITING -
4-6 oz Skin on Fillets
Great for Fish Fry. Frozen
40 lb Case **2.99 lb**



SHIPWRECK SELECT OYSTER - Raised in Prince Edward Island. Medium Cup
100 Count **.90 ea**



WILD AUSTRALIAN KING PRAWNS - Beautiful Head-On Prawns. 8/10 Count
11 lb Box **16.50 lb**



KUROBUTA PORK -
Pig Wings From Berkwood Farms. Bone-In Fibulas
60 lb Case **5.50 lb**



SANTA CAROTA BEEF -
Grass Fed Honeycomb Tripe
Frozen 15 lb Case
5.00 lb



FREE RANGE CHICKEN LIVERS - Fresh 5 lb Units
All Natural
2.50 lb



ALASKAN CREAM CRAB BISQUE - Made with King & Snow Crabmeat. 1 Gallon Units
35.00 ea



UNCLE TONY'S TUNA MEATBALLS - In Gravy
24 Meatballs per Gallon
35.00 ea



CANTERBURY CURE WHITE STURGEON CAVIAR -
30 Gram Tins
60.00 ea



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



PORTUGUESE JUMBO SQUID - With Garlic. 120 Gram Tins, 12 per Case
25.00 cs

Great for Your Easter Sunday!

4.50 JIDORI EGGS
From Free Range Chicken
Creamy, Delicious Flavor
Dozen



10.00 ARGENTINE RED SHRIMP (EBI)
Butterfly Cut, Tail on
Ready to Serve
16 Frozen Shrimp
Tray

15.00 SPANISH CIGALAS
Wild European Crustacean
Individually Quick Frozen
6.6 lb Average Case
Per lb



FRESH SPANISH SARDINES -
Wild Caught. Hand-cut,
Skin on Fillets. 1 lb Packs
10.00 lb



WARM WATER LOBSTER TAIL - Wild Caught off Mexico
2 lb Average Colossal Tails
10 lb Case **25.00 lb**



SLIPPER LOBSTER TAIL MEAT - 100% Tail Meat!
IQF 10 lb Case. Rock Harbor Brand **19.75 lb**



WILD CUTTLEFISH -
2-4 lb Cleaned Cuttlefish
Individually Quick Frozen
22 lb Case **6.50 lb**



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



CALAMARI TUBES - Rock Harbor Brand
5-8 Inch Cleaned Tubes
10 lb Case **5.95 lb**



WILD SABLEFISH "BLACK COD" - Frozen at Sea
4-5 lb Whole Fish **9.95 lb**
Sk/on Fillets **18.95 lb**



TAMBAQUI FISH RIBS - Amazonian Pacu Ribs
Great for the Grill!
Cut to Order **7.95 lb**

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412-567-7333

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702-330-4769

South Coast
833-726-8357
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Learn all about Jidori Eggs on Page 2!