



FISH TALES™

SUPER SOFTIES

...NOW
IN SEASON!

LEARN ABOUT THE UNIQUE LIFE
EXPERIENCE AND LIFE CYCLE OF
ATLANTIC BLUE CRABS!



FRESH SEAFOOD,
TASTY SANDWICHES,
SAVORY MEATS & MORE!

**MAY
ISSUE**

SAMUELS SEAFOOD
MAGAZINE

FOLLOW CHEF BARRY AS HE
TURNS A SOFT-SHELL CRAB
INTO A YUMMY FRIED
SANDWICH!

**CHEF'S
CORNER!**



MAY MONTHLY SPECIALS *PERFECT* FOR MOM!

Samuels Spotlight



Memorial day is right around the corner! Located in Beach Haven, New Jersey, Terrace Tavern brings people together with its laid-back island vibe, classic seafood dishes, and local entertainment. Terrace Tavern is the ideal place to kick back this spring and summer season and just chill!

Family, Food, & Fun in LBI

By Kate Emick

Family owned and operated since the 1980's, Terrace Tavern has been sharing their passion for good food and a fun environment with the local community for over three decades.

With a variety of fresh seafood, signature soups, salads, and sides, the menu at Terrace Tavern is sure to please everyone.

Classic seafood options such as crispy fried Calamari with bang bang sauce, and Clams Casino with hot peppers, onions, garlic, Swiss, and bacon, make for perfect appetizers. Once you've tasted the grilled Tuna sandwich with seaweed aioli and cucumbers on a brioche bun it's sure to become a family favorite. If you're looking to be adventurous, try the New England Chowder fries with bacon, chives, and cheddar, they're to die for!

Another enticing item is Terrace Tavern's twist on a Cuban sandwich; their signature Jersey Cuban. This delicious sandwich is full of pulled pork, pork roll, pickles, Swiss, and mustard on a grilled ciabatta roll. Speaking of pulled pork, the restaurant recently added a pulled pork waffle to their menu for something new and different. The dry aged pub burger with pimento cheese, onion straws, and garlic aioli is another local fan favorite. Pair Terrace Tavern's great food with their signature cocktails, beer, and wine. The Bob Marley with deep eddy's sweet tea vodka, lemonade, and mint or the black and blue mojito with Bacardi Limon, blueberries, blackberries, mint, and lime are both flavorful offerings on a warm summer day.



In addition, each season, the bartenders at Terrace Tavern make a drink of their choice called the concoction of the day. 100% of the sales from the concoction of the day are then donated to a non-profit chosen by the restaurant. During the 2022 season, all sales will be donated to David's Dream and Believe which supports patients and families affected by cancer.

To capture the laid-back spirit of Long Beach Island, Terrace Tavern features live music inside the restaurant Friday through Sunday. This includes everything from reggae to rock music, "shore" to bring good vibes.

Recently, Terrace Tavern opened an outside patio area, a dream space for private parties and events. Known as "The Backyard of the Terrace," this wide-open, spacious patio has tented dining along with a cocktail and raw bar, all catered by the restaurant. Its beautiful landscape makes for an ideal venue for all occasions.



On Mother's Day, treat mom to a day out at Terrace Tavern for a delicious meal and beautiful flowers provided by the restaurant.

Come be a part of the fun at Terrace Tavern! Good food and good times all summer long. For more info, visit them online at terracetavernlbi.com or on Instagram @theterracetavern.

Impress Mom This Mother's Day

Treat mom this Mother's Day with flowers, a trip to the spa, or an extravagant seafood feast! Indulge in some of the most popular Mother's Day options below:

Shrimp

Are you looking to make a Shrimp scampi or Shrimp cocktail to show mom how much she means to you? Shrimp is ideal for any occasion because of its versatility. Whether you are looking for a colossal U/10 size Shrimp for your cocktails or a small 71/90 Shrimp for your pasta dishes, the possibilities are endless. Shrimp have the perfect amount of sweetness, a great snap, and firm texture. They also make for a beautiful presentation, sure to impress.



Lobster Tails

A quintessential Mother's Day menu item, Samuels has an assortment of Lobster Tails to choose from.

Whether you are looking for cold or warm water tails, we have you covered.

Some of our most popular choices are Canadian Lobster Tails, best known for having a sweet flavor and a lot of meat. Another well-liked option are Australian Lobster Tails straight from the coast of Northwest Australia. These tails are known for having a smooth, delicate flavor, with a firm texture. That's not all though—be sure to check out our other great options.



Lobster Tail & Steak

Edible Orchids

More than just seafood, Samuels carries Edible Orchids too. Enhance your plate presentations with gorgeous purple Orchids. These beauties are sold in 50 count packs and are on special the entire month of May, just for you. Make a memorable dish that mom will never forget!



Orchid & Seared Tuna

Scallops

Why get mom chocolate, when you can give her the "candy of the sea?" Scallops are known for their consistently light, sweet, and rich flavor, perfect for a Mother's Day feast.



Scallops with Sriracha Butter

Not only do they taste great, but Scallops are extremely versatile for any dish you have in mind. In fact, there are over 400 varieties of Scallops around the world and at Samuels we source our Scallops locally from Viking Village, located right on the Jersey shore in Barnegat Light! Available in many different sizes, Samuels has the best option for you. Try out our 80/120 size Patagonian Scallops, the perfect pairing with a sauce.



EMPLOYEES OF THE MONTH

At Samuels since 2014, **Tod Dixon** has become a very experienced driver. Well versed in different areas of specialties, Tod is very knowledgeable when it comes to speaking with customers, has trained several new drivers, and runs multiple routes throughout his shift.

Greg Zinn oversees the daytime processing of all Supermarket accounts and orders. Always on his toes, Greg stays in constant communication with the Supermarket team, letting them know about any problems that arise in regards to orders that are being processed. Congratulations on your second EOM win Greg and thank you for all you do!

Since **Brian Canetti** started in 2018, he has been a key member of Giuseppe's Market. Brian quickly learned the ropes and as time went on he has become a true fish monger. We are grateful to have Brian apart of the team. Congratulations on your first EOM win, Brian!

Robert Discristino, known by his coworkers as Bobby Z, has lead him to excel in his role as Quality Control Inspector, inspecting orders for the most demanding and important customers from NYC to Washington DC. In the month of March, Robert got the job done by having the lowest number of fresh returns! Congrats on your third EOM!



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FISH TALES MAGAZINE

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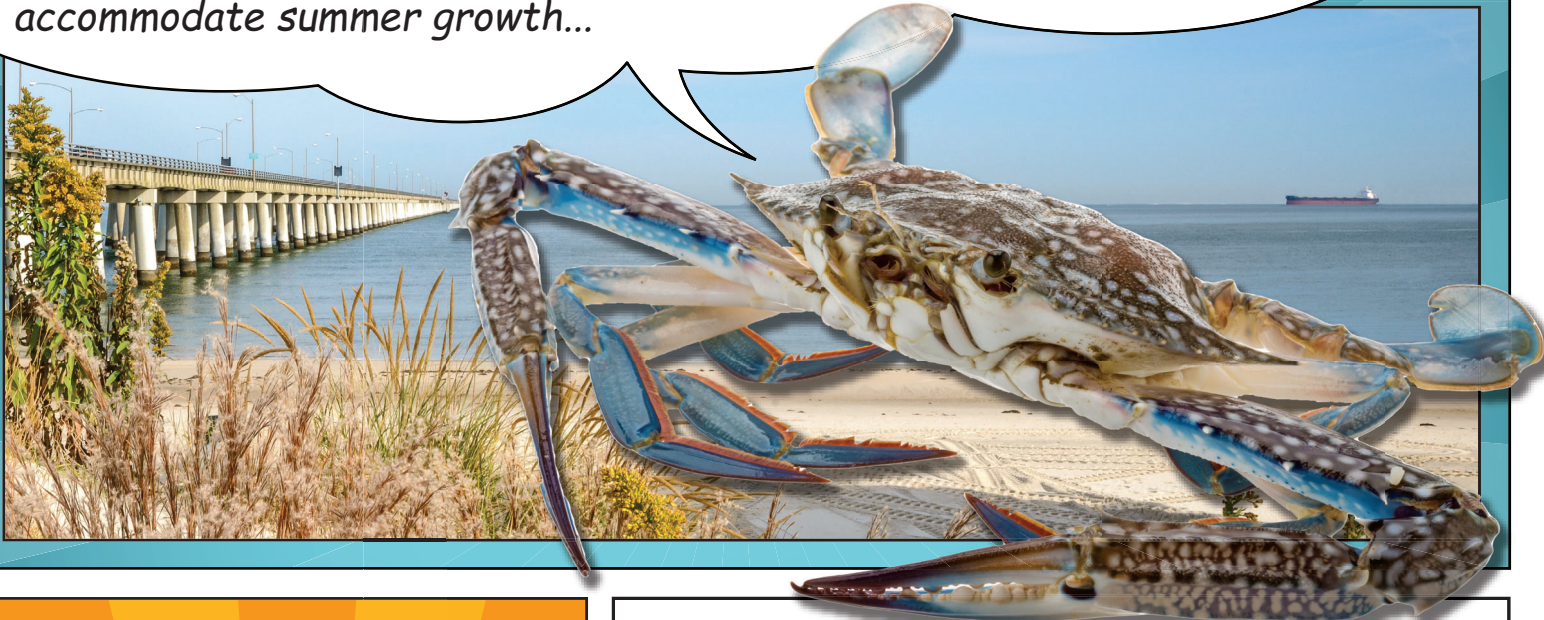
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THE *LIFE CYCLE OF A BLUE CRAB* BY KATE EMICK

As we look forward to the warm summer months, we will be entering one of the most productive months for Blue Crabs. Typically, Blue Crab season runs from May through September. This is marked by the first full moon in May, when the Blue Crab begins its molting season to accommodate summer growth...



By February in the lower Chesapeake Bay, mature female Blue Crabs bury themselves in the sediment, awaiting summer when they will hatch their eggs. Once summer arrives and an immature female is about to become an adult, she will release chemicals to attract males. After she attracts a male, he will cradle her for a few months until she sheds her exoskeleton, otherwise known as molting...

After her molt they will mate and interestingly a female will only molt once, during this short period in her lifetime. After mating, a fertilized female Blue Crab will feed in a tributary until fall comes around where she will then migrate to saltier waters in the lower bay. During this time, she will hold the male's sperm in a special organ, fertilizing her eggs. Males on the other hand do not migrate. To wait out the cold months, adult and juvenile Blue Crabs bury themselves in the sediment. Scientists will often use this time to conduct a winter dredge survey which will ultimately examine the Crab population.



Female abdomen is shaped like the Capitol dome!



By the time summer rolls back around, the females are now in the lower bay of the ocean. Beneath them, they carry a spongy mass, containing nearly...

...**THREE MILLION EGGS** to be released!



Rich in Omega-3's!

Of the tens of millions of eggs the females produce throughout her lifetime, only about two eggs will become mature Crabs. The eggs she released hatch into larvae that are called zoea. This larvae floats in and out of the mouth of the bay for over a month, feeding on zooplankton and molting seven times as they grow. During the peak of summer, the zoea develops into a more advanced larval stage, called megalopa that lasts for about one week. By using flood tides, the larval can drift into the bay and then will eventually settle in sea grass. Throughout the end of summer, into the fall, the megalopa molts into a tiny juvenile Crab that can swim or walk on the bottom of the bay. Once the Crab grows to about $\frac{3}{4}$ inch, it will ride flood tides into a shallow nursery, molting sixteen to twenty times before maturing and mating the following summer. Soft Shell season is in full effect, so be sure to speak with your Sales Representative about availability!

SAMUEL'S SUPER SOFTY SANDWICH!



Chef Barry Sullivan

To start, first prepare the Crab by cleaning it. Once cleaned, pat the Crab dry with a paper towel and set aside. Next, to prepare the batter, whisk tempura flour with soda water, lime juice, and egg until well combined. Then, heat up enough oil in a pot or a pan until it is deep enough for frying. Coat the Crab thoroughly with plain flour and dip it in the batter. After the oil is hot enough, fry the Crab for approximately two minutes per side. Enjoy this delicious fried Blue Crab as we head into the warm summer months!



MONTHLY SPECIALS

Call your Sales Agent to place an order today!

Sale Dates: May 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

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

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

• PRODUCTS HAND-PICKED FOR MOTHER'S DAY! •

29.00

Per lb

OCEANO LOBSTER
8 oz Average Tails.
10 lb Case



39.00

Per lb

COLD WATER AUSTRALIAN LOBSTER
- 8-10 oz Average Tails
10 lb Case

49.00

Per lb

SOUTH AFRICAN LOBSTER - 8-10 oz Average Tails.
10 lb Case



EDIBLE ORCHIDS - Impress Mom This Mother's Day!
50 Count Pack
10.75 ea



GARI - Pickled Ginger.
Your Choice of Pink or White
5 Gallon Unit
45.00 ea



HAPU-UPU - Wild Tahitian Bass. 5-10 lb Skin on Loins
Firm White Meat with a Clean Flavor **16.75 lb**



TEXAS GOLD SHRIMP - Wild American Caught
51/60 Count, 50 lb Case
3.79 lb

SPECIAL CEPHALOPOD SALE



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



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



CLEANED CALAMARI TUBES - U/5 Size, Rock Harbor Brand. Frozen 22 lb Case **3.98 lb**



CALAMARI RINGS - Raw, Great for Frying! Individually Quick Frozen 10 lb Case **4.98 lb**



PREMIUM SPANISH OCTOPUS - Trap Caught 2-4 lb Octopus. Flash Frozen 30 lb **5.98 lb**

JUMBO LUMP CRABMEAT

26.95 Per lb



**RED
CRAB**

MEMORIAL DAY TREATS!



**KUROBUTA PORK BABY
BACK RIBS** - From Berkwood
Farms. Frozen 2-4 lb Each,
14 Pieces **6.50 lb**



GOLDEN FRENCH FRIES -
Delicious Classic 3/8 Cut
Raw 30 lb Bag
17.50 cs



AMAZONIAN PACU -
Raised in Brazil. Individually
Quick Frozen Gutted 2-4 lb
Whole Fish **2.95 lb**



**AUNT CONNIES FAMOUS
POTATO SALAD** - Homemade
& Delicious! 5 lb Units
15.00 ea



14.75 lb **RANCH RAISED HAMACHI**
Imported From Japan, 5 lb Avg.
AAA Grade



19.75 lb **HEAD-ON KING PRAWNS**
U/2 Per lb
20 lb Case



SQUID INK -
Small Jars. 90 Grams Each
Personal Size!
5.00 ea



**ROLAND ANCHOVY
FILLETS** - In Olive Oil
Imported 28 oz Tins
10.00 ea



**PORTUGUESE TUNA IN
EVOO WITH OREGANO** -
120 Gram Tins, 30 per
Case **50.00 cs**



SANTA INES EVOO -
Imported From Spain. 5 Liter
Bottles, Sold By the Case
75.00 cs

Samuels Seafood
FISH TALES Magazine
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*Happy
Mother's Day*

