



FISH TALES™

JUNE 2023 | A SAMUELS SEAFOOD MAGAZINE

KING SALMON

Raised in Stewart Island, New Zealand

FOODLAND

Serving Saint Barts since 1993

MUSSEL SPAWNING

And How it Affects You!

JUNE MONTHLY SPECIALS

Must-Haves for Father's Day Menus!



Samuels Spotlight

Foodland - Fine Food in St. Barts



left to right: Thomas Tinghir, Sylvanie Maggiori, Julien Diez, Jordan Cappai



Foodland is the main supplier of meat and seafood in St. Barts. Operating for over thirty years, Foodland caters to some of the finest hotels and restaurants on the island.

Jordan Cappai, purchaser for Foodland, grew up in the family business on the island and often has fond memories of flying to Saint Maarten next to his father, loading the plane with produce, meat, and seafood, and flying back to Saint Barts. Today, you can find Jordan sourcing only the finest products from North America. The inspiration for Foodland got its start in the early 80's when Jordan's father arrived in St. Barts with a small plane that he would fly between St. Barts, Puerto Rico, and Miami, bringing fresh meat and seafood to the island. During this time, the only imports to arrive to the island were frozen goods from France that would be delivered by boat. Looking to change that, Jordan's father would visit different chefs on the island, take their orders, and then the chefs would pick up their fresh meat and seafood from the back of the plane the next day. By 1993, Jordan's mother joined the team, and they officially launched Foodland as they opened a warehouse in Gustavia on the harbor. Fast forward to 2017, St. Barts was devastated by Hurricane Irma, destroying just about everything on the island. Fortunately, the family was able to find a new location for Foodland where they have a

brand-new facility. Not long after Foodland launched their retail shop – Foodland La Boutique! As the main supplier of fresh and frozen products, Foodland services everyone on the island from restaurants to hotels, and private chefs. That said, anyone is welcome at the Foodland warehouse, including the public, but thanks to Foodland's retail location they have been able to better serve their customers. With a focus on meat and seafood, the retail shop also offers a wide range of specialty products from Japan, Italy, and France, as well as other items like cheese, produce, caviar, pasta, rice, crackers, sake, wine, champagne, and spirits. In addition to specialty and high-end items, customers can find hardware such as Japanese Konro grills, Japanese knives, truffle slicers, and a variety of books written by the suppliers they partner with. Each item offered by Foodland has been carefully selected so that they can provide their customers with only the highest quality and most unique products. Some interesting seafood items offered at the shop include King Crab and Bluefin Tuna. Jordan says, "Customers are often amazed by the enormous jumbo size of the King Crab legs and the sheer size of the seventy pound plus loins of Bluefin Tuna!" More than just seafood, Foodland's Wagyu Beef is a top choice as well. They sell both American Wagyu Beef and Japanese

A5 grade Beef. Jordan says, "When people see the marbling on display, they are stunned." Customers look forward to coming into the shop because it's very inviting, warm, and high-end. Although customers aren't going to find items like they would in a typical grocery store, they will find many specialty items sourced from around the globe. Jordan is very appreciative of his relationship with Samuels, especially with his sales representative Mark. Jordan says, "No matter what, Mark doesn't quit and always finds a solution for us. He is relentless and I'm grateful to have someone like him that I get to call a friend at the end of the day." If you ever find yourself in St. Barts, be sure to stop by Foodland for anything you might need! Also, you can visit them on Instagram @foodlandsbh.



Mussel Spawning



AND HOW IT AFFECTS YOU

Ah, springtime! When the flowers begin to bloom, the bees begin to buzz, and the cold, icy grip of winter begins to slip away. But spring is not just about birds and flowers. Spring also brings other events such as the beginning of mussel spawning season.

Spawning season for mussels usually begins around the end of springtime, but this can change depending on different factors. During this time, rising water temperatures trigger the mussels to start to reproduce. Fertilization for mussels, unlike in mammals, occurs outside of the parent organisms, and inside of the water. Mussels, when they reproduce, release an orange liquid into the water containing the necessary ingredients to make more of themselves. If this liquid dries out and hardens, it produces a pungent aroma. Surprisingly, this does not change the taste of the mussel. Yet despite not affecting how the meat tastes, if any of this liquid dries on to the mussel, it quickly becomes unpleasant for the chef to work with. So, what does mean for you and your mussel recipes' this summer? Well, rest assured that you will have mussels for all your cooking wants and needs. Spawning season is a routine time of year for us, and we have time-tested procedures to ensure that it does not affect the customer. We have perfected the art of minimizing rough handling, spikes in temperature, and chain reactions from other spawning mussels. All these things can trigger more mussels to spawn, but all these things are also easy to prevent from happening. Here is how we do it.

Far from being a concern for mussel lovers, spawning season is a natural part of the mussel life cycle, and Samuel's Seafood has implemented several methods to continue to provide tasty mussels to those who enjoy them. Since rising temperatures result in mussels spawning, we have taken precautions to prevent the temperature of our mussels from rising too much. Mussels are stored in refrigerated containers filled with ice and are inspected for signs of spawning. If for some reason there is spawn in or on the containers, we make sure that the spawn doesn't dry. Once spawn free, the mussels are returned to storage. Any mussels that Samuel's ships out are also transported in refrigerated trucks. This is to prevent any spawn from forming on the way to the mussels' destination. All of this ensures that this spawn season, you will still be able to enjoy the delicious taste of mussel. Happy eating.

To prevent spawning, please keep you mussels continuously iced during the summer spawning season and every other season.

EMPLOYEES OF THE MONTH



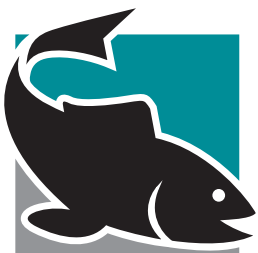
Doris Suppa

Doris Suppa is the sales assistant & customer service representative and has worked at Samuels for 20+ years! Doris's expertise: shipping strategies, delivery analysis, and packing assessment. Doris provides excellent customer service and is well known to her customers. Doris is being recognized for going the extra mile to satisfy our customers and is a valued employee. Thank you, Doris!



Mike Schultz

Mike Schultz is the Shipping Foreman at Samuels in the Philadelphia location. Mike has excellent time management skills and has the ability to multi-task which is essential in his position. Mike has really become a stellar employee and is well deserving of employee of the month! Congratulations, Mike!



FOLLOW US ON SOCIAL MEDIA

@SAMUELSSEAFOOD



Trademark 2023, all rights reserved, by Samuels Seafood Company. To be published 12 times in 2023: January, February, March, April, May, June, July, August, September, October, November, and December. The editors reserve the right to select and edit all material submitted for publication.

Contact marketing@SamuelsSeafood.com to sponsor Fish Tales or for any other inquiries.

FISH TALES STAFF

DIRECTOR OF MARKETING
KRISTIN O'NEILL
kristino@samuelsseafood.com

SAMUELS SEAFOOD CHEF
ANNE COLL
annec@samuelsseafood.com

FISH TALES DESIGNER
BLAKE MONTALTO
blakem@samuelsseafood.com

CONTRIBUTING WRITER
ZACH BLUMBERG
zachb@samuelsseafood.com

DISCOVER BIG GLORY BAY

THE HOME OF AWARD-WINNING NEW ZEALAND KING SALMON



Big Glory Bay in Stewart Island, New Zealand is one of the most remote and stunning locations in the world, where world-renowned Big Glory Bay King Salmon are farmed in glorious isolation. The King Salmon, also known as Chinook, grow slowly in the pure waters of the bay, which are constantly refreshed by cold currents, keeping the temperature at a chilly 57.2°F. This results in a rich, smooth flavor with a buttery, melt-in-mouth texture. The higher fat levels can be seen in the clear, thick marbled lines that give the flesh a smoother, softer texture. These characteristics make it a highly versatile protein, perfect for sashimi, pan-frying, baking, grilling, or barbecuing.

Big Glory Bay recently became a two-time winner at the 2023 Outstanding NZ Food Producer Awards. A team of specialist judges assessed more than 290 food and drink products, which were locally harvested, grown, and produced in New Zealand. Big Glory Bay deservedly won a gold medal, and the FMCG Business New Product Champion award for their Fresh King Salmon Portions. It is no wonder that their salmon is a favorite of top-end chefs, and featured on menus across the US.

Chef Andrew Bernard of Kaiseki Catering in Philadelphia, says “I use Big Glory Bay because I was lucky enough to visit Stewart Island in 1998. I experienced first-hand how beautifully remote and wild the location is. That ocean water is pristine and it is as close as I’ll probably ever get to Antarctica. The salmon is a beautiful vibrant orange and filled with fatty flavor. For these reasons I feel confident using this New Zealand King Salmon throughout my menu.”

Free from antibiotics, GMOs, and hormones, Big Glory Bay King Salmon are naturally and sustainably farmed using advanced technology to monitor fish behavior, performance, and well-being. The salmon has been awarded the green rating from the Seafood Watch at Monterey Bay Aquarium, indicating NZ King Salmon is a 'best choice' for consumers. Big Glory Bay also meets the rigorous Best Aquaculture Practices (BAP) certification standards. The farm is moved every two years, and farmed sites are rested for five years to protect the seafloor and keep the benthic environment in good condition.

Treasuring and valuing all parts of the salmon goes hand-in-hand with growing such a precious resource. A lot of time, effort, and energy goes into breeding, raising, and growing the perfect salmon. It is only right that equal emphasis is placed on utilizing the entire salmon, from the fish heads, frames, and gills to gut content, tails, and fins. This commitment to reducing waste and utilizing all parts of the salmon ensures that the farming practices are sustainable and have minimal impact on the environment.

Every step from 'sea to plate' is a testament to Big Glory Bay's commitment to animal well-being, the environment, and the health of their consumers. The highest care shown by the team ensures the King Salmon are delivered at the peak of their condition, with a rich, smooth flavor, and tender melt-in-mouth texture that your customers will love every time.



BIG GLORY BAY KING SALMON

Summer is here and it's time to lite up the barbie and enjoy the weather and start eating some delicious Big Glory Bay Salmon. Big Glory Bay Salmon is a great fish to eat in so many different ways, because the Salmon is raised in very cold water, we are talking about 12 degrees it allows the salmon to get the richest fat content. The water in New Zealand is very pristine and clean and very close to Antarctica. That alone tells one how great the cold water is. This fishery is also very sustainable, making it an even better choice for consumption.

Big Glory Bay is very versatile and this beautiful Salmon lends itself to many different cooking preparations. One way I love to serve Big Glory Bay Salmon is to enjoy it raw. This Salmon is great sliced for sashimi or crudo with just a little salt pepper, lemon, chili, and tamari. With the warm weather upon us I really enjoy Big Glory Bay Salmon as a poke bowl. This bowl is great for lunch or dinner and can be paired with so many different options. Making a poke bowl is really fun and festive and a great way to enjoy Big Glory Bay Salmon on a warm June day.

I like to pair Big Glory Bay Salmon with either quinoa or sushi rice. I dress the big Glory Bay Salmon with a soy reduction with ginger and some lemon zest. This is where one can get creative with the different flavors. I like to pair my Salmon with cucumber kimchi, nori, avocado, a fried quail's egg and some masago. This bowl will delight your palate with spice, crunch, creamy, and umami. Big Glory Bay is a perfect pairing for the month of June whether it's center of the plate or as an appetizer. Big Glory Bay is definitely a crowd pleaser, plus it's sustainable, and most of all delicious.



Samuels Seafood 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: June 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.*

SamuelsSeafood.com

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

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

Surf & Turf for Father's Day!



ST. LOUIS RIBS
Kurobuta Pork
18 Piece, 45 lb Case
\$3.75 lb



SNOW CRAB CLUSTERS
5-8 oz Each
Ready to Eat!
\$5.75 lb



SHORT RIBS
Santa Carota Beef
6 Piece, 25 lb Case
\$8.75 lb



BRAZILIAN LOBSTER TAILS
3 oz Each
10 lb Case
\$19.75 lb



SNOW CRAB COCKTAIL CLAWS
21/24 Count
18 lb Case
\$45.00 lb



WILD SPANISH RED CARABINERO SHRIMP
21/30 Count
21.2 lb Case
\$45.00 lb



COLD WATER LOBSTER TAILS
8/10 oz Each
10 lb Case
\$45.00 lb



WILD CAUGHT KING CRAB LEGS
6/9 Count
20 lb Case
\$45.00 lb



ECUADORIAN WHITE SHRIMP
41/50 Count
50 lb Case
\$2.99 lb



BREADED SHRIMP
31/40 Count
10 lb Case
\$3.99 lb



OISHII SHRIMP
21/25 Count
20 lb Case
\$5.99 lb



WILD TEXAS GOLD SHRIMP
16/20 Count
50 lb Case
\$7.99 lb



Frozen at Farm Level

Frozen Headed & Gutted: **\$ 5.75 lb**

Frozen Sides: **\$ 9.75 lb**

BIG GLORY BAY

OCEAN-FARMED
KING SALMON

STEWART ISLAND | NEW ZEALAND

Ready for Your Plate

8-13 lb Whole Fish: **\$ 11.75 lb**

Fresh Skin On PBI Fillet: **\$ 15.75 lb**



**SPANISH COD
CARPACCIO**

Ready to Serve (Crudo)
7 lb Average Frozen Case

\$7.75 lb



**WILD CAUGHT
DOVER SOLE**

14/16 oz Each
25 lb Frozen Case

\$12.75 lb



**LOBSTER
MEAT**

Fresh Picked
1 lb Bags

\$29.75 lb



**DRY SCALLOPS
U/10 COUNT**

Frozen at Sea
5 lb Units

\$29.75 lb



**OYSTER
KNIVES**

4" Blade

Slip Resistant Handle

\$20.00 ea



**PEACHTREE
OYSTERS**

Farmed in Virginia
100 Count Bags

\$0.80 ea



**EASTERN SHORE
CHOPPED CLAMS**

Perfect for Chowders
20 lb Frozen Case

\$3.99 lb



**YAMASA SOY SAUCE
TAKE OUT PACKS**

Gluten Free
500 Count

\$30.00 cs



**SANTA INES
DRIED PLUMS**

Grown in Spain
11 lb Case

\$35.00 cs



**CANTERBURY CURE
PADDFISH CAVIAR**

Bold & Buttery
1 oz Units

\$35.00 ea



**MEDITERRANEAN
SEAFOOD SALAD**

Aunt Connie's Famous
5 lb Units

\$55.00 ea



**PORTUGUESE TUNA
IN EVOO**

Tinned in Curry. 120
Gram Each, 30 per Case

\$55.00 cs

Samuels Seafood Company
FISH TALES Magazine
June 2023

