



FISH TALES™

JANUARY 2024 | A SAMUELS SEAFOOD MAGAZINE

FLORIDA EDITION

BERKWOOD FARMS

BERKSHIRE PORK

Superior quality with
a flavor unmatched

NORIKASE

Jacksonville's first and only
authentic omakase experience

HAPPY NEW YEAR!

Wishing you a happy
& healthy New Year



Samuels Spotlight

Norikase

By Zachary Blumberg



In the Tinseltown neighborhood of Jacksonville, FL, is a restaurant whose owners opened with the idea of bringing something different to the local culinary scene. Norikase, the first and only authentic omakase experience in Jacksonville, derives its name from a combination of the Japanese word for seaweed and the term omakase (which translates to “I leave it up to you”). It’s the latest addition to Jimmy and Johnny Tung’s Bento Group, which includes the Bento: Asian Kitchen + Sushi chain and other award-winning restaurants throughout Florida.

To open Norikase, the brothers brought in veteran chef, Akira Kimura, and general manager, Justin Raulerson. Since opening Norikase in October 2020, the menu has evolved from a strict omakase concept to now include à la carte options in the dining room. Norikase still offers its seventeen course tasting menu four nights a week at two seatings per night, but now includes such standout raw items as shima aji (AKA Japanese striped jack or horse mackerel) with maitake mushrooms and green tea ponzu in a brown butter emulsion. Another highlight of the menu’s raw section is the popping tuna, named for the popping rice and bluefin tuna that make up the dish. Norikase is also known for its luxury roll,

which is comprised of Alaskan king crab, king salmon, bluefin tuna, cucumber, honey wasabi aioli, truffle, and a light sprinkling of gold dust. Norikase’s menu also includes a nigiri/sashimi selection with fresh offerings such as hamachi, kanpachi, madai, and more. Their bar is known for its selection of Japanese spirits such as sake, shochu, Japanese whisky, and others.

As Norikase’s menu expanded, so did the restaurant’s footprint. The restaurant now features a patio and hosts live entertainment like fire eaters and DJs. Norikase’s future expansion plans include brunch. Reservations are recommended. Visit their website for more information.



BERKWOOD FARMS KUROBUTA PORK

A FLAVOR UNMATCHED!



Berkwood Farms, like Samuels, is a company that strives for excellence by never sacrificing quality. This coalition of over 60 independent, mid-west American family farmers takes pride in its product. They work hard to ensure their animals are raised in a healthy, humane, and environmentally friendly approach. All of the farmers adhere to a strict code of responsible and humane animal husbandry. Many farmers are the 2nd, 3rd, 4th, and even 5th generation of their family to raise Kurobuta pork, otherwise known as Berkshire pork.

“Kurobuta” which translates to “black pig” in Japanese, is known as the Wagyu of the pork world as it’s of the highest quality. Its high marbling score results in an irresistibly juicy flavored pork, known for having a rich ruby color, supreme tenderness, and depth of flavor. Not only that, but Kurobuta pork is unique because of the structure of the meat fibers. With finer and more constricted fibers, the meat holds more moisture and is tender to the bite, making for an enjoyable eating experience.

The quality and taste of Kurobuta is proven by science – Kurobuta took home top honors in 19 of 20 categories in a nationwide scientific study conducted by the National Pork Board. This Japanese pig was once reserved for royalty, but now, Berkwood Farms raises 100% authentic and natural Kurobuta pork with strict attention to amazing flavor and quality.

Berkwood Farms Kurobuta pork is cut fresh and hand inspected for the quality of each cut, its visual constancy, and above all, its consistent flavor. This juicy, delicious, ruby red pork is unlike anything you have ever tasted and is simply unmatched!



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