

Samuels Spotlight

Walrus Rodeo

By Zachary Blumberg

When chef/owner Jeff Maxfield was brainstorming a name for his centrally located Miami restaurant, he wanted it to be memorable, quirky, and unique. He and his team decided on the name Walrus Rodeo. Jeff thought that the name perfectly conveyed the fun and wild atmosphere of operating a restaurant, while also keeping the finer details of the restaurant from influencing the customers' expectations. The name would draw them in, but to really get to know Walrus Rodeo, the customers would have to step inside.

To create the fun atmosphere that Jeff wanted, Walrus Rodeo was given an interior to match. The inside of the restaurant is full of bright colors, western-inspired wallpaper, murals of clouds, and the occasional playlist consisting of old-school hip-hop. The restaurant was formerly a pizzeria, and although Jeff and his business partners—Alex Myers and Luciana Giangrandi—decided that Walrus Rodeo would not

be a pizzeria, they kept an element common in pizzerias for their restaurant: a wood-fired oven. Walrus Rodeo's interior is centered around this oven, and so is the food.

The food at Walrus Rodeo is best described as playful and sincere American contemporary, taking inspiration from Jeff and his business partners' combined food experience and culinary adventures from around the world. These influences include Italian, Spanish, Haitian, Mexican, and more. The menu is concise, with roughly eighteen items in total, but it is constantly being updated with new items. As of February 2024, the menu includes three seafood dishes. Acqua pazza crudo is one of them; made with Hawaiian Kanpachi, Miami green juice, papaya, and crispy rice. Another of Walrus Rodeo's seafood dishes is halibut puttanesca. This dish contains pasta made with millet, as well as chayote squash and pine nut gremolata. Finally, Walrus Rodeo serves charbroiled oysters cooked with



jalapeños, Franciacorta wine, and breadcrumbs. For alcoholic beverages, the restaurant offers a wide variety of beer, wine, and cocktails.

In all, Walrus Rodeo stands out as a place where anyone can go to experience something different. Jeff, Alex, and Luciana have taken an eclectic mix of influences and combined them to create a unique experience that would be hard to find elsewhere. Reservations are recommended to secure a seat at this restaurant.

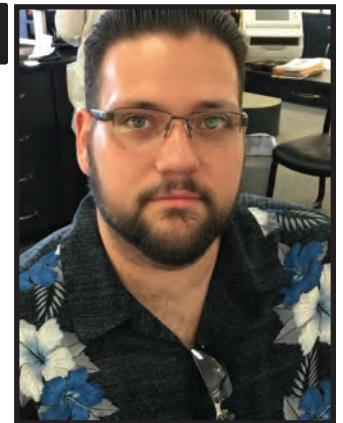


EMPLOYEE OF THE MONTH

GERRY HANDY

We're pleased to announce that Gerry Handy has been named Employee of the Month! Gerry has demonstrated exceptional dedication to Samuels Seafood South Coast as Operations Manager. His commitment to his work shines through in his actions, ensuring shipments are consistently accurate and punctual. He maintains a positive attitude that uplifts the team, even during busy times.

Gerry readily lends a hand to his coworkers, embodying the spirit of teamwork. We are truly grateful to have him as part of our team, representing the best of Samuels South Coast. Gerry, your dedication to excellence is truly inspiring, and your kindness sets a wonderful example for all of us. Thank you for your outstanding work! Congratulations, Gerry, on this well-deserved recognition!



FOLLOW US ON SOCIAL MEDIA

@SAMUELSSEAFOOD



Trademark 2024, all rights reserved, by Samuels Seafood Company. To be published 12 times in 2024: 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

CHIEF CREATIVE OFFICER

LILY COPE

lilyc@samuelsseafood.com

DIRECTOR OF MARKETING

KRISTIN O'NEILL

kristino@samuelsseafood.com

FISH TALES DESIGNER

BLAKE MONTALTO

blakem@samuelsseafood.com

CONTRIBUTING WRITER

ZACH BLUMBERG

zachb@samuelsseafood.com

A Century of Seafood Success: The Evolution of Samuels Seafood Company



(left to right) an old Ippolito's Seafood sign, Donna, Sammy, Lauren, Sam, & Anthony D'Angelo

In the late 19th century, Gaetano Darigo made his living as a fisherman in Sicily. His daughter's marriage to Giuseppe Ippolito in 1919 marked the beginning of a new chapter, as Giuseppe joined Gaetano in his seafood business.

By 1929, Giuseppe had become an integral part of the growing enterprise, introducing innovations like horse-drawn wagons to expand their reach. As the years passed, the business thrived, and in 1945, Giuseppe opened the first "Ippolito's" fresh seafood market in Philadelphia.

The reins of the business passed to Giuseppe's daughter, Rose D'Angelo, who further expanded the

family's endeavors. In 1966, her son Samuel D'Angelo began learning the ropes at the fish market. By 1974, Samuel took over leadership and expanded the original store, later opening a second location in 1987.

In 1989, Samuels Seafood Company emerged, focusing on commercial and wholesale markets. The addition of marine biologist Joe Lasprogata underscored their commitment to quality. Over the years, they diversified, launching brands like "Aunt Connie's Famous" and expanding product lines.

Samuel's children joined the company, contributing to its growth. By 2009, a modern facility opened in South Philadelphia, followed by expansions to Pittsburgh and nationwide overnight delivery.

The company continued to evolve, opening divisions in Las Vegas in 2011 and Orlando in 2015. By 2019, they had established an office in South Florida and began servicing

cruise lines.

Reflecting on their 100-year journey, Samuels Seafood Company remained committed to delivering quality seafood. Looking ahead, they welcomed everyone to join them in the next century of their remarkable story.



Joe Ippolito



Sammy, Sam, & Anthony D'Angelo



Joe Ippolito's first seafood truck 1949



Sam D'Angelo & Aunt Connie



FLORIDA MONTHLY SPECIALS

Call your Sales Agent to place an order today!

TOLL FREE: 833-SAMUELS (833-726-8357)
LOCAL: 407-401-8898

Sale Dates: March 1-31

Oyster of the Month

GRAVELING POINT OYSTERS

Wild From New Jersey
100 Count
\$0.90 ea
GBOY



North Atlantic Caught



WILD SKATE
House Cut
Deboned Fillets
\$12.99 lb
SKATEF



FRESH MONKFISH
Wild Caught
Large Fillets
\$9.99 lb
MONKF



FRESH FLUKE
Hand Cut Fillets
6-12 oz Each
\$14.99 lb
610FLK



MULLICA SALT OYSTERS
Farmed From New Jersey
100 Count
\$0.59 ea
MSOY

Farm Raised



HYBRID STRIPED BASS
Aquaculture Raised
Whole Fish **\$6.25 lb**
Skin On Fillets **\$14.99 lb**
FB34/SBF500



HAWAIIAN KANPACHI
Raised Off Kona, HI
Whole Fish **\$9.99 lb**
Collar On Fillets **\$17.99 lb**
KAN001/KAN004



FRESH GREEK DORADE
600-800 Gram Fish
Whole Fish **\$5.99 lb**
Fillets **\$12.99 lb**
DUR125/DURF6



FRESH COBIA
4-8 lb Fish
Whole Fish **\$8.99 lb**
Skin On Fillets **\$14.99 lb**
CBAFR6/COBIAF



AHI TUNA STEAKS
4 oz Each
10 lb Case
\$4.99 lb
4AHI



JONAH CRABS
Snap & Eat
Triple Scored, 20 lb Case
\$6.95 lb
JSE



RUBY RED SHRIMP
16/20 Count
20 lb Case
\$6.99 lb
1620SA



CLEANED SQUID
Whole
26.4 lb Case
\$5.49 lb
SQ107

Call Your Sales Agent Today!

Samuels Seafood Company
FISH TALES Magazine
March 2024

Special pricing is reserved for current Samuels account holders.
Please contact info@samuelsseafood.com for any inquiries.
Items are subject to availability.

FOLLOW US ON SOCIAL

