



FISH TALESTM

JUNE 2024 | A SAMUELS SEAFOOD MAGAZINE

MID-ATLANTIC EDITION



**JUMPIN'
JUNE SPECIALS**
Summer savings
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MARGARITA

MARGARITA FRESH BLUE CRAB MEAT

Experience the exquisite flavor of
authentic, wild caught blue crab

ROCCO'S AT THE BRICK

A culinary gem
in Newtown, PA

CHEF'S CORNER

Jumbo lump
crab cakes

Samuels Spotlight

Rocco's at The Brick: A Culinary Gem in Newtown, PA

By Lily Cope



S In charming Newtown, PA, Rocco's at The Brick offers a dining experience that blends classic, steakhouse elegance with a thoughtful, modern approach. But Rocco's is not just a business venture; it's a tribute to Chef-Partner, Cole Caprioni's 9-year-old son, for whom the restaurant is named.

Opened in 2018, Rocco's is the brainchild of Caprioni and his partner, Marc Gelman, both seasoned industry veterans with backgrounds spanning various successful ventures, including The Pub in Pennsauken, NJ, and Library II in Voorhees, NJ. Located within the Brick Hotel, which dates back to 1763, Rocco's at The Brick is steeped in Revolution-era history. Newtown itself boasts a rich historical heritage, and the hotel has ties to some of America's founding fathers who once guests of the hotel. The ambiance of the restaurant reflects this legacy, offering a balance of strong, masculine elements that are complemented by softer, more relaxed touches. Guests are greeted with warm, dim lighting and a homey atmosphere. Despite its steakhouse undertones, Rocco's exudes a softer

side, welcoming patrons to come as they are without the constraints of a dress code.

The heart of Rocco's lies in its cuisine, which Caprioni describes as "so much more than steak on a plate." While steak and seafood take center stage, the menu offers a diverse selection of beautifully crafted and thoughtfully garnished dishes that showcase the finest seafood and Caprioni's passion for creating memorable meals. Seafood lovers will find themselves at home at Rocco's. Caprioni, who grew up in New Jersey, is partial to oysters from his home state, and the menu at Rocco's boasts selections from Barnegat Bay, Cape May, and Great Bay. There are even Oysters ROC-CO-feller on the menu. The restaurant sources the freshest ingredients from Samuels Seafood Company to create elevated, culinary staples, like Faroe Island salmon for a salmon BLT and sashimi-grade tuna loin for poke. Popular dishes include Chilean sea bass Acqua Pazza, featuring steamed Chilean sea bass, PEI mussels, clams, gulf shrimp, fregola sarda, and fresh herbs in a tomato-parmesan broth, and South African lobster tails served

with crabcake stuffing, lemon, drawn butter, and caper remoulade.

What sets Rocco's apart is its ability to provide a city-like experience in the suburban landscape of Newtown, PA. Catering to the palates and wallets of local clientele, the restaurant offers exceptional value, with sides, sauces, and salads included in the dining



experience, rather than being offered à la carte, unlike most steakhouses.

Caprioni emphasized the pride and dedication of the staff at Rocco's. From pre-shift meetings to the sharing of product knowledge, every aspect of the restaurant is infused with passion and care. Rocco's at The Brick is more than just a restaurant; it's a culinary haven where patrons can indulge in simple yet elegant dishes in a welcoming atmosphere. With its rich history, dedication to quality, and commitment to its customers, Rocco's stands as a beacon of gastronomic excellence in Newtown, PA.

For those seeking a taste of this culinary gem, reservations are recommended. You can follow Rocco's journey on social media platforms and on their website.



EMPLOYEE OF THE MONTH

Michael Bellissima

Based in Philadelphia, Michael Bellissima has consistently demonstrated his dedication and versatility to Samuels Seafood Co. and is the latest member of our team to be named Employee of the Month. As a driver, Michael expertly handles multiple routes, including the challenging summer routes in Cape May, NJ, as well as our Chicago and Upstate NY routes, all with remarkable ease and efficiency. He also helped the company immeasurably at Seafood Expo North America this past March.

In addition to his driving responsibilities, Michael also steps in part-time to assist in the dispatch office, where he excels and contributes significantly to operations. His adaptability and willingness to go above and beyond make him an invaluable asset to the team.

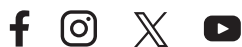
Michael is not only a hardworking and reliable



professional but also a good person who is well-liked throughout the company. We are grateful for his continued contributions and are thrilled to recognize his exceptional performance and positive impact.



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MARGARITA FRESH BLUE CRAB MEAT:

Experience the exquisite flavor of authentic, wild caught blue crab



MARGARITA



For the past 30 years, spanning two generations and involving thousands in the family business, the Contreras Family has been dedicated to the fishing, production, packaging, and distribution of *Callinectes Sapidus*—the True Blue Crab—from Venezuela and Colombia. Doral International Foods, a leading vertically integrated importer, has been producing their flagship brand, Margarita, with the primary objective of delivering a top-quality product with consistent specifications that set it apart from the competition.

One of their proudest achievements has been fostering a sense of community and tradition, bringing together generations of workers in the crabbing industry. With over three generations returning to work within the organization, it truly takes a village. Their experienced

team members and skilled crab pickers have perfected the craft of crab picking, which is no easy task to master. The process is entirely artisanal, as the crabs are caught and processed live to ensure maximum freshness. Their vision is to streamline the process from fishermen to chefs, prioritizing the highest quality and freshness of their crab meat. Whether it's Jumbo Lump, Super Claw, or Cocktail Claws, their goal is to ensure that everyone can enjoy the finest quality crab—their Blue Crab.

The CEO, Argenis Contreras Sr., began producing crab meat from Lake Maracaibo in the early 90s, owning a crab and shrimp plant with a fleet of fishermen. This was his beginning, where he honed his skills in processing excellent raw materials into fresh crab meat. Today, three decades later, the business's vision remains

unchanged: Quality always comes first. The COO, Argenis M. Contreras, has continued to expand their national footprint through a partnership with Samuels Seafood Company, delivering fresh products weekly to both the East and





West Coasts.

Eight years ago, they began incorporating an innovative technology into their crab processing upon daily arrival in the US. High Pressure Processing (HPP) is a growing technology used with other perishable items, including seafood, that has revolutionized the fresh seafood world. This non-thermal technology is a natural process, which uses cold water to eliminate harmful pathogens and bacteria without

compromising nutritional value, taste, and appearance. HPP extends the shelf life of their fresh crab meat from 7 to 21 days, all while maintaining the appropriate cold chain. This technology offers chefs peace of mind, providing Fresh Blue Crab with a three-week shelf life, available every week with Samuels Seafood Company.

Their partnership with Samuels Seafood Company is seamless, as their visions of quality perfectly

align. Together, they are committed to providing fresh, delicious, and top-quality seafood on a timely basis. Samuels Seafood Company exemplifies a generational family-run business that they admire, as it is challenging to maintain high standards consistently. With Doral International Foods and their Margarita Brand, Samuels Seafood Company ensures the distribution of the best pristine quality True Blue Crab, both Fresh and Pasteurized.





Jumpin' June Specials



**SPANISH
PAELLA STOCK**
Imported from Spain
200 Gram Jar
\$5.00 ea



**CUTTLEFISH
INK**
Imported from Spain
500 Gram Jar
\$25.00 ea



**AHI TUNA
STEAKS**
4 oz Each
10 lb Case, Frozen
\$5.00 lb



**COLD WATER
LOBSTER TAILS**
3-4 oz Each
10 lb Case, Frozen
\$20.00 lb



**SNAP & EAT JONAH
CRAB CLAW**
Triple Scored
20 lb Case
\$7.50 lb



**WILD CAUGHT
DUNGENESS CRAB**
Cooked Clusters
25 lb Case
\$11.50 lb



**BLU BRAND
CLAW CRABMEAT**
100% Hand-Picked
12 lb Case
\$9.50 lb



**CRAWFISH
TAIL MEAT**
With Fat
12 lb Case
\$12.50 lb



**WILD WHITE
SHRIMP**
U/12 Count
30 lb Case
\$8.50 lb



**PEELED & DEVEINED
TAIL OFF SHRIMP**
U/15 Count
10 lb Case
\$7.50 lb



**OISHII ALL
NATURAL SHRIMP**
U/10 Count
20 lb Case
\$15.50 lb



**WILD MEXICAN
BLUE SHRIMP**
16/20 Count
30 lb Case
\$5.50 lb

Sale Dates: June 1 - 30
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Special pricing is reserved for current Mid-Atlantic account holders and Giuseppe's 7 Fish Club members only. Price and availability subject to change. Additional freight charges may apply. Please consult with your Samuels Sales Agent for more information.

SamuelsSeafood.com
Mid West
888-512-3636
412-244-0136



MARGARITA CRAB MEAT



**LUMP
CRAB MEAT**
\$15.00 lb



**JUMBO LUMP
CRAB MEAT**
\$35.00 lb

FRESH TUNA LOIN



\$8.00 lb



**SEA SCALLOPS
WRAPPED IN BACON**
14/18 Count
10 lb Case
\$125.00 cs



**CHOPPED
SEA CLAMS**
Hand Shucked
5 lb Unit
\$5.00 lb



**CLEANED SQUID
TUBES & TENTACLES**
5-8"
10 lb Case
\$2.50 lb



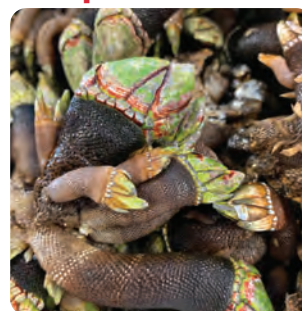
**POKE
SAUCE**
Enhance your poke bowls
1/2 Gallon
\$10.00 ea



**TEMPURA
SHRIMP**
21/25 Count
100 Count Case
\$49.00 cs



**HAMACHI
LOIN**
"Amberjack"
Frozen
\$15.00 lb



**FRESH
PERCEBE**
"Gooseneck Barnacle"
From Japan
\$35.00 lb



**SOY
SAUCE**
Yamasa
1/2 Gallon
\$7.00 ea



**FRESH COOKED
SCUNGILLI**
Locally Caught
1 lb Unit
\$15.00 lb



**HOMEMADE
COLE SLAW**
Aunt Connie's Famous
5 lb Unit
\$15.00 ea



**PREMIUM
STURGEON CAVIAR**
Canterbury Cure
1 oz Unit
\$35.00 ea



**CAPE MAY
GOODIES**
From New Jersey
100 Count Unit
\$1.00 ea



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TIN CAN ALLEY

			
TINNED TUNA IN OLIVE OIL & CURRY 120 Gram Tin 30 per Case \$45.00 cs	TUNA WITH ORGANIC TOMATO 120 Gram Tin 24 per Case \$45.00 cs	TUNA IN SUNFLOWER OIL 200 Gram Tin 24 per Case \$65.00 cs	SARDINES IN HOT TOMATO SAUCE 120 Gram Tin 30 per Case \$35.00 cs

CHEF'S CORNER

Jumbo Lump Crab Cakes

Ingredients (Yields 12)

- 1 lb jumbo lump crab
- 1 lb lump crab
- 1/3 red pepper brunoise
- 1 c mayo
- 2 tsp old bay
- 2 tsp fresh chopped parsley
- 1 tsp Worcestershire
- 1/3 tsp kosher salt
- 2/3 c Panko

Preparation

1. Lightly mix all of the ingredients.
2. Form into 12 balls.
3. Cook for 10 minutes at 350 degrees.



Samuels Seafood
Chef Anne Coll

Questions or Comments?
Chef Anne will be happy to assist!
800-500-5810 x6555
AnneC@SamuelsSeafood.com

