



# FISH TALES™

OCTOBER 2024 | A SAMUELS SEAFOOD MAGAZINE

FLORIDA EDITION

## BALFEGÓ

The authentic  
bluefin tuna



### OCTOBER SPECIALS

LEAF the savings to us

### OCTOBER IS NATIONAL SEAFOOD MONTH!

### BOAT DRINKS

Where every bite  
is a ticket to paradise  
in St. Augustine



# Samuels Spotlight

## Boat Drinks:

Where Every Bite is a Ticket to Paradise

By Zachary Blumberg

**B**oat Drinks, co-owned by Rob Crabtree and Whitney Hobs, is a celebration of all things tropical and fun. Named after the Jimmy Buffett song of the same name, Boat Drinks is located in historic St. Augustine, Florida. Growing up in Florida and spending his formative years living on a boat, Crabtree wanted to create a restaurant that embodied the laid-back, fun atmosphere he had always enjoyed.

To pair with its tropical atmosphere, Boat Drinks has a fun-sized, tropical-themed menu, which is kept streamlined to prioritize freshness. Taking its culinary inspiration from Florida, the Caribbean, and the Gulf Coast, the menu is a half-and-half mix of seafood and bar food. Most of the seafood is sourced from Samuels. Two of the standout items on the menu are oysters and shrimp. All the oysters served at Boat Drinks are East Coast varieties. These include

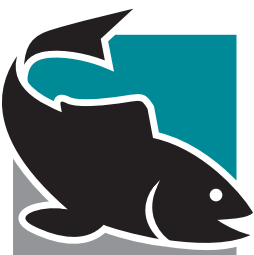
the Savage Blonde, a medium oyster with a crisp taste, and the Sweet Petite, a larger oyster with a deep cup and meaty flavor. The oysters can be served raw or charbroiled in a variety of sauces and styles.

Another notable item on the menu is the blackened fish sandwich. The sandwich features the local catch of the day, Swiss cheese, pikliz (a spicy Haitian condiment made from pickled cabbage), remoulade, and a potato bun. The catch of the day can also be added to the Captain's Chopped Salad, which is made with mixed greens, feta, heart of palm, bacon, eggs, tomatoes, red peppers, and scallions. Of course, Boat Drinks offers an extensive drink list with a variety of cocktails, wines, and beers.

As Crabtree puts it, "Boat Drinks is a state of mind." This ethos is the core of the restaurant. For the co-owners and the staff at Boat Drinks, fun is all



about attitude. When surrounded by people who can have fun anywhere at any time, it's easy to have a good time.



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# Balfegó:

## The Authentic Bluefin Tuna

**B**alfegó represents five generations of fishermen from L'Ametlla de Mar, Spain, a coastal town in the northwest Mediterranean Sea known for its rich fishing tradition. In the 1980s, the family ventured into bluefin tuna husbandry. After years of hard work, they transformed the traditional fishing of this species to become the world's leading company in the capture, feeding, research, and marketing of bluefin tuna. They operate under an innovative, sustainable business model, both socially and environmentally.

The company as we know it today was founded in 2002 by Manel and Pere Vicent Balfegó, Montse Brull, and Salomé Gaseni, with a singular mission: to bring the finest bluefin tuna to the world's top restaurants.

Today, Balfegó is present in over 42 countries, directly employing more than 200 people and indirectly supporting another 200. True to its origins, the company maintains its core values of honesty and closeness to its customers. Their aim is not only to be the world's best bluefin tuna company, but also to be the best tuna company for the world.

### KEY ATTRIBUTES

#### Traceability:

Balfegó's traceability system is a global pioneer. With a mobile phone and the QR code provided with each serving, customers can access detailed information about the bluefin tuna they are purchasing or tasting. This includes capture date, location, weight, length, fat level, and health and quality certificates.

#### Sustainability:

Balfegó was the first Spanish fishing company to join the B Corp movement, reflecting their commitment to sustainability, social responsibility, and positive envi-



ronmental and community impact.

#### Excellence:

Excellence is at the heart of Balfegó's product and production processes.

### WHY IS BALFEGÓ CONSIDERED THE WORLD'S BEST BLUEFIN TUNA?

#### World Leaders in Fresh Bluefin Tuna:

After being caught, the tuna are transferred to Balfegó's aquaculture facilities, allowing the company to provide fresh, high-quality bluefin tuna year-round.

#### Optimal Fat Content:

Balfegó is the only company in the world that measures the fat percentage of each fish. Their tuna are exclusively fed blue fish, and they are harvested at the optimal fat

point to ensure exceptional flavor and texture.

#### Ikejime Harvest Technique:

Balfegó employs the Japanese ikejime technique, ensuring that the bluefin tuna experience no stress or suffering during harvesting, resulting in a superior product.

#### Groundbreaking Traceability:

Their traceability system guarantees full transparency, sustainability, and food safety.

#### Commitment to Sustainability and R&D:

Balfegó holds the AENOR certification for environmental sustainability. Their R&D department collaborates with universities and scientific institutions on various research and innovation projects related to fisheries, species management, and product quality.

# October Specials



## **MAHI MAHI FILLETS**

1-3 lb Each  
Frozen

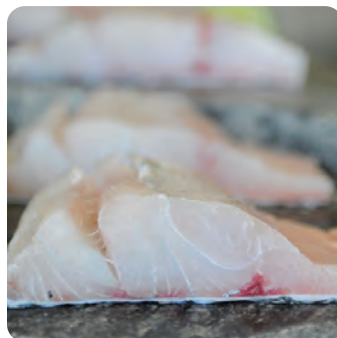
**\$5.95 lb**  
ZMAHI13



## **GROUPER FILLETS**

1-3 lb Each  
20 lb Frozen Case

**\$9.95 lb**  
GRPFI100



## **BARAMUNDI PORTIONS**

8 oz Each  
10 lb Frozen Case

**\$5.95 lb**  
BM902



## **RED SNAPPER FILLETS**

10-12 oz Each  
10 lb Frozen Case

**\$8.95 lb**  
1012RSFZ



## **HOGFISH FILLETS**

2-4 oz Fillets  
10 lb Frozen Case

**\$12.75 lb**  
HOGFI35



## **TRIPLE TAIL FILLETS**

1-3 lb Each  
20 lb Frozen Case

**\$8.95 lb**  
ZTT



## **SMOKED TROUT ROE**

Canterbury Cure  
2 oz Each

**\$13.95 ea**  
CAVSMKTRT4

Sale Dates: October 1 - 31

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