



FISH TALESTM

MAY 2025 | A SAMUELS SEAFOOD MAGAZINE

MID-ATLANTIC EDITION

Stolt Sea Farm 

Prodemar

FRESH, FLAVORFUL,
AND FARMED RIGHT:
Meet Prodemar
Turbot and Sole

THE BLUE HEN
Coastal Roots and
Culinary Heights in
Rehoboth Beach, DE

**MAY'S MUST-HAVE
SPECIALS**
Celebrate With Savings
all Month Long!

Samuels Spotlight

The Blue Hen: Coastal Roots and Culinary Heights in Rehoboth Beach

By Blake Montalto

In 2017, The Blue Hen opened its doors in Rehoboth Beach, DE, with Julia Robinson as Chef de Cuisine. From the start, her talent and leadership in the kitchen were undeniable. That summer, she was promoted to Executive Chef, and just a few months later, the restaurant received a James Beard Award nomination for Best New Restaurant—a significant recognition for such a young establishment.

The following year, Julia's wife, Heather Sharp, joined the team as General Manager and Sommelier. With a strong background in wine and hospitality, Heather brought a new level of expertise to the front of house. Her influence led to a more diverse and adventurous wine list, and she introduced wine education classes for the servers and bartenders, elevating the overall guest experience. Together, Julia and Heather began shaping The Blue Hen into a dynamic, thoughtfully curated restaurant.

In 2022, after years of dedication, Julia and Heather purchased The Blue Hen, officially making it their own. Since taking over ownership, the couple has made thoughtful changes to the menu, introducing new dishes while preserving several beloved staples that regulars have enjoyed since day one. One of those originals is the lobster toast—a signature item that has become a staple. Though it has evolved over the years, the current version features lobster, ginger, scallions, jalapeño, dashi aioli, and unagi, delivering bold flavor in every bite.

Under Julia and Heather's direction, the menu has expanded to highlight pasta and seafood-forward offerings. A standout among the pastas is Tajarin (pronounced tah-yah-REEN), the Piemontese dialect word for



tagliolini. What sets tajarin apart from other fresh pastas is the richness of its dough, made with an abundance of egg yolks. At The Blue Hen, it's served with lobster, a rich tomato cream, confit fennel, and a medley of herbs. The result is both elegant and comforting—one of many reasons guests keep coming back.

Other seafood dishes are equally compelling. The Seafood Platter is a crowd favorite, featuring a selection of shucked oysters, jumbo shrimp cocktail, ceviche, crudo, and smoked fish dip. The crudo changes with the seasons to reflect the freshest ingredients. Currently, the kitchen is serving a bluefin tuna crudo with passion fruit leche de tigre, cucumber, radish, mint, and sesame seeds—a bright, vibrant dish that balances acidity and freshness.



The Blue Hen is currently open six days a week (closed Sundays), but beginning Memorial Day weekend, it will open daily. The restaurant operates on a walk-in-only basis, so guests are encouraged to arrive early—especially during the bustling summer season—to enjoy the welcoming atmosphere, innovative cuisine, and expertly curated wine list.



Employees of the Month



Mark Santilli

Since joining Samuels in February 2020 at our Orlando location, Mark has been a standout team member, consistently going above and beyond in every aspect of his role. His deep understanding of our products, exceptional customer service, and ability to build lasting relationships have made him a trusted and respected part of the team. This quarter, Mark achieved the highest overall sales numbers across all Samuels' locations—an incredible accomplishment that speaks volumes about his work ethic, drive, and consistency. His contributions have had a lasting impact, and we are excited to see what he'll accomplish next as he continues to grow with us.



Chao Do

Chao joined the Samuels family in February 2023 and has quickly become an integral part of our Philadelphia culinary team. Her daily support of our chefs—from prepping ingredients to maintaining an organized and efficient kitchen—helps ensure smooth operations and high standards every day. Beyond her strong technical skills, Chao brings a consistently positive energy to the workplace. She's always willing to take on new challenges and eager to sharpen her culinary abilities. Her work ethic, reliability, and commitment to teamwork have not gone unnoticed, and we are proud to recognize her valuable contributions to our kitchen and company culture.



Jose Ramos

Since coming on board in June 2024, Jose has made a strong impression as a member of our Philadelphia night crew. From day one, he has shown a remarkable ability to adapt to our fast-paced environment, stepping into his responsibilities with professionalism and care. His meticulous approach to inventory management has helped streamline processes, reduce errors, and support the overall efficiency of the team. Jose also stands out for his curiosity and growth mindset—he's always asking smart questions, taking initiative, and looking for ways to enhance both his own performance and the company's success. His attitude and attention to detail make him a key asset to the night shift.



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Fresh, Flavorful, and Farmed Right: Meet Prodemar Turbot and Sole



Stolt Sea Farm 
Prodemar

The remarkable success of Stolt Sea Farm's Prodemar line—particularly its Premium Sole and Turbot—is rooted in a deep commitment to innovation. Through advanced techniques and sustainable aquaculture practices, Stolt consistently delivers high-quality seafood that meets the demands of today's discerning market.

With over 50 years of experience in the aquaculture of turbot and sole, Stolt Sea Farm has become a global leader in producing fish of exceptional quality. Through its Prodemar brand, the company offers both fresh and frozen

formats, catering to the diverse needs of its customers. Their dedication to excellence has earned them the prestigious Superior Taste Award in 2023, 2024, and 2025—an achievement that culminated in receiving the Crystal Taste Award, an honor reserved for consistent, top-tier culinary products.

Beyond accolades, Prodemar fish are prized for their firm white meat, minimal bones, and incredible versatility—making them ideal for all palates.

Prodemar's Sole and Turbot are standout offerings, known not only for their exceptional flavor but also for their adaptability in the kitchen.

These fish frequently appear on the menus of fine dining establishments and are favored by top chefs for their culinary flexibility and elegant presentation.

Turbot, a long-time favorite in Europe, is gaining global recognition for both its refined taste and nutritional value. Its firm, white flesh remains pristine when cooked, making it an excellent centerpiece for visually striking dishes. Rich in nutrients like vitamin B, magnesium, iodine, and Omega-3 fatty acids, Turbot is both a delicious and health-conscious choice. Whether baked, poached, seared, or steamed—each preparation highlights Turbot's delicate texture

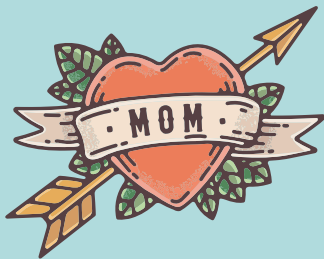
and clean flavor. Prodemar's Turbot is considered among the best available, especially as wild-caught Turbot becomes increasingly rare due to its elusive nature. Stolt's land-based farming method ensures year-round availability while maintaining environmental sustainability through advanced control of water quality and temperature.

Equally impressive is Prodemar's Premium Sole. Like Turbot, it's loved for its mild taste and flaky texture, making it ideal for all kinds of diners, including those with dietary sensitivities or specific health goals. Its adaptability allows for a wide range of preparations—from pan-seared or steamed to deep-fried—always pairing beautifully with light, complementary sauces.

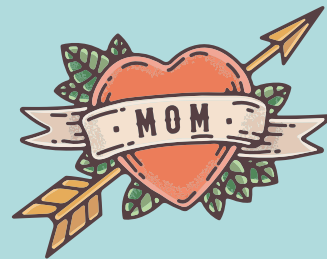
Based in La Coruña, Spain, Stolt Sea Farm operates with the highest standards of sustainability and quality. Their land-based aquaculture systems are eco-friendly, continually replenished with clean water, and managed using energy-efficient, recycling-conscious

practices. Certified by ASC and Global G.A.P., Stolt meets or exceeds international environmental and industry standards. They also ensure transparency by providing full traceability for all their products—empowering consumers to know the origins and quality of the seafood they enjoy. Thanks to their premium taste, health benefits, and responsible sourcing, Prodemar Turbot and Sole continue to impress chefs and diners alike—and Samuels is proud to offer these exceptional products as a trusted distributor.





May Specials



**ALL LUMP
CRABMEAT**
Pasteurized
16 oz Cans
\$19.75 lb



**100% LOBSTER
TAIL MEAT**
Uncooked
22 lb Case
\$19.75 lb



**COLD WATER
LOBSTER TAILS**
4 oz Each
10 lb Case
\$19.75 lb



**WARM WATER
LOBSTER TAILS**
10-12 oz Each
10 lb Case
\$19.75 lb



**FRESH YUZU
JUICE**
From Japan
900 mL
\$35.00 ea



**EAST BEACH
BLONDE OYSTER**
From Rhode Island
100 Count Unit
\$0.85 ea



**SCALLOPS ON THE
HALF-SHELL**
20/30 Count
9 lb Case
\$100.00 cs



**FRESH, ALL-NATURAL,
WHOLE CHICKEN**
3-4 lb Each
10 per Case
\$3.00 lb



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



**SQUID TUBES &
TENTACLES**
4-6"
30 lb Case
\$5.00 lb



**FRESH BABY
OCTOPUS**
Wild-Caught
From Spain
\$12.00 lb



**ROYAL OSETRA
CAVIAR**
Canterbury Cure
1 oz Unit
\$50.00 ea

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Agent Today!

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215-336-7810

Midwest
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412-244-0136

Sale Dates: May 1 - 31, 2025

SamuelsSeafood.com

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

Prodemar

Call your sales agent for sizing & availability of Prodemar sole & turbot



2-3 lb Turbot
\$15.75 lb



**EDAMAME
IN THE POD**
Soybeans
20 lb Case
\$35.00 cs



**ICON
WAGYU**
Tomahawk
40-60 oz Each
\$30.00 lb



**BREADED
COCONUT SHRIMP**
16/20 Count
10 lb Case
\$35.00 cs



**OISHII ALL
NATURAL SHRIMP**
U/10 Count
20 lb Case
\$20.00 lb



**REFRESH WHOLE
POMPANO**
Under 1 lb Each
Wild-Caught
\$5.00 lb



**ALASKA
BLACK COD**
Skin-On Fillets
Wild-Caught
\$15.00 lb



**PANCETTA
ARROTOLATA**
3.5 lb Average Piece
3 Pieces per Case
\$15.00 lb



**DRIED SWEET
PLUMS**
From Spain
11 lb Case
\$15.00 cs



**FRESH CLAM
JUICE**
Aunt Connie's Famous
1 Gallon Unit
\$15.00 ea



**CALIFORNIA
OYSTER STEW**
Aunt Connie's Famous
1 Gallon Unit
\$25.00 ea



**ALL SHRIMP
SALAD**
Aunt Connie's Famous
5 lb Unit
\$25.00 ea



**REAL
MAYONNAISE**
Mike's Amazing
1 Gallon Unit
\$15.00 ea

Crabmeat Special



CRAB CAKE MIX
Aunt Connie's Famous
5 lb Unit
\$39.50 cs



FRESH CLAW CRABMEAT
Pasteurized
12 lb Case
\$6.50 lb



ALL LUMP ITALIAN-STYLE CRAB CAKES
Homemade
8 per Case
\$39.50 cs



Certified Piedmontese offers premium, all-natural, 100% grass-fed beef from rare Italian-heritage Piedmontese cattle raised on Midwest family ranches. With a farm-to-fork approach, they ensure humane care, sustainability, and traceability—free from antibiotics, steroids, and hormones.



NEBE100

RIBEYE LIP-ON
Boneless Loin
4 Pcs/Case
55 lb Avg Case

\$20.00/lb



NEBE200

STRIP LOIN
Boneless
4 Pcs/Case
47 lb Avg Case

\$15.00/lb



NEBE300

CHUCK SHORT RIBS
Boneless
2 Pcs/Bag, 6 Bags/Case
48 lb Avg Case

\$10.00/lb



NEBE400

PETITE TENDER
4 Pcs/Bag
8 Bags/Case
42 lb Avg Case

\$10.00/lb



NEBE500

BRISKET
Deckle-Off
4 Pcs/Case
49 lb Avg Case

\$5.00/lb



NEBE600

COULOTTE
Cap-On
12 Pcs/Case
33 lb Avg Case

\$10.00/lb



NEBE700

Tenderloin
Peeled, Side Muscle-On
7 Pcs/Case
46 lb Avg Case

\$35.00/lb



NEBE800

FLANK STEAK
2 Pcs/Bag
8 Bags/Case
36 lb Avg Case

\$10.00/lb

IMPORTANT NOTICE:

SAMUELS WILL NEVER REQUEST CHANGES TO YOUR PAYMENT METHOD VIA EMAIL. IF YOU RECEIVE AN EMAIL ASKING YOU TO UPDATE BANKING OR PAYMENT INFORMATION, DO NOT RESPOND. INSTEAD, IMMEDIATELY CONTACT YOUR SAMUELS REPRESENTATIVE. PLEASE STAY VIGILANT AND WATCH FOR FRAUDULENT OR SUSPICIOUS EMAILS.