



FISH TALES[®]

JUNE 2025 | A SAMUELS SEAFOOD MAGAZINE

MID-ATLANTIC/MIDWEST EDITION

TEXAS GOLD
WILD-CAUGHT GULF SHRIMP



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in the Gulf**
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Samuels Spotlight

From Streets to Sashimi: Just Roll'd Up Parks for Good in Pittsburgh

By Donna D'Angelo

Pittsburgh's beloved traveling sushi truck, Just Roll'd Up, has found a permanent home in East Liberty. Chef and owner Robert Foster jumped at the chance to open a brick-and-mortar location when a turnkey opportunity became available earlier this year. While the truck will continue to serve the city and its suburbs, customers can now visit the new shop at 132 S. Highland Ave, the former home of Kahuna Poke and Juice Bar.

East Liberty, a growing and vibrant neighborhood, offers the ideal setting for Foster to permanently park his street sushi concept—especially since the location has personal significance. The storefront sits next to Muddy Waters Oyster Bar, where Foster first came up with the idea for Just Roll'd Up.

A self-taught chef, Foster was inspired while working at Muddy Waters. It was there he discovered Samuels Seafood, a supplier that brought premium products like sushi-grade tuna, sea urchin, and raw oysters to landlocked Pittsburgh. He noticed there weren't any seafood-focused food trucks in the area, despite the high-quality ingredients available. With access to essentials like sushi rice, Japanese mayo, and togarashi, the idea was born—and with the city easing food truck regulations, Foster took the leap.

In 2018, Just Roll'd Up hit the streets, serving sushi rolls, sashimi, sushi burritos, and colorful poke bowls. The truck quickly became part of Pittsburgh's thriving mobile food scene. The freedom of the food truck model allowed Foster to run a lean operation while connecting with diverse communities. His background working front of house gave him a strong sense of customer service, while the truck let him



Ōra Midori Salmon Bowl with Akaroa King Salmon from Samuels Seafood Co.

develop a direct rapport with diners. "Personality is half the equation," he says.

Earlier this year, the Muddy Waters team approached Foster with the opportunity to take over the Kahuna space. With his team outgrowing the 100-square-foot truck, the timing felt right. The existing kitchen layout made for an easy transition, with only rebranding needed.

The new Just Roll'd Up location offers a clean, minimalist space for seafood lovers. The core menu remains largely the same, with a few tweaks: eight-piece sushi rolls are off the menu, but new grab-and-go sashimi options are in. Fan favorites are here to stay, including the Tuna 2 Times poke bowl—featuring bold, acidic yellowfin tuna with fermented seaweed salad—and the Ora Madori Salmon bowl, made with Samuels' exclusive Akaroa New Zealand King Salmon.

From food truck to full circle, Foster's journey continues—one roll at a time.



Crunchy Crab Burrito featuring Flamin' Hot Doritos

Employees of the Month



John Cuculino

We are thrilled to recognize John Cuculino as one of our Employees of the Month!

Since joining Samuels in 2016, John has been a true cornerstone of our Philadelphia operations, handling the daily stresses of quality control, product shortages, and station organization with resilience and skill. There isn't a station John can't run — he's truly a jack-of-all-trades.

John's shift begins with a walk through every aisle, ensuring the cutting room gets a strong head start on filleting and processing. His reliability is unmatched — John rarely calls out and is never late. Beyond his own responsibilities, he invests time training new team members, helping to maintain a smooth workflow across multiple aisles despite a growing team of new hires.

John's hard work, dedication, and leadership have made him the backbone of our stations. We are proud to have him as part of the Samuels family.

Congratulations, John!



Donald Smith

We are also excited to celebrate Donald Smith as an Employee of the Month!

Since joining Samuels in April 2024, Don has quickly become an invaluable part of our Philadelphia team. Whether he's doing cycle counts in the freezer, maintaining accurate inventory records, or stacking boxes, Don always shows up ready to work — and ready to help — with a smile and a "What else can I do?"

Don's dedication and positive attitude have been especially critical while the team has been short-staffed. He's stepped up in a big way, becoming a key player on the inventory team and ensuring our operations stay on track.

We are incredibly grateful for Don's hard work and team spirit.

Congratulations, Don!



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Striking Gold in the Gulf:

How Texas Gold Wild-Caught Gulf Shrimp is Redefining an Industry



Along the shores of Brownsville and Port Isabel, shrimping isn't just a business — it's a way of life. For decades, the Gulf of Mexico has been a cradle of hard work, innovation, and craftsmanship. Few embody that spirit as distinctly as Texas Gold Shrimp.

Founded on the legacy of Marine Mart in 1952, Texas Gold's roots run deep. Walter Zimmerman, a determined engineer with a vision for something better, built his first shrimp boat in 1961. By 1999, he had constructed over 300 vessels — shaping not just a company, but an entire industry's approach to

shrimping. Today, Texas Gold remains a family-run operation, carrying forward a tradition that values precision, resilience, and pride in every catch.

But tradition alone doesn't keep a fleet thriving in modern waters. Texas Gold has reimagined Gulf shrimping by investing in fuel-effi-

cient vessels, achieving a remarkable 20% reduction in fuel consumption — a quiet revolution in an industry often slow to change. Their commitment to innovation marries environmental stewardship with operational excellence, setting a new standard for what responsible fishing can look like.

Their shrimp, famed for their robust, sweet flavor, tell the story best. Each catch is carefully headed immediately on the boat and flash-frozen in rigid, plastic baskets — an old-school dedication to freshness, paired with modern techniques that preserve the delicate texture Gulf shrimp are



known for. The results are unmistakable: shrimp that taste as if they were caught just hours ago, no matter where they're enjoyed.

Every detail — from the maintenance of the boats to the meticulous processing at a single, tightly-run facility — speaks to Texas Gold's philosophy: consistency, quality, and care at every step. Available year-round in an array

of sizes, Texas Gold Shrimp is not just another product of the Gulf — it's a symbol of what happens when heritage meets forward-thinking innovation.

In a world where food often feels disconnected from its source, Texas Gold offers something increasingly rare: a product that reflects the hands, history, and heart of the place it comes from.





June Specials

**1416B****WARM WATER
LOBSTER TAILS**14-16 oz
10 lb Case**\$19.50 lb****34M****COLD WATER
LOBSTER TAILS**3-4 oz
10 lb Case**\$19.50 lb****LOBMT****FRESH LOBSTER
MEAT**Claw & Knuckle
1 lb Unit**\$39.50 lb****LOB100****100% LOBSTER
TAIL MEAT**Uncooked
22 lb Case**\$19.50 lb****2125NAT****NATURAL SHRIMP
RAW & DEVEINED**21/25 Count
20 lb Case**\$6.50 lb****ZCMT200****CRAWFISH
MEAT**Hand-Picked
10 lb Unit**\$7.50 lb**

Buy 10 Cases, Get 1 Free

**2125COBRD****BREADED
COCONUT SHRIMP**21/25 Count
10 lb Case**\$30.00 cs****ROCK7190****PEELED & DEVEINED
ROCK SHRIMP**71/90 Count
5 lb Unit**\$12.50 lb**

Caviar Specials

**SPOON****CAVIAR
SPOONS**Mother of Pearl
10 per Pack**\$39.00 pk****CAV1****MEMPHIS GOLD
PADDLEFISH CAVIAR**From USA
16 oz Unit**\$199.00 ea****CAVROYAL1****ITALIAN
OSETRA CAVIAR**Canterbury Cure
1 oz Unit**\$39.00 ea****BLINI****COCKTAIL-SIZE
BLINI**Frozen
36 Count Unit**\$9.00 ea**

Call Your Sales
Agent Today!

East Coast
800-580-5810
215-336-7810

Midwest
888-512-3636
412-244-0136

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.

Sale Dates: June 1 - 30, 2025

SamuelsSeafood.com



2125D **4150D**

Texas Gold Shrimp 21/25 Count 50 lb Case **\$7.95 lb**

Texas Gold Shrimp 41/50 Count 50 lb Case **\$4.95 lb**



UT105

TUNA MEATBALLS
In Gravy
24 per Unit
\$25.00 ea



ACS500

ALASKAN CRAB BISQUE
Aunt Connie's Famous
1 Gallon Unit
\$25.00 ea



AC016

SUMMER SALMON SALAD
Aunt Connie's Famous
5 lb Unit
\$25.00 ea



BSOY

BOSS GIBSON OYSTERS
From New Brunswick
100 Count Unit
\$0.89 ea



MAG100

SOUTH PHILLY ITALIAN SAUSAGE
Sweet
10 lb Case
\$4.00 lb



MAG200

SOUTH PHILLY ITALIAN SAUSAGE
Hot
10 lb Case
\$4.00 lb



PIG100

BERKSHIRE PORK BACON
Steak Cut
15 lb Case
\$9.00 lb



LEGG

PASTURE-RAISED BROWN EGGS
Antibiotic & Hormone-Free
15 Dozen per Case
\$75.00 cs



PIG400

BERKSHIRE PORK FRENCHED RACK
4 Pieces per Case
40 lb Case
\$9.50 lb



PM3400

MARGRA LAMB "DENVER RIBS"
AKA Spare Ribs
10 lb Case
\$10.50 lb



PM3200

MARGRA LAMB RACK CAP-ON, FRENCHED
4 Racks per Case
12-15 lb Case
\$22.50 lb



PM5088

ICON WAGYU TOMAHAWK STEAK
6/7 Marbled Score
4 per Case
\$29.50 lb

Thriving in the Industry:

Richard Steinberg's Still Making Waves

For over seven decades, Richard Steinberg has been a fixture in the food industry—a career that began in the 1950s and continues today. Now at the helm of his own company, J.Z. Sales International, Richard remains an active and respected food broker, with a particular focus on seafood.

Growing up in South Philadelphia and attending South Philadelphia High School, Richard began his career in the food industry as a teenage box packer at Empire Foods. Through grit and determination, he climbed the ranks to become a sales manager by the early 1960s. He later transitioned into food brokerage, a role in which he helped bridge the gap between manufacturers and distributors, playing a crucial part in bringing new products to market.

One of his first major wins as a broker was getting supermarket chain A&P to carry pre-packaged chicken—a rare feat at the time and a turning point in how protein was

sold at retail. His success with poultry eventually opened doors in the seafood sector, where he truly made his mark.

In the 1980s, Richard met Sam D'Angelo, founder of what was then called Samuels and Son Seafood—now known as Samuels Seafood Co. The two quickly formed a lasting professional bond and friendship. Richard became instrumental in expanding Samuels' reach, especially through the distribution of premium items like Alaskan king crab and snow crab legs to national restaurant groups and wholesale buyers.

Richard attributes his success to two simple principles: perseverance and punctuality. "I always pay my bills on time and I never give up," he says. These habits helped him build trust in a fast-moving and often unforgiving industry.

Looking back, he notes how the industry has changed: "What used to be staples are now luxuries," he says,



citing the rising prices of seafood and other proteins. Still, his passion for the business hasn't waned.

Today, Richard remains actively involved through J.Z. Sales International, representing a portfolio of high-quality seafood products and maintaining his decades-long relationship with Samuels Seafood. At 90-plus years old, Richard Steinberg is not just a veteran of the food industry—he's a living legend.

Raising a Glass to Kristen Puccetti



We're thrilled to share that Kristen Puccetti, our incredible Pittsburgh sales representative, has been nominated in the Industry Supporter category at this year's Spirit of Hospitality Pittsburgh Restaurant Awards!

Since joining Samuels in August 2018, Kristen has brought unmatched dedication, deep product knowledge, and a genuine commitment to her customers every single day. She's known for going the extra mile to support her accounts, and this recognition couldn't be more well-deserved.

Hosted by the Pennsylvania Restaurant & Lodging Association (PRLA),

the awards ceremony will take place on June 16, celebrating the individuals and businesses that make Pittsburgh one of Pennsylvania's top dining destinations. Finalists from this event will advance to the statewide PRLAEF Spirit of Hospitality Awards this November.

Proceeds from the evening benefit the PRLA Educational Foundation, which supports workforce development and hospitality education across Pennsylvania.

Congratulations, Kristen—and thank you for the passion, heart, and hustle you bring to your work. We're proud to have you on our team!

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.