



FISH TALES[®]

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WEST COAST EDITION

TEXAS GOLD
WILD-CAUGHT GULF SHRIMP



**Striking Gold
in the Gulf**
How Texas Gold
is Redefining
an Industry

La Strega
A Love Letter
From Italy to
Las Vegas

**SEAS the
Flavor**
Ocean-Inspired
Specials for June

Samuels Spotlight

La Strega:

A Love Letter From Italy to Las Vegas

By Lily Cope

Tucked into the heart of Las Vegas' Summerlin neighborhood, La Strega is more than just a restaurant — it's a culinary journey from Italy to the Nevada desert, told through the passionate lens of Chef-Partner Gina Marinelli.

With a career that spans nearly two decades in some of Las Vegas' most acclaimed kitchens, Chef Gina has built a restaurant that reflects both her heritage and her heart. A graduate of Le Cordon Bleu College of Culinary Arts in Orlando, she honed her craft under celebrated chefs like Michael Mina, Shawn McClain, and Scott Conant. But it was her time traveling across Italy — from Sicily to Bologna — that truly transformed her perspective. Cooking with local fishermen, working in regional kitchens, and absorbing the rhythm of coastal life, Gina returned home with a vision: to create a place where authentic, regional Italian cuisine meets the fresh, ingredient-driven ethos of the West.

La Strega, which translates to “the witch” in Italian, is a tribute to the female caretakers and culinary guardians of Italian tradition. Opened in 2019 in partnership with hospitality group Lev, the restaurant was born from a blank slate after a flood cleared the space. With it, Gina brought her vision to life — combining the simplicity of farm-to-table cooking with the bright, bold flavors of the Italian coast. “It’s Italy’s love letter to Vegas,” she says.

The ambiance is as intentional as the menu: sage green hues, gold accents, lush greenery, and a mural of Rome by a local artist evoke the breezy warmth of the Amalfi Coast. But what keeps guests coming back is the food — ingredient-first dishes that change with the seasons and reflect Gina’s travels and creativity. Seafood plays a central role, and thanks to a six-year partnership with



Samuels Seafood Co., La Strega serves everything from bronzino and salmon to more adventurous catches like barnacles, blue lobster, and even live eel during the holidays. It's this thoughtful approach to cooking — building each plate around what's fresh and available — that defines La Strega's cuisine.

The relationship with Samuels Seafood began serendipitously. While dining at a local Greek restaurant, Gina was blown away by the quality of the bronzino. The chef handed her a business card for a Samuels sales rep, and the very next day she placed her first order: “I called the number on the card and told the rep that I needed 500 sardines.” Since then, Samuels has remained a trusted partner in her kitchen, and that first sales rep, a dear friend.

Beyond the food, La Strega is also a community. “Guests text with cooking questions, we know them by name — it’s intertwined,” Gina shares. Specials rotate frequently, and they’ve recently launched ‘Mozzarella Mondays’, featuring a roaming mozzarella cart, sauce flights, featuring playful pairings like charred eggplant hummus and sweet pea tapenade.

Gina describes every day at La Strega as a “passion project” — a reflection of her experience, her travels, and her belief in food that tells a story. “Every day we open the doors, it’s about more than just the menu. It’s about connection, creativity, and sharing something personal.”

Named Restaurant of the Year by Eater in 2019, La Strega is not just one of the busiest kitchens in Las Vegas — it’s one of the most beloved. Whether you come for the fresh pasta, the inspired seafood, or simply the warmth of the experience, La Strega leaves its mark.

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Contact marketing@SamuelsSeafood.com to sponsor Fish Tales or for any other inquiries.

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-efficient 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



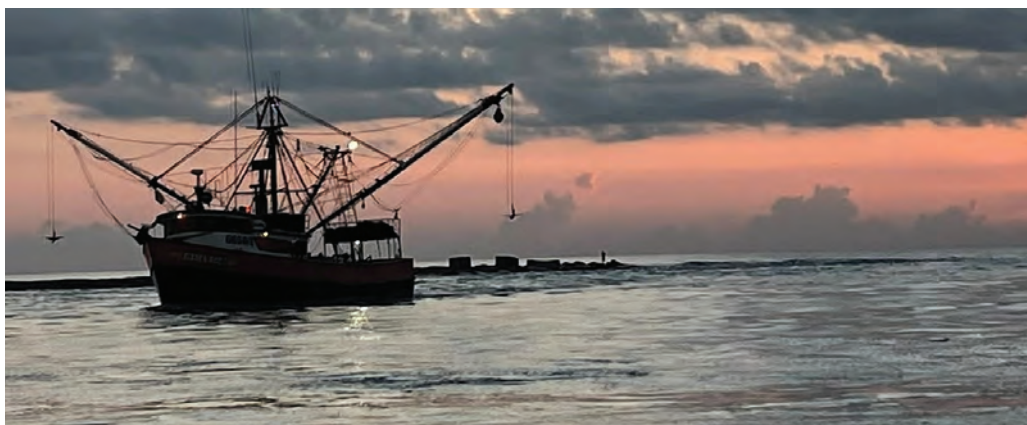
robust, sweet flavor, tell the story best. Each catch is carefully headed immediately on the boat and flash-frozen in rigid, plastic baskets — an old-school dedication to freshness, paired with modern techniques that preserve the delicate texture Gulf shrimp are known for. The results are unmistakable: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



lous 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



**SMOKED TROUT
CAVIAR**
Canterbury Cure
4 oz Unit
\$19.75 ea
CAVSMKTRT4



**SQUID
INK**
From Spain
1 Pint Unit
\$18.73 ea
SQINK



**CHOPPED GARLIC
IN OLIVE OIL**
Aunt Connie's Famous
1 Gallon Unit
\$31.80 ea
GAR700



**SCALLOP
SHELLS**
Large
110 per Bag
\$1.75 ea
SHELLS



**JUMBO LUMP
CRABMEAT**
Pasteurized
1 lb Unit
\$35.00 lb
PJ107



**FRESH MIDDLENECK
CLAMS**
Farm-Raised
100 Count Bag
\$0.63 ea
MN



**FRESH DOVER
SOLE**
Farm-Raised in Spain
20-25 oz Each
\$18.95 lb
CF0205



**AMERICAN RED
SNAPPER FILLETS**
House-Cut
From 6 lb & up Fish
\$29.50 lb
RSAF



**PEELED & DEVEINED
SHRIMP**
Tail-Off
21/25 Count
\$6.30 lb
2125PDOFF



**COD
PORTIONS**
8 oz Portions
10 lb Unit
\$5.30 lb
8COD



**BARRAMUNDI
FILLETS**
Skin-On, PBO
30 lb Unit
\$6.99 lb
BM900



**CLEANED SQUID
TUBES & TENTACLES**
5-8" Tubes
10 lb Unit
\$5.30 lb
TD58

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Sales Agent Today!
Sale Dates: June 1 - 30, 2025

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