



FISH TALES[®]

AUGUST 2025 | A SAMUELS SEAFOOD CO.™ MAGAZINE

MID-ATLANTIC/MIDWEST EDITION



Wild, Natural & Sustainable[®]

The Next Big Catch
How Alaska Seafood is
Reshaping Dining Trends

Restaurant Alba
Fire, Flavor, & a Slice of
Piedmont in Malvern, PA

**Beat the Heat
This August**
Catch the Savings
All Month Long!

The Art of the Tail
Sourcing the Best Lobster
for Your Kitchen



Samuels Spotlight

Restaurant Alba:

Fire, Flavor, & a Slice of Piedmont in Malvern, PA

By Donna D'Angelo

Since opening in 2005, **Restaurant Alba** has been a destination for rustic yet refined Italian cuisine, right in the heart of Malvern, PA. Named after the agricultural town of Alba in Italy's Piedmont region, the restaurant delivers a soulful experience, balancing the warmth of a countryside trattoria with the polish of a modern kitchen.

Husband-and-wife duo **Sean and Kelly Weinberg** launched Alba after years of culinary exploration. Sean, the son of Rose Tattoo Café founders Michael and Helene Weinberg, grew up in the family restaurant business, moving from busboy to cook at just 15. He later graduated from the Culinary Institute of America in Hyde Park and honed his craft with apprenticeships at acclaimed restaurants across Northern Italy, including **Il Cibreo** in Florence and **Al Covo** in Venice.

These formative years abroad shaped his approach to cooking: ingredient-driven, deeply seasonal, and grounded in the **Slow Food** philosophy. Cooking over fire is central to Alba's menu. Think: swordfish grilled on a wood fire with **corbairino tomatoes** and **grezzini zucchini**, or East Coast halibut with sweet



Spaghetti, crudo of Mediterranean Bluefin Tuna, lemon, anchovy and Sicilian olive oil

corn risotto, basil, and **Sungold tomatoes**.

Some staples never leave the menu,

like the beloved grilled octopus, served with seasonal accompaniments such as dried pepper sauce, hazelnuts, chickpeas, and fava beans. Seafood shines across the board — from lobster and shrimp-stuffed ravioli (often featuring a Mediterranean catch from **Samuels Seafood**) to a classic **spaghetti alle vongole** with chopped clams, white wine, and garlic. And don't miss the house-made **agnolotti**, a nod to Alba's namesake, filled with seasonal ingredients and hand-pinched to perfection.

Weinberg's relationships with local farmers run deep, especially since residing in Chester County allows for



more frequent, fresher deliveries. His menus showcase the region's bounty, especially during **Alba's signature six-course themed dinners** held every 6–8 weeks. These events — like a coastal Italian wine night or Parisian supper — feature a communal table, rotating menus, and guest appearances by farm partners. The upcoming **Fall Harvest Dinner**, scheduled for early October, will highlight three local farms and offer guests a unique, educational dining experience.

Whether you're in search of a celebratory meal or a comforting midweek escape, **Restaurant Alba** delivers authenticity, fire-kissed flavor, and a true taste of Italy — just 30 minutes from Philadelphia's downtown.



Wood Grilled Swordfish, Corbarino Tomato vinaigrette, Greyzini Zucchini Scapece, Marcona Almonds, Purple Onions

In Memory of Tom Walker:

A Valued Partner, Waterman, & Friend



Last month, we lost a treasured friend and longtime vendor, Thomas Drummond Cropper Walker — known to many simply as Tom. A proud son of Virginia's Eastern Shore, Tom was more than a waterman. He was a steward of the sea, a master of his craft, and a true original whose passion and integrity made him a joy to work with and know.

Born by the sea in 1957 and raised on its shores, Tom's life was shaped by nature. He built his family's business, J.C. Walker Brothers, into a trusted supplier of premium clams, feeding millions and earning the respect of seafood professionals across the industry.

To Samuels, Tom was not only a reliable partner, but a beloved member of our extended family.

Tom's life was, in his own words, "not slack, full-on," and he leaves behind an incredible legacy, including his immediate family - Ellen, Kobe, and Hayes.

Tom will be dearly missed. May we all be lucky enough to live — and laugh — as fully as he did.

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

Celebrating Our Employees of the Month:

Recognizing the people who go above and beyond, every single day.



Reina Cruz Martinez

Reina Cruz Martinez – Cutter (Las Vegas/West Coast)

Reina has been part of the Samuels family for nearly two years, bringing both experience and heart to everything she does. Whether she's working the processing line, operating heavy equipment, handling late deliveries, or simply keeping the freezer in order, Reina is always ready to step up and help wherever she's needed.

Her work ethic, skill, and pride in delivering top-quality product to our customers make her an invaluable part of the West Coast team. Reina's flexibility and dedication are exactly what set our team apart, and we're thrilled to recognize her contributions this month.



David Thompson

David Thompson – Driver (Mid-Atlantic)

If you've worked with David, you know he's a model of consistency and professionalism. As the driver behind Truck 44, he's been handling the Scranton route with precision day after day—and still finds time and energy to take on the Bethesda, MD run every Saturday.

David's attention to safety and detail are unmatched, and it shows: he earned a stellar 98 Samsara Safety Score in June, a reflection of his diligence and care on the road. His positive energy and commitment to doing the job right make him an essential part of our delivery operations.



Michael Shattuck

Michael Shattuck – Freezer Department (Mid-Atlantic)

Michael continues to be a standout member of the freezer team, known for his initiative, teamwork, and deep product knowledge. This month, he went above and beyond—supporting his colleagues, sharing expertise, and helping keep operations running smoothly.

From daily tasks to big-picture improvements, Michael approaches every responsibility with focus and integrity. His leadership and work ethic make a meaningful impact on the entire department. We're proud to recognize him for his outstanding contributions.



Ssamjang Alaska Sablefish with Kimchi Yaki Udon

ALASKA SABLEFISH SHINES WITH THIS KOREAN SSAMJANG

Ingredients:

5 oz Wild Alaska sablefish
Ssaamjang
Kimchi
Udon
Scallion
Sesame seeds
Neutral oil

Ssaamjang

2500 grams gochujang
915 grams miso
48 grams grated garlic
115 grams grated onion
10 grams grated ginger
320 grams rice syrup
200 grams mirin
473 grams water
96 grams canola oil

Directions:

MIX GLAZE

- Mix all ingredients in bowl and allow to rest for 2 hours to bloom the alliums.

COOK SABLEFISH

- Heat skillet over medium high heat. Once skillet is hot, add a thin coating of neutral oil. Lightly season fish with kosher salt and place in pan. Cook all the way through remove from pan and rest.
- Bring skillet back to high heat. Add 1 cup of blanched udon to pan and cook until golden brown. Once udon is golden brown and slightly crispy add ¼ cup of chopped kimchi with some juice. Get some color on the kimchi.

ASSEMBLE AND SERVE

- Place udon and kimchi onto the plate. Place seared sablefish on top of the stir fried udon. With a pastry brush apply a thin amount of ssamjang glaze on top of the fish. Garnish with sesame seeds and sliced scallion and serve.

Recipe courtesy of Chef Ian Driscoll/Alaska Seafood Marketing Institute

The Next Big Catch:

How Alaska Seafood is Reshaping Dining Trends



Wild, Natural & Sustainable®



The foodservice industry is facing a quiet revolution—one driven by a new generation of diners hungry for change. As health, sustainability, and global flavors take center stage, seafood is emerging not just as an option, but as a defining feature of the future menu. At the heart of this shift is wild-caught, sustainable seafood from Alaska.

Younger consumers, especially millennials and Gen Z, are leading this change. According to new research from Technomic and the Alaska Seafood Marketing Institute, 31% of millennials and 29% of Gen Z say they're eating more seafood than they were two years

ago—far more than older generations. These consumers are looking for freshness, nutrition, and eco-conscious choices, and seafood delivers on all three.

Even more promising: younger diners see seafood as accessible. While older customers often perceive it as expensive, millennials and Gen Z—having grown up in a world of price swings—view seafood as comparable or even more affordable than red meat. That mindset opens doors for foodservice operators, particularly in limited-service environments, to innovate with seafood in new and unexpected ways.

Take breakfast, for example. More than half of millennials say they're likely to order seafood in the morning—think salmon toast, crab omelets, or fish breakfast tacos. It's a striking shift in expectations, and a chance to make seafood part of everyday dining.

As consumers increasingly reduce red meat intake for health and environmental reasons, seafood becomes the top alternative. In fact, more people say they'd rather replace meat with seafood than with vegetables or plant-based proteins. And for those diners, wild Alaska seafood offers something more: lean protein, omega-3s, and

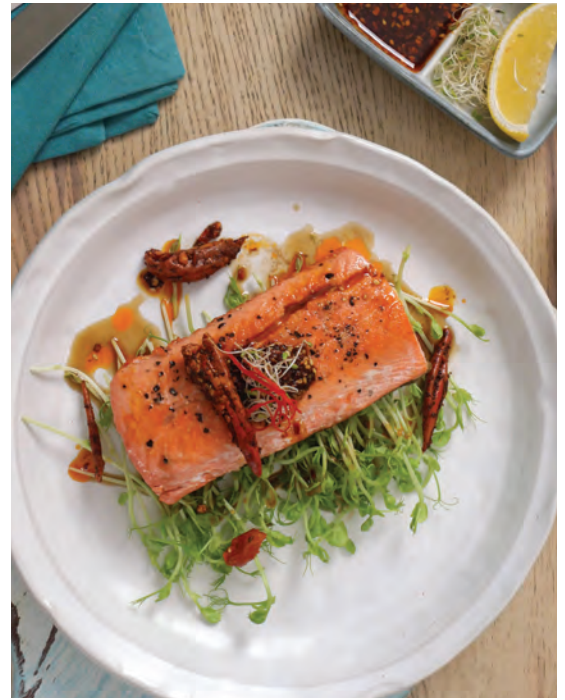
vital nutrients—with a story of sustainability to match.

That story matters. Technomic's research shows that 74% of consumers are more likely to order seafood when it's labeled "Alaska." For millennials, that number jumps to 79%. "Alaska salmon" and "Alaska rockfish" consistently outscore other regional labels in appeal. The word "Alaska" signals wild, sustainable, and high quality—and operators who use it benefit from that halo.

Alaska backs up its name with action. It's the only state with sustainability written into its constitution, and its fisheries are man-

aged with science-based methods that adapt to ecosystem changes. For operators, partnering with groups like the Alaska Seafood Marketing Institute provides tools, certification, and marketing support that enhance credibility—without adding cost. In a crowded marketplace filled with fleeting trends, seafood from Alaska offers lasting value. It aligns with consumer values, supports healthy communities, and brings bold, clean flavor to the plate.

For foodservice operators ready to adapt, seafood isn't just a trend. It's a 500-year opportunity—one that starts with a single word: Alaska.



Lobster Tails at



Maine Lobster

(North American,
Canadian lobster)
Homarus americanus

Found In: U.S. Northeast (Maine), Eastern Canada

Selling points:

- Sweet, mild flavor with a firm, satisfying texture—signature traits of cold water lobster tails
- Tail meat holds up beautifully to grilling, broiling, or butter-poaching

All Sizes



South African Rock Lobster

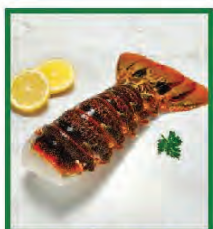
(East Coast Rock Lobster)
Jasus lalandii

Found In: Cold Atlantic waters off the coast of South Africa and Namibia

Selling points:

- Bold flavor—great for grilling or broiling
- Firm texture—stands up to spice and smoke
- Iconic in South African cuisine
- Quota-managed fishery, ensuring sustainable harvests

Medium-Large



Saint-Paul Rock Lobster

Jasus paulensis

Found In: Around French Southern Territories, in the southern Indian Ocean

Selling points:

- Ultra-remote catch zone—clean, cold waters
- Highly prized in Asia for sashimi or steaming
- Limited annual catch adds prestige

Small-Medium



South Coast Rock Lobster

(West Coast Rock Lobster)
Palinurus gilchristi

Found In: Cold, deep waters off South Africa's southern coast

Selling points:

- Firm, lean meat with a clean, subtly sweet flavor
- Cold-water habitat produces excellent texture—ideal for grilling or steaming
- Managed fishery with seasonal harvests and size limits to maintain stock health

Small-Medium



Western Rock Lobster

(Australian Spiny Lobster)
Panulirus cygnus

Found In: Abrolhos Islands, off Western Australia

Selling points:

- First fishery in the world to earn MSC certification
- Delicate, clean flavor—ideal steamed or as sashimi
- Popular in China and Southeast Asia during Lunar New Year
- Bright red-orange shell, even when raw

Medium



Indian Ocean Rock Lobster

(Scalloped Spiny Lobster)
Panulirus homarus

Found In: Western Indian Ocean, caught by fishers in the UAE

Selling points:

- Mild, slightly sweet tail meat with a tender texture
- Great for grilling, steaming, or adding to curries and stir-fries

All Sizes



Tristan da Cunha Rock Lobster

Jasus tristani

Found In: Remote waters around Tristan da Cunha, South Atlantic Ocean

Selling points:

- Exclusive origin—harvested from pristine, deep-sea habitat
- Deep orange shell and firm, flavorful tail meat
- Sustainably caught using low-impact traps

Small-Medium



Brazilian Spiny Lobster

(Caribbean Spiny Lobster)
Panulirus argus

Found In: Tropical Atlantic waters off Brazil's northeast coast

Selling Points:

- Smaller warm-water species—tail-only format with sweet, flavorful meat
- Popular in traditional Brazilian dishes—grilled, stewed, or sautéed

All Sizes





The World's Finest Lobster, Curated by Samuels

At Samuels Seafood Co., we take pride in offering a world-class selection of lobster tails sourced from the most pristine waters across the globe. With nearly a century of experience behind us, we've built strong, lasting relationships with trusted fisheries and producers in both hemispheres—allowing us to bring a diverse range of lobster to our customers with confidence and consistency.

Our lobster tails represent more than just premium seafood—they tell a story of origin, care, and craftsmanship. From the cold, rugged coasts to remote island waters and tropical coral reefs, each tail is a reflection of its environment and the sustainable harvesting practices that preserve it. While not part of our regular lineup, we occasionally source *Panulirus ornatus*—also known as northern Australian green lobster or Papuan lobster—when available from select producers.

We work closely with responsible suppliers who share our commitment to quality and environmental stewardship, ensuring that every product we offer meets the highest standards. With a focus on sustainability, seasonality, and culinary excellence, Samuels makes it possible for chefs to explore a wide range of textures, colors, and flavors—all backed by a sourcing team that knows the industry inside and out.

Our lobster tails can be found on menus across the country—including The Saloon Cucina Italiana in Philadelphia, where our South African lobster tail is featured in their signature Lobster Francaise. No matter the menu or the moment, our globally curated lobster tails deliver unmatched variety, reliability, and a taste of something extraordinary.





AUGUST'S A+ OFFERS



PH24

WHOLE OCTOPUS

From the Philippines
2-4 lb Each, 30 lb Case

\$4.95 lb



SP190

SLICED OCTOPUS TENTACLES

Cooked
13.2 lb Case

\$190.00 cs

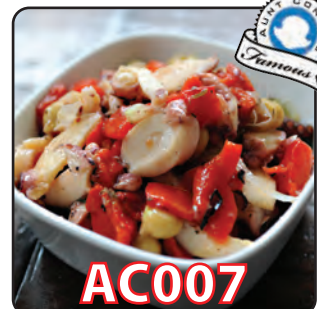


**OCXTO
OCXT01**

FREMANTLE OCTOPUS HANDS

Raw or Cooked
11.1 lb Case

\$12.75 lb



AC007

OCTOPUS SALAD

Aunt Connie's Famous
5 lb Unit

\$50.00 ea



SLOY

LIVE SUMMER LOVE OYSTERS

Farm-Raised, 100 Count
Rustico Harbor, PEI

\$0.85 ea



CAVSMKTRT4

SMOKED TROUT ROE

Canterbury Cure®
2 oz Unit

\$15.00 ea

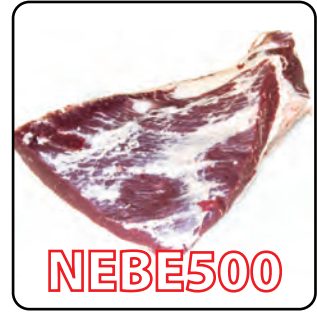


CMTCANA

COOKED SNOW CRAB COMBO MEAT

70% Body & 30% Leg
30 lb Case

\$15.00 lb



NEBE500

PIEDMONTESE BEEF BRISKET

Deckle-Off, 4 Pieces per Case
49 lb Case Average

\$5.25 lb



OYS200

OYSTERS ON THE HALF-SHELL

From New Zealand
150 Count Case

\$200.00 cs



OILXVCS

SANTA INES OLIVE OIL

From Spain
5 Liter Units, 3 per Case

\$175.00 cs



MSU15

DRY MAINE SCALLOPS

Wild-Caught
1 Gallon Unit

\$200.00 ea



CONCHW

CLEANED WHITE CONCH MEAT

Wild-Caught
50 lb Case

\$12.00 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.



ALASKA SEAFOOD
Wild, Natural & Sustainable®



ZSOCK1
WILD ALASKA SOCKEYE SALMON
Skin-On Fillets
1-1.5 lb Each
\$9.00 lb



BCODF
WILD ALASKA SABLEFISH
AKA Black Cod
Skin-On Fillets
\$13.75 lb



BARRF
FARM-RAISED BARRAMUNDI FILLETS
Skin-On, PBO, 5-7 oz
10 lb Case
\$7.75 lb



1416JAK
WHOLE WILD-CAUGHT DOVER SOLE
14-16 oz Each
25 lb Case
\$12.75 lb



BAC800
SHREDDED BACCALA
Great for Frying!
8.8 lb Case
\$9.75 lb



3FLD
FLOUNDER FILLET
3-5 oz Each
10 lb Case
\$3.00 lb



LANG4
WILD-CAUGHT LANGOSTINOS
20/30 per Kilogram
13.2 lb Case
\$19.75 lb



U15ROIS
ALL NATURAL OISHII SHRIMP
U/15 Count
1 lb Bag, 20 per Case
\$12.75 lb



1620DB2
WILD MEXICAN BLUE SHRIMP
16/20 Count
50 lb Case
\$7.75 lb



1315F
PEELED & DEVEINED TAIL-OFF SHRIMP
U/15 Count
10 lb Case
\$7.75 lb



PSD800
SARDINES IN HOT TOMATO SAUCE
120 Gram Tin
30 per Case
\$25.00 cs



AC120
CRAB SALAD
Aunt Connie's Famous
5 lb Unit
\$25.00 ea



AC118
SOUTH PHILLY CRAB GRAVY
Aunt Connie's Famous
1 Gallon Unit
\$25.00 ea



ACS300
MANHATTAN CLAM CHOWDER
Aunt Connie's Famous
1 Gallon Unit
\$25.00 ea



FF
FRENCH FRIES
3/8" Cut
30 lb Case
\$25.00 cs

HOT DEALS, COOL SAVINGS **AUGUST SPECIALS ARE IN!**



**40 lb Bags
of Ice**
2 for \$15.00
ICE



TROPICAL LOBSTER
16-20 oz Tails
10 lb Unit
\$15.00 lb
1620B



CRAWFISH MEAT
Hand-Picked
5 lb Unit
\$15.00 lb
CRAW1



FRESH HAWAIIAN TUNA
Skin-On Loins
MSC-Certified
\$15.00 lb
TL100

CERTIFIED
SUSTAINABLE
SEAFOOD
MSC
www.msc.org



FRESH MERO
Skin-On Fillets
House-Cut
\$15.00 lb
MEROF

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Midwest
888-512-3636
412-244-0136

Sale Dates: August 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.