



FISH TALES[®]

OCTOBER 2025 | A SAMUELS SEAFOOD CO.™ MAGAZINE

FLORIDA EDITION

**October is
National
Seafood Month!**



ILKNAK
AQUACULTURE

Ilknak Aquaculture
Bringing Mediterranean
Bronzino to the World

Samuels Spotlight:
Daiquiri Deck
A Florida Favorite

**Say G'day to ICON Wagyu
& Margra Lamb**
A Bold New Partnership

**Scary Good
Halloween Deals**
All Month Long!

Samuels Spotlight

Daiquiri Deck:

A Florida Favorite for 30 Years and Counting

By Blake Montalto

What started in the '90s as a casual spot for an ice-cold daiquiri after a beach day in Siesta Key has grown into one of Florida's best-known coastal hangouts. Today, Daiquiri Deck boasts five lively locations — Siesta Key Village, Island of Venice, St. Armands, South Siesta Key, and Anna Maria Island — each offering the same fun, laid-back atmosphere that made the original famous.

The menu has kept pace with the brand's growth, evolving over the years with fresh ideas and seasonal favorites. This fall, guests can enjoy Blackened Mahi Bites, a shareable dish of pan-seared mahi-mahi with orange habanero remoulade, or try the new "Better Than Ceviche," a refreshing mix of poached shrimp and scallops in citrus and tomato, finished with sweet lump crabmeat. The indulgent Lobsta' Grilled Cheese is another highlight, layered with three cheeses and lobster tossed in Old Bay and garlic butter — best enjoyed alongside a cup of Parmesan Tomato Bisque.

Classics like the build-your-own tacos remain a staple, with proteins



Florida Creole Pasta

ranging from chicken and shrimp to mahi and grouper, all served with pico de gallo, Chihuahua cheese, and pickled red onions. For something

lighter, the Tuna Poke Bowl delivers big flavor with marinated yellowfin tuna, avocado, seaweed, and a splash of sriracha and Cusabi sauce.



Classic Tacos in a Tortilla Bowl



Chopped Caesar Salad

Naturally, the drinks are the heart of the experience. Daiquiri Deck's signature frozen strawberry daiquiri and frosé are crowd-pleasers, while creative options like the Watermelon Rita add a playful twist. Non-alcoholic choices — from virgin piña coladas to mango mockartas — make it easy for everyone to join in the fun.

With its lively energy, beach-town spirit, and a menu that always keeps things interesting, Daiquiri Deck is a must-visit for locals and visitors alike. Next time you're on Florida's West Coast, grab a drink, share a bite, and see why this coastal institution has been a favorite for more than three decades.



Ka-Chicken! Sandwich



Tropical Glazed Mahi Sandwich

Ilknak Aquaculture:

Bringing Mediterranean Bronzino to the World

Bronzino—also known as European sea bass—has long been celebrated as one of the most elegant fish to grace the table. It has become a mainstay on menus worldwide, prized for its clean, delicate flesh, mild sweetness, and versatility across cuisines. From whole grilled presentations to raw crudos, it's one of the few fish that resonates equally with adventurous diners and those who might otherwise shy away from seafood. For chefs, that balance makes bronzino one of the ultimate “gateway” fish—elegant, approachable, and consistently profitable.

Ilknak, based on Turkey's Mediterranean coast, has built its reputation on delivering bronzino that chefs can trust. Their aquaculture program produces year-round availability in diverse sizes—from 1–2.5 lb whole fish ideal for classic roasted or grilled service, to expertly processed fillets that save prep time without sacrificing quality.

For operators, consistency and sustainability are non-negotiable. Ilknak invested heavily in both: a six-year hatchery modernization project completed in 2011, strict health and safety protocols



throughout their facilities, and a commitment to environmentally responsible aquaculture practices. That means chefs get a reliable product with steady sizing, yield,

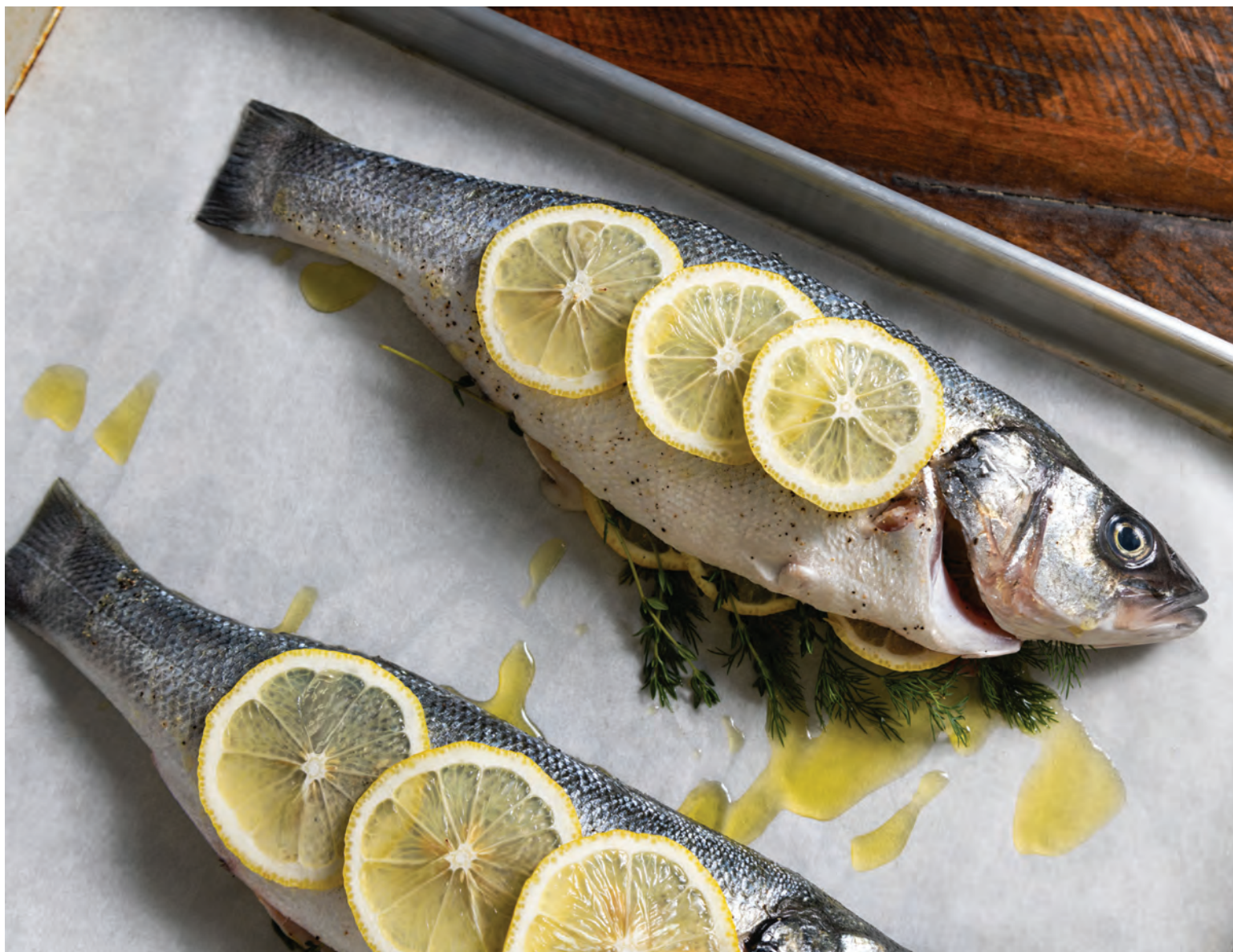
and flavor—without the variability often associated with wild harvest. Ilknak's bronzino is as versatile as it is dependable. Its firm yet tender flesh holds up beautifully to grill-



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ing, pan-searing, and broiling, while its delicate flavor is perfect for raw applications, smoking, or gentle steaming. For multi-unit operators and independent chefs alike, it offers both menu creativity and operational efficiency.

With Ilknak, chefs can build bronzino programs around consistency, storytelling, and sustainability—confident that the fish will perform on the line and impress in the dining room.



Employees of the Month



Darrell Holiday

Darrell Holiday – Shipping Department (Philadelphia)

Darrell is a true cornerstone of our Philadelphia shipping team. He knows and handles every position in the department with efficiency and care. Each day, he manages airfreight and FedEx orders, coordinates flights, and ensures invoices and airway bills are ready to go. Beyond his skill, Darrell is always ready to support his colleagues—whether here in Philadelphia or out in Las Vegas. His energy, positivity, and even his great snacks keep the department running strong.



Herry Suhari

Herry Suhari – Cutter (Philadelphia)

Herry's reliability and drive are second to none in our Philadelphia cutting room. He's always ready to step in and support the team whenever needed, showing incredible commitment and flexibility. He approaches each day with eagerness to learn and just as much eagerness to teach those around him. His hard work and dedication make a big difference every day.



Christina Tran

Christina Tran – Sales Representative (Philadelphia)

In the past month, Christina has demonstrated remarkable growth in her sales performance. She consistently follows through on tasks and maintains an exceptional level of accuracy, leaving little to no mistakes. Her dedication and excellence truly set her apart — making her a well-deserving honoree.



October is National Seafood Month!

Celebrate with Samuels Seafood Co. — your trusted source for the freshest catch from around the world.

National Seafood Month is the perfect time to explore new varieties, savor the classics, and let seafood shine.

Ask your Samuels sales rep about this month's specials and featured species — and make seafood the star of your October menu.

Samuels Seafood Co. | 100 Years of Quality, Service & Selection

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Trademark 2025, all rights reserved, by Samuels Seafood Co. To be published 12 times in 2025: January, February, March, April, May, June, July, August, September, October, November, and December. The editors reserve the right to select and edit all material submitted for publication.

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

Say G'day to ICON Wagyu & Margra Lamb:

A Bold New Partnership

Samuels Seafood Co. has built its reputation on a simple philosophy: only work with the best. Now, that philosophy extends to red meat.

In partnership with Chicago-based Purely Meat Co. — a fourth-generation, family-owned purveyor known for sourcing proteins from producers who value craft over scale — Samuels is proud to launch a curated red meat program unlike any other. This is not a catalogue of commodity cuts, but a portfolio of boutique brands chosen for their traceability, consistency, and premium eating experience.

ICON Wagyu

Australia's Champion Wagyu three years running (2023–2025), ICON represents the pinnacle of Wagyu. With buttery marbling, rich depth of flavor, and impeccable consistency, ICON has become the benchmark for chefs seeking both power and refinement.

Margra Lamb

From rare Australian White genetics, Margra delivers a lamb experience that's clean, elegant, and refined. Its signature low melting-point fat creates tenderness without heaviness, while its delicate, lanolin-free flavor adapts beautifully across cuisines. Often called the "Wagyu of Lamb," Margra is winning chefs over with elegance and versatility.



Red Meat, Reimagined

Together, Samuels and Purely Meat Co. are bringing US chefs something rare: boutique Australian brands, now available at scale. A partnership rooted in trust, dedicated to raising the standard for red meat.



FREAKY FROZEN OCTOBER SPECIALS



ZBRON7225 ILKNAK AQUACULTURE

BOO-TIFUL BRONZINO

Whole Fish

1000-1500 Grams Each

\$8.99 lb



ZSALPC

SPOOK-TACULAR SALMON

Skin-On Fillets

3-4 lb Each

\$6.99 lb



4AHI

TUNA-RRIFIC TRICK OR TREATS

4 oz Each

10 lb Case

\$5.99 lb



ZD1QPE

SCARE-LOPS SUPREME

10/20 Count

IQF

\$22.49 lb



23MAHI

MWAH-HA-HA-VELOUS MAHI

1-3 oz Each

10 lb Case

\$4.99 lb



1632COD

COUNT COD-ULA'S CATCH

16-32 oz Each

5 kg Case

\$5.29 lb



SQSTK

SPELLBINDING SQUID

Steaks

6 oz Each

\$7.99 lb



1416JAK

SOLE GOOD IT'S SCARY

14-16 oz Each

25 lb Case

\$13.95 lb



6FLD

FA-BOO-LOUS FLOUNDER

Skin-Off Fillets

6 oz Each

\$6.99 lb



NZ100

MIGHTY MONSTER MUSSELS

From New Zealand

On the Half Shell

\$5.69 lb



24GRPZ

GHOUL-ICIOUS GROUPE

Skin-Off Fillets

2-4 oz Each

\$6.89 lb



1620BRD

SCREAM-WORTHY SHRIMP

16/20 Count, Breaded

10 lb Case

\$58.75 cs

Call Your South Coast
Sales Agent Today!

Sale Dates: October 1 - 31, 2025

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Special pricing is reserved for current
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Additional freight charges may apply.
Please consult with your Samuels Sales
Agent for more information.