



FISH TALES[®]

OCTOBER 2025 | A SAMUELS SEAFOOD CO.™ MAGAZINE

MID-ATLANTIC/MIDWEST EDITION



Fearless Fish Ikejime
Redefining Freshness,
Flavor, and Care

**October is
National
Seafood Month!**

Ye Olde Ale House
A Neighborhood Classic
in Lafayette Hill, PA

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

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



Samuels Spotlight

Ye Olde Ale House: A Neighborhood Classic in Lafayette Hill, PA

By Lily Cope

Just outside Philadelphia, in the suburban community of Lafayette Hill, surrounded by the rolling greens of Plymouth Whitemarsh's golf courses, sits a local institution with more than six decades of history. Ye Olde Ale House has been serving hearty food, cold beer, and fresh seafood to the community for 60 years, with the past 38 guided by owner Chris Bass.

For Chris, who has spent nearly 50 years in the restaurant industry, Ye Olde Ale House isn't just a business—it's a gathering place that feels like home. "It's a lot like Cheers," he says. "People come in because it's comfortable, familiar, and welcoming."

The atmosphere reflects that spirit—casual and inviting, the kind of place where neighbors, golfers, and families alike can settle in for a satisfying meal. Open seven days a week for both lunch and dinner, the Ale House has become the go-to spot for everything from weeknight suppers to post-golf gatherings.



The menu leans into classic comfort food with a focus on freshness and value. Roast beef is the house specialty—Chris is quick to note it's the dish that "keeps the doors open." But seafood plays a starring role as well.

From fresh mussels (served white or red) and little neck clams to oysters, shrimp, and jumbo lump crab cakes, the seafood program has kept generations of customers coming back. Flounder, breaded on site, is another long-time favorite.

Chris has been buying seafood from the Samuels crew since before Samuels was even Samuels, and continues to rely on their products for consistency and quality. "They've always delivered what we need," he says.

Ask any regular and they'll tell you: Ye Olde Ale House offers quality food at reasonable prices, something that's harder and harder to find. Pair that with attentive service, familiar faces, and a warm, neighborhood feel, and you have a restaurant that's stood the test of time.

After nearly half a century in the restaurant business, Chris has simple advice for those just starting out: focus on consistency, take care of your team, and always put quality first.

Reservations are accepted but never required—adding to the casual, welcoming vibe that keeps guests returning week after week.



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. This month, we're spotlighting flavors that make seafood unforgettable, such as Ikejime fish, raw, shucked Maine mussels, and so much more.

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.

Fearless Fish Ikejime:

Redefining Freshness, Flavor, and Care



Fearless Fish started as a brick and mortar retail market in Providence, Rhode Island in 2019 focused on offering high quality, interesting variety and knowledgeable service. In an effort to source the absolute highest quality, Rhode Island landed fish for the store, Fearless Fish Ikejime was born. Currently in its second season, Fearless Fish Ikejime now sources from nine fishermen and operates out of an 800 square foot warehouse with dock space in the Port of Galilee in Point Judith, Rhode Island and ships via refrigerated truck directly from this facility.

The Ikejime process is a centuries old Japanese handling method that translates to 'close the fish'. The process involves killing the fish immediately after harvest with a brain spike. This prevents the fish from experiencing stress. Stress in the fish can contribute to stress hormones and lactic acid permeat-

ing the flesh, causing soft, gaping flesh and accelerated decomposition through the metabolization of those stress hormones. Next, the fish is bled by severing the membrane between the gills and the collar and allowing the fish to bleed out in ocean temperature water. Bleeding removes a significant bacterial load from the fish, contributing to extended shelf life and better appearance and taste. Last, the fish is placed in a fifty fifty mix of ice and sea water to chill the fish to below 40F as quickly as possible. This mitigates the growth of any residual bacteria in the fish, further extending shelf life and improving taste and texture.

The result is a superior quality fish that is also the most humanely harvested, environmentally responsible and economically supportive for the fishermen. Rod and reel fishing does not disturb the sea floor and the catch comes up alive,

meaning the fishermen can throw back any unintended catch (bycatch) or undersized fish. Next, Fearless Fish Ikejime pays the fishermen a fixed premium price above the conventional market. This gives the fishermen a piece of mind to know what they will be paid for their fish when they leave the dock to fish for the day.

The Fearless Fish Ikejime Season runs from late May through early December. Because these boats are small (20' - 30') they are highly susceptible to inclement weather, specifically wind. This can contribute to inconsistent availability and it is important for chefs to be mindful of this when planning to use this product. Our fishermen harvest Fluke, Black Sea Bass, Bluefish, Scup, Atlantic Mackerel, Bonito, Tautog and Wild Striped Bass. Black Sea Bass is typically the most consistent species throughout the season and Fluke is more consistent May - August. We maintain the ikejime level of care throughout the process during packaging and shipping. Fish are packed in single layer, 10kg (22lb) boxes with insulation and gel packs to prevent bruising, water pooling and to help keep the fish at temperature.

Our fish has received high accolades from some of the most discerning, award winning chefs in the country and we hope you will join us on the journey.



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.



OCTOBER SPECIALS



LOB100

RAW LOBSTER
100% Tail Meat
22 lb Case
\$27.75 lb



PLOY

PINK LADY OYSTER
Barnstable, Mass.
100 per Box
\$0.88 ea



CR1620

WHOLE COOKED & SEASONED CRAWFISH
16/20 Count
10 lb Case
\$3.95 lb



ZD1Q

DRY SCALLOPS
10/20 COUNT
2.2 lb Unit
10 Units per Case
\$25.00 lb



LANG4

WILD-CAUGHT LANGOSTINOS
20/30 Count
13.2 lb Case
\$13.95 lb



ROCK7190

PEELED & DEVEINED ROCK SHRIMP
71/90 Count
50 lb Case
\$9.75 lb



1315COBRD

BUTTERFLIED BREADED COCONUT SHRIMP
13/15 Count
10 lb Case
\$67.50 cs



2630BRD

BUTTERFLIED BREADED SHRIMP
26/30 Count
10 lb Case
\$37.50 cs



HSCHOP

CHOPPED CLAMS
Hand-Shucked
50 lb Case
\$5.75 lb



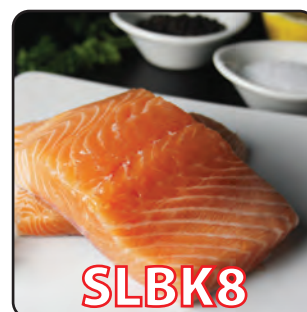
MUS400

RAW SHUCKED MAINE MUSSELS
24/30 Count
2 lb Unit
\$9.75 ea



SMKCAN

CANTERBURY CURE® SMOKED SALMON
Premium Atlantic Salmon
3-4 lb Sides
\$17.75 lb



SLBK8

SALMON PORTIONS
8 oz Each
10 lb Case
\$9.75 lb

Call Your Sales Agent Today!

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

Midwest
888-512-3636
412-244-0136

Sale Dates: October 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.

ASK ABOUT OUR IKEJIME SELECTIONS:

- Mackerel
- Porgy • Black Bass
- Bonito • Fluke
- Bluefish

All landed and handled with care right off the coast of Rhode Island.



Fearless Fish's commitment to the centuries-old Japanese Ikejime method means cleaner flavor, longer shelf life, and a truly premium product for your menu.



Elevate your menu with the best of Rhode Island waters. Speak to your Samuels sales rep today!



SALMTRIM

**SALMON
SIDE CUTS**
Boneless & Skinless
5 lb Minimum
\$3.75 lb



SWDT

**SWORDFISH
SIDE CUTS**
Boneless & Skinless
5 lb Minimum
\$3.75 lb



CHOWF

**WHITE CHOWDER FISH
SIDE CUTS**
Boneless & Skinless
5 lb Minimum
\$3.75 lb



CSBT

**CHILEAN SEA BASS
SIDE CUTS**
Boneless & Skinless
5 lb Minimum
\$3.75 lb
Limited Quantity



1416JAK

**DOVER
SOLE**
14-16 oz Each
25 lb Case
\$13.75 lb



ZBCODF

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



3FLD

**FLOUNDER
FILLET**
3-5 oz Each
10 lb Case
\$3.75 lb



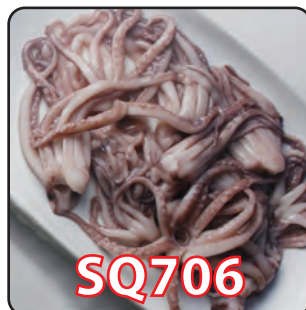
ANC100

**WILD-CAUGHT
SPANISH ANCHOVIES**
Whole Fish
20 lb Case
\$3.75 lb



AC008

**HOMEMADE SQUID
SALAD**
Aunt Connie's Famous
5 lb Unit
\$25.00 ea



SQ706

**CLEANED SQUID
TENTACLES**
10/20 Count
10 lb Case
\$2.75 lb



SPT6

**WHOLE SPANISH
ROCK OCTOPUS**
800-1200 Grams Each
33 lb Case
\$9.75 lb



PH24

**WHOLE
OCTOPUS**
2-4 lb Each
30 lb Case
\$5.75 lb



PL900

**ALL-LUMP
CRABMEAT**
Pasteurized
12 lb Case

\$25.00 lb



PSJ707

**PETITE JUMBO
CRABMEAT**
Pasteurized
10 lb Case

\$25.00 lb



CRPEK8

**PEEKYTOE
CRABMEAT**
100% Leg Meat
12 lb Case

\$25.00 lb



ZLPFV

**VENEZUELAN LUMP
CRABMEAT**
1 lb Unit
20 per Case

\$10.00 lb



CAV1

**MEMPHIS GOLD
PADDLEFISH CAVIAR**
From Tennessee
1 lb Unit

\$199.75 ea



TRU101

**WHITE TRUFFLE
OIL**
From Italy
8.45 oz Unit

\$13.75 ea



DPLUM

**DRIED SPANISH
SWEET PLUMS**
Moist, Rich & Sweet
11 lb Case

\$10.00 cs



PAE101

**SPANISH PAELLA
STOCK**
Authentic Paella Made-Easy
200 Gram Unit

\$2.75 ea



NEBE902

**GRASS-FED BEEF
N.Y. STRIP STEAK**
10 oz Each
8 per Case

\$160.00 cs



NEBE000

**GRASS-FED
BEEF TALLOW**
14 oz Unit
12 Units per Case

\$10.50 ea



NEBE001

**GRASS-FED BEEF
FEMUR BONES**
Center-Cut
46 lb Case

\$4.50 lb



DUCK200

**HUDSON VALLEY
DUCK BREAST**
Boneless
2.2 lb Pack, 5 per Case

\$15.00 lb



PIG100

**BERKSHIRE PORK
BACON**
Steak-Cut
1.5 lb Case

\$7.50 lb



LEGG

**PASTURE-RAISED
BROWN EGGS**
Antibiotic & Hormone-Free
15 Dozen per Case

\$70.00 cs

**From
the
Farm**

