



FISH TALES®

JANUARY 2026 | A SAMUELS SEAFOOD CO.™ MAGAZINE

FLORIDA EDITION

NEPTURA®

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THE CLUB AT MEDITERRA
Coastal Luxury and
Ingredient-Driven Dining in Naples

Samuels Spotlight

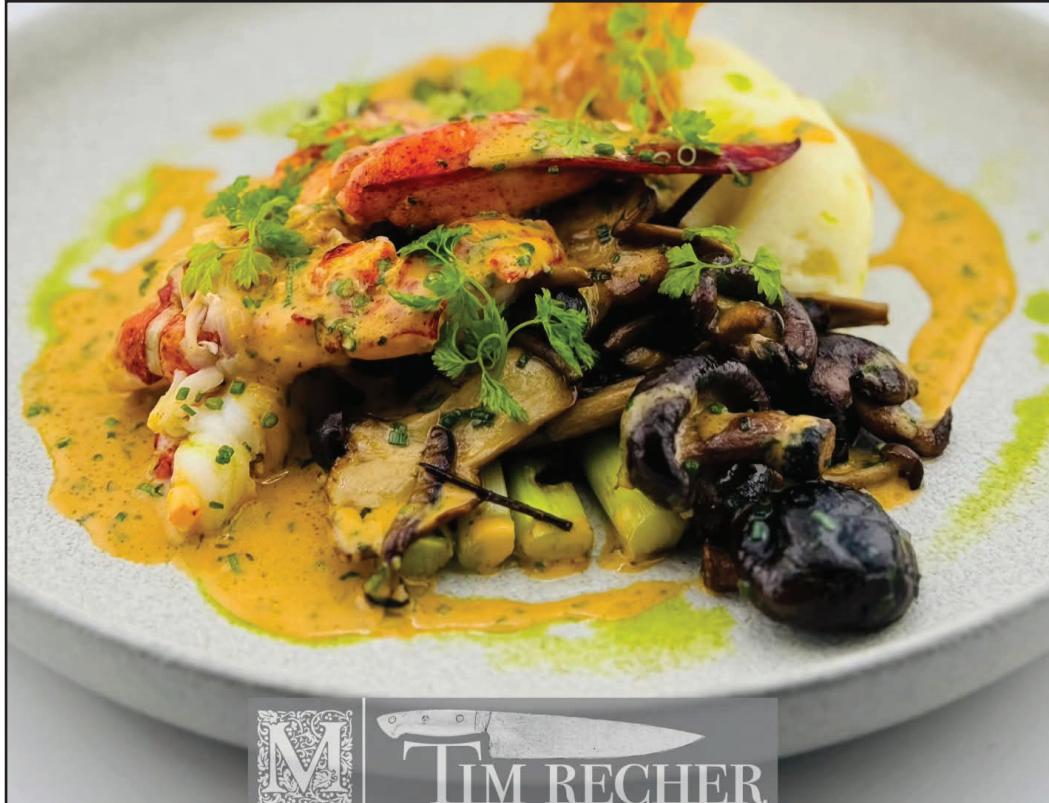
Coastal Luxury and Ingredient-Driven Dining at The Club at Mediterra

By Lily Cope

Set within one of Southwest Florida's most exclusive private communities, The Club at Mediterra delivers a dining program designed to mirror the scale, sophistication, and lifestyle of its membership. This member-only destination spans two distinct club experiences: a main residential and golf clubhouse in Naples and a private beach club on the Gulf Coast in nearby Bonita Springs—together creating a seamless, multi-venue culinary ecosystem that moves effortlessly from refined to relaxed.

Across the property, dining is intentionally diverse. Three venues at the main clubhouse offer everything from burgers and hand-crafted pizzas to house-made pastas and composed entrées, while the beach club leans lighter and more health-forward, reflecting its coastal setting without sacrificing depth or quality. A grab-and-go concept supports the sports and lifestyle center, and a dedicated coffee shop and café are currently in development to round out the daily offerings.

Seafood anchors the menu and the member experience. Fresh fish is consistently one of Mediterra's top sellers, with four to six whole-fish



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selections featured nightly. Members select both the fish and the preparation—most often pan-seared or grilled—allowing the product itself to lead. Dishes are finished simply with fresh herbs, lemon, Carolina golden rice pilaf, and seasonal vegetables sourced from local farms, reinforcing a philosophy that values restraint and clarity over excess.

That approach is guided by Director of Culinary Operations Tim Recher, who brings decades of experience and a deep respect for sourcing to the program. A Samuels customer for more than 25 years, Chef Recher relies on trusted partnerships to ensure consistency, quality, and service—critical elements when serving a private membership with high expectations night after night. Regular selections include Faroe Islands salmon, grouper, bronzino, sea scallops, and halibut, forming the backbone of Mediterra's fresh fish program.

Outdoor dining plays an equally important role. With expansive terraces and venues spread across multiple buildings, the property encourages mem-

bers to move naturally from golf to beach to table, enjoying food in rhythm with the Florida landscape and climate.

At The Club at Mediterra, luxury is defined by choice, precision, and confidence—an experience shaped by thoughtful sourcing, simple preparations, and a culinary program built to serve its members exceptionally well, every day.

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



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Prodemar is Now Neptura®

A New Name for a Premium Brand of Turbot & Dover Sole

The premium fish line formerly known as Prodemar is entering an exciting new chapter as **Neptura®**, marking the next evolution of Stolt Sea Farm's commitment to innovation, quality, and sustainable aquaculture.

With more than 50 years of experience farming turbot and sole, Stolt Sea Farm has established itself as a global leader in producing fish of extraordinary consistency and refinement. Under the Neptura name, the company continues to offer both fresh and frozen formats, ensuring flexibility for chefs and buyers while maintaining the same uncompromising standards that built the brand's reputation.

That dedication has been widely recognized. Neptura has earned the prestigious Superior Taste Award for three consecutive years—2023, 2024, and 2025—culminating in the Crystal Taste Award, a distinction reserved for products demonstrating sustained culinary excellence. Beyond accolades, Neptura fish

are prized for their firm white flesh, minimal bones, and remarkable versatility, making them a favorite across a wide range of menus and cooking styles.

Standout Species: Turbot & Dover Sole

Neptura's Turbot and Premium Dover Sole are particularly celebrated, appearing frequently on fine-dining menus and relied upon by top chefs for their elegance, consistency, and adaptability.

Long revered in European cuisine, turbot is gaining broader recognition for both its refined flavor and impressive nutritional profile. Its firm, snow-white flesh holds beautifully during cooking, lending itself to visually striking presentations. Rich in vitamin B, magnesium, iodine, and omega-3 fatty acids, turbot is as nourishing as it is delicious. Whether baked, poached, seared, or steamed, its delicate texture and clean flavor shine through. With wild turbot increasingly scarce, Stolt Sea Farm's land-based aquaculture ensures

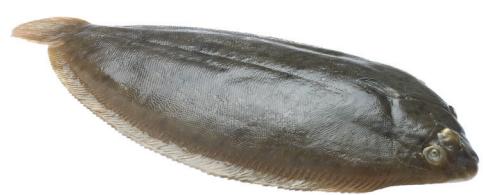
reliable, year-round availability without compromising environmental responsibility.

Neptura's Premium Dover Sole is equally compelling. Known for its mild taste and tender, flaky texture, it appeals to a wide range of diners, including those with dietary sensitivities or health-focused preferences. Its versatility allows for countless preparations—from classic pan-searing and gentle steaming to deep-frying—always pairing effortlessly with light, complementary sauces.

Sustainability at the Core

Based in La Coruña, Spain, Stolt Sea Farm operates at the highest standards of sustainability and transparency. Their land-based aquaculture systems are designed to minimize environmental impact, using carefully controlled water quality, energy-efficient processes, and recycling-conscious practices. Certified by ASC and GlobalG.A.P., Stolt meets—and often exceeds—international environmental and industry benchmarks. Full product traceability further ensures confidence from pond to plate.

With its exceptional taste, nutritional benefits, and responsible sourcing, Neptura Turbot and Dover Sole continue to impress chefs and diners alike. Samuels is proud to offer these outstanding products and to support a brand that represents the very best of modern, sustainable aquaculture.





January Specials



WARM WATER LOBSTER
2 oz Tails
10 lb Case
\$19.75 lb



COLOSSAL WARM WATER LOBSTER
20-24 oz Tails
10 lb Case
\$19.75 lb



FARM-RAISED CATFISH FILLETS
3-5 oz
15 lb Case
\$7.85 lb



KEY WEST PINK SHRIMP
31/35 Count
20 lb Case
\$6.00 lb



SQUID RINGS & TENTACLES
2.5 lb Pack
10 lb Case
\$5.95 lb



BREADED COCONUT SHRIMP
8/12 Count
12 lb Case
\$69.00 cs



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



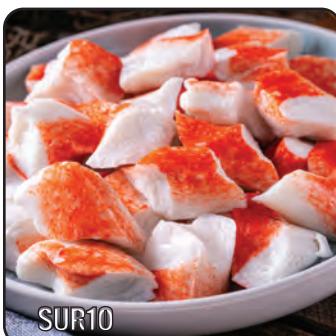
COBIA FILLETS
Skin-Off, PBO
20 lb Case
\$8.99 lb



SEA TROUT FILLETS
Choice of 4-6 or 6-8 oz
40 lb Case
\$2.95 lb



BLU® LUMP CRABMEAT
Pasteurized
12 lb Case
\$12.75 lb



FROZEN SURIMI
Red & White
5 lb Unit
\$1.95 lb



WHOLE OCTOPUS
2-4 lb
30 lb Case
\$4.75 lb

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