



FISH TALES[®]

MARCH 2026 | A SAMUELS SEAFOOD MAGAZINE

MID-ATLANTIC & MIDWEST EDITION

Oishii[®]
SHRIMP

SHRIMP SIMPLIFIED
All-Natural, No Preservatives,
Processed Fresh



ALICE
Seasonal American Cooking,
Centered on the Flame

Samuels Spotlight

Alice

Seasonal American Cooking, Centered on the Flame

By Blake Montalto

In Philadelphia's Italian Market, Alice is a restaurant offering seasonal American cuisine centered around charcoal oven-prepared dishes. The restaurant is named after Chef and Owner Dave Conn's mother. Since opening in June 2023, Chef Conn has thoughtfully evolved the menu to showcase the best of each season's ingredients.

The menu isn't the only element that changes throughout the year. Alice offers indoor table seating for 36 guests and bar seating for 10, and when the weather allows, it nearly doubles its capacity with outdoor seating.

Alice's menu unfolds as a thoughtful exploration of flavor and technique, offering small plates designed for sharing, refined individual entrées, generous entrées for two, and a carefully curated tasting menu that showcases the kitchen's range and precision. Each dish reflects a confident balance of restraint and boldness.

The char-roasted oysters, bathed in garlic lager butter and a side of



Whole Grilled Bronzino, Satsuma, Baby Fennel, Herbs

Photos by Gab Bonghi

house-made hot sauce, arrive bubbling and aromatic, their briny sweetness deepened by the flame. Equally compelling are the pristine Barnegat Bay oysters, served raw with cucumber and avocado, a bright and elegant composition that highlights their clean, oceanic character.

dish that feels both rustic and refined in presentation and flavor.

Together, the menu reads as both generous and sophisticated, a seamless marriage of coastal freshness, live-fire technique, and thoughtful composition that evolves with the rhythms of the seasons. While walk-ins are welcome, reservations are strongly encouraged, particularly as each seasonal shift brings new dishes and renewed anticipation to the table.

The bluefin tuna crudo with leeks and charred lemon is as visually striking as it is flavorful. The coal-roasted octopus with green chile and preserved lemon is expertly prepared in a perforated steel pan, allowing the tentacles to kiss the hot coals. The result is a perfect contrast of textures: delicately crisped edges giving way to tender, succulent flesh infused with smoke and citrus.

The grilled hamachi collar with parsley and lemon is a standout, celebrated for the remarkable way the skin blisters and crisps over the fire while protecting the rich, juicy meat beneath. It is a



Bluefin Tuna Crudo, Leeks, Charred Lemon



Coal Roasted Octopus, Green Chile, Preserved Lemon

Employee of the Month



Pedro Zavaleta

Pedro Zavaleta – Driver (Philadelphia)

We are pleased to recognize Pedro Zavaleta, a Philadelphia-based driver, as our Employee of the Month for January.

Pedro has been a valued member of the Samuels Seafood Co. team since October 2025. In his role, he consistently demonstrates reliability, professionalism, and a strong commitment to excellence.

Pedro is always willing to go the extra mile and regularly collaborates with our Operations team to support new processes and ensure smooth, efficient execution. His positive attitude, flexibility, and willingness to step up when needed make him a highly valued member of our organization.

Please join us in congratulating Pedro on this well-deserved recognition.

Thank you, Pedro, for your continued hard work, dedication, and commitment to Samuels Seafood Co.

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

Experience the Oishii® Difference: Unmatched Quality in Sustainable Shrimp Farming



Oishii® [oh-ee-shee] Shrimp represents a new standard in sustainable shrimp farming. Through dedicated small-batch methods, innovative pond construction, advanced farming techniques, and strict water quality control, Oishii delivers unmatched consistency and quality from start to finish.

The Oishii promise is clear: sustainably harvested shrimp handled with exceptional care to preserve their pristine flavor and texture. Unlike conventional practices, every shrimp

is carefully monitored and processed to maintain peak freshness and integrity.

After years of development, Oishii achieved a remarkable milestone—shrimp that can move from water to harvest in as little as four hours. The name “Oishii,” derived from the Japanese word for “delicious,” reflects the brand’s pursuit of culinary excellence and its commitment to producing the freshest White Vannamei shrimp possible.

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Oishii
SHRIMP

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For more info, please visit oishiishrimp.com.



March Madness



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\$10.00 lb



**FARM-RAISED
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6/9 Count
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Farm-Raised
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Pasteurized
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Sale Dates: March 1 - 31, 2026

SamuelsSeafood.com

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