



FISH TALES[®]

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FLORIDA EDITION

Arka Fjord[®]
ULTRA PREMIUM SALMON

PENN AVE SEAFOOD COMPANY
Blending Market Freshness with
Everyday Dining in Pittsburgh

Samuels Spotlight

Penn Avenue Fish Company

Blending Market Freshness with Everyday Dining in Pittsburgh

By Blake Montalto

Tucked into the bustling Strip District, Penn Avenue Fish Company offers fresh, thoughtfully prepared seafood in a relaxed, modern setting. This hybrid fish market and casual eatery brings high-quality seafood into a flexible, everyday setting for locals and visitors alike.

At its core, Penn Avenue Fish Company was built on a simple but ambitious idea: bring fresh seafood to Pittsburgh and present it in a way that feels natural and unpretentious. Alongside classic preparations, the restaurant emphasizes creative approaches that reimagine seafood in dishes traditionally associated with meat, such as a salmon smash burger or a grilled tuna club.

The space itself reflects that balance between purpose and style. Part fish market and part café, the interior blends functionality with a contemporary aesthetic. Customers can browse fresh cuts of fish on ice before ordering a prepared meal, creating an experience that feels both interactive and casual. The atmosphere is equally suited for a quick weekday lunch or a laid-back dinner with friends. Its location in the Strip District only adds to the appeal, placing it among the city's most vibrant food destinations.

The menu is where Penn Avenue Fish Company truly shines. Diners can choose from a wide variety of options, ranging from simple sandwiches to more refined dishes. Popular items include grilled salmon sandwiches, crab melts, and fish tacos, each built to let the quality of the ingredients speak for itself. The sushi selection adds another layer of variety, offering rolls and sashimi that rival those of



Sushi Plater with Nigiri & Sushi Rolls

more specialized establishments. For those who prefer to cook at home, the market side provides access to the same high-quality seafood used in the kitchen.

Customers often return not just for the food, but for the flexibility the restaurant offers. Whether grabbing a quick bite, sitting down for a relaxed meal, or picking up fresh fish to go, the experience feels adaptable and convenient. The BYOB policy further enhances its laid-back charm, allowing diners to tailor their visit to their own preferences.

In the end, Penn Avenue Fish Company stands out as more than just a restaurant. It reflects Pittsburgh's culinary diversity. By combining the roles of market and eatery, it delivers fresh seafood in a way that feels both modern and welcoming, securing its place as a go-to destination for seafood lovers in the Steel City.



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

Arka Fjord:

Ultra-Premium Salmon from the Edge of the World

At the southern edge of Chile, in the remote fjords of the Magallanes Region near Antarctica, nature creates the perfect conditions for something extraordinary. The waters are icy, nutrient-rich, and remarkably pure. The climate is harsh, the geography is isolated, and human impact is minimal. It is an unforgiving environment—yet an ideal one for raising ultra-premium Atlantic salmon.

This is where Arka Fjord begins.

Launched by Multi X in 2021, Arka Fjord represents a new standard in premium salmon. It is more than a brand; it is the expression of a unique origin, a vertically integrated model, and a long-term commitment to responsible aquaculture. Raised in the Antarctic waters of Chile's Region XII, Arka Fjord offers a full line of fresh, frozen, hot smoked, and cold smoked products for both retail and foodservice, combining exceptional eating quality with the consistency and scalability today's market demands.

What makes Arka Fjord truly distinctive is the environment that shapes it. In these cold southern waters, salmon develop exceptional color, refined marbling, delicate texture, and a clean, elegant flavor profile. The result is a product that feels as remarkable as its place of origin—pure, balanced, and unmistakably premium.

But Arka Fjord is not defined by origin alone. It is also defined by standards.

Arka Fjord salmon is antibiotic-free, ASC certified, and BAP 4-Star certified, making it one of the most responsible and conscious ultra-premium salmon brands available in the market today. Fully vertically integrated and



100% traceable throughout the value chain, Arka Fjord gives customers confidence not only in the quality of the product, but also in how it is raised, processed, and delivered.

Behind the brand is Multi X, a pioneer of Chilean aquaculture founded in Puerto Montt in 1987. For nearly four decades, the company has invested in the development of southern Chile while building a global reputation for quality, sustainability, and transparency. Multi X is committed to producing the best salmon in the world by placing responsible practices at the center of its business and creating long-term value for society, customers, and shareholders alike.

The name Arka comes from the native

Kawésqar dialect and means “heaven.” It is a fitting name for a salmon born in one of the most remote and pristine places on Earth. As Jorge Goles Niemann, General Manager of the U.S. office, has said, Arka Fjord was created to meet the growing demand for ultra-premium, antibiotic-free Antarctic salmon with full traceability and reliable supply.

In a world where premium claims are easy to make, Arka Fjord stands apart by offering something real: extraordinary salmon, raised in an extraordinary place, backed by responsible practices and built to scale.

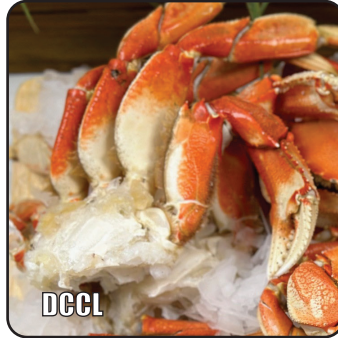
Arka Fjord is premium by origin, responsible by design, and exceptional by nature.

April Specials



2630EWA

ECUADOREAN SHRIMP
26/30 Count
40 lb Case
\$5.29 lb



DCCL

DUNGESSNESS CRABS
Clusters
25 lb Case
\$13.50 lb



CR1620

WHOLE COOKED & SEASONED CRAWFISH
16/20 Count
10 lb Case
\$3.75 lb



ZSSJ

SOFT SHELL CRABS
Jumbo
6 Dozen per Case
\$36.95 dz



EBI500

SUSHI EBI
30 Pieces per Tray
30 Trays per Case
\$9.95 tray



SEBI

AMA EBI
30 Pieces per Tray
20 Trays per Case
\$6.95 ea



BCC

CRAB BODIES
Cleaned
40 lb Case Avg.
\$7.75 lb



MUS200

COOKED MUSSEL MEAT
IQF
22 lb Case
\$4.50 lb



TUN500

SUPER WHITE ESCOLAR
AAA Grade
Wild-Caught
\$11.50



4SAL

SALMON PORTIONS
4 oz Each
From Norway
\$10.45 lb



BP6105

PORK LOIN
Boneless
6 lb Avg.
\$3.85 lb



BP6316

PORK RIB RACK, FRENCHED
9 Ribs per Rack
6 lb Avg.
\$5.99 lb

Call Your South Coast Sales Agent Today!
Sale Dates: April 1 - 30, 2026

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