



FISH TALES[®]

APRIL 2026 | A SAMUELS SEAFOOD MAGAZINE

MID-ATLANTIC & MIDWEST 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



Sushi Plater with Nigiri & Sushi Rolls

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 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.



Tuna Nigiri



Members of the Team

Employees of the Month



Jacob Tausendfreundt

**Jacob Tausendfreundt – Union Freezer Worker
(Philadelphia)**

Since joining our team in August 2025, Jacob has consistently demonstrated exceptional work ethic, reliability, and a positive attitude that contributes greatly to our workplace culture. From day one, Jake has shown professionalism and dedication. He arrives on time every day and is always prepared to work. He listens attentively, seeks clarification when needed, and approaches every task with a genuine willingness to learn and improve. Jake frequently goes above and beyond expectations.



Lilianna Mora-Chen

**Liliana Mora-Chen – Receiving & Inventory
Assistant (Philadelphia)**

Since joining the Samuels team in May 2025, Lilianna Mora-Chen has consistently demonstrated exceptional attention to detail, accuracy, and a strong commitment to ensuring our inventory functions run smoothly. Her reliability, efficiency, and willingness to support her colleagues have made a significant positive impact on both the team and our overall workflow. Thanks to her hard work and dedication there have been improvements in inventory accuracy and overall organization within the department.

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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

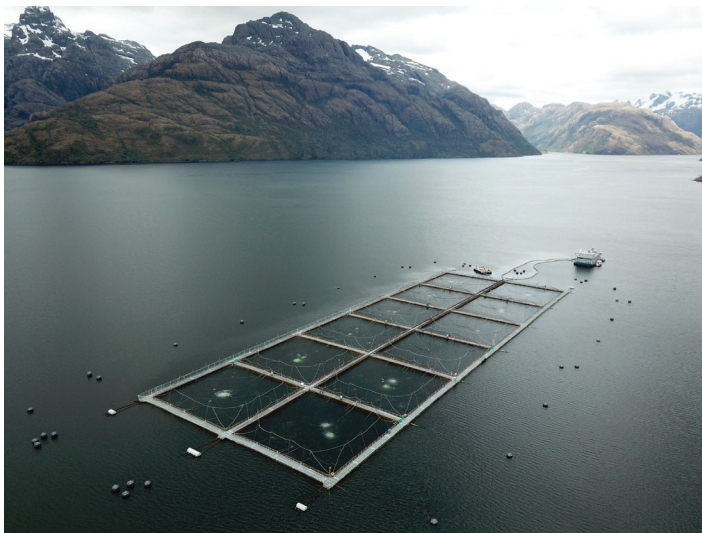
confidence not only in the quality of the product, but also in how it is raised, processed, and delivered.

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



HOUSE-SMOKED EXOTIC BLUEFISH
 Unsliced
 1-3 lb Fillet
\$10.00 lb



PEELED & DEVEINED TAIL-OFF SHRIMP
 U/15 Count
 10 lb Case
\$10.00 lb



CRAWFISH TAIL MEAT
 200/300 Count
 10 lb Case
\$10.00 lb



FRESH GRILL GRADE TUNA
 Skin-On Loins
 House-Cut
\$10.00 lb



SHUCKED OYSTERS
 Selects
 16 oz Each
\$10.00 ea



OISHII ALL-NATURAL SHRIMP
 16/20 Count
 20 lb Case
\$10.00 lb



GRASS-FED BEEF TALLOW
 14 oz Unit
 12 Units per Case
\$10.00 ea



CUTTLEFISH INK
 500 Grams Each
 12 per Case
\$10.00 ea



CUTTLEFISH INK SPHERES
 From Spain
 81 Gram Unit
\$10.00 ea



CLAM JUICE
 Aunt Connie's Famous
 1 Gallon Unit
\$10.00 ea

Call Your Sales Agent Today!

Sale Dates: April 1 - 30, 2026

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

Midwest
 888-512-3636
 412-244-0136

SamuelsSeafood.com

Special pricing is reserved for current Mid-Atlantic account holders and Seven 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.

Arka Fjord®

ULTRA PREMIUM SALMON

ARKA FJORD SALMON
 Skin-Off 8 oz
 Center-Cut Portion
 10 lb Case
\$13.99 lb



FARM-RAISED TILAPIA FILLETS
 Skin-Off, 5-7 oz Each
 10 lb Case
\$39.99 cs



CHOPPED CLAMS
 Hand-Shucked
 50 lb Case
\$3.99 lb



SQUID RINGS
 Hand-Cut
 30 lb Case
\$3.99 lb



NEW ZEALAND RED SNAPPER
 Aprox 5.5 lb Whole Fish
 22 lb Case
\$3.99 lb



COOKED & SEASONED WHOLE CRAWFISH
 1 6/20 Count
 10 lb Case
\$3.99 lb



BUTTERFLIED BREADED COCONUT SHRIMP
 13/15 Count
 10 lb Case
\$50.00 cs



CRACKER MEAL
 Perfect for Frying
 25 lb Bag
\$25.00 bg



GRASS-FED BEEF STRIP LOIN
 4 per Case
 50 lb Case
\$25.00 lb



BROWN SUSHI RICE
 Senshuumai
 15 lb Bag
\$25.00 bg



NATURAL MAINE MUSSELS
 Wild-Caught
 50 lb Bag
\$50.00 bg



MT. FUJI SPRING WATER
 16.9 fl oz Can
 24 per Case
\$25.00 cs



MT. FUJI EXTRA SPARKLING WATER
 16.9 fl oz Can
 24 per Case
\$25.00 cs



SARDINE SALAD
 Aunt Connie's Famous
 5 lb Unit
\$25.00 ea



GERMAN POTATO SALAD
 Aunt Connie's Famous
 5 lb Unit
\$25.00 ea



CRABCAKE MIX
 Aunt Connie's Famous
 5 lb Unit
\$125.00 ea

A Standout Year at Seafood Expo North America

Our Largest Booth Yet Brings The Industry Together In Boston

Seafood Expo North America (SENA) 2026 marked another standout year for Samuels Seafood™, bringing together partners, customers, and industry leaders for three days of connection, collaboration, and exceptional seafood in Boston.

This year, we unveiled our largest and most dynamic booth to date, designed to better showcase the breadth of our global sourcing network and the strength of our partnerships. The front of the space featured a market-style display, highlighting a wide range of fresh and frozen seafood presented with the same care and attention our customers expect every day. Throughout the show, the booth remained full of energy, welcoming a steady flow of guests exploring our offerings and connecting with our team.

Behind the market, our café once again served as a central hub for conversation. From scheduled meetings to spontaneous introductions, it provided a space where meaningful discussions could take place—bringing together vendors, customers, and colleagues from across the industry. With representatives from sales, culinary, food safety, market-



ing, and leadership in attendance, we were able to engage in thoughtful, well-rounded conversations that reflect the full scope of our business.

Our culinary team played a key role in bringing the experience to life, preparing a menu that showcased seafood from our partners in a variety of applications. Each dish was thoughtfully executed to highlight the quality and versatility of the products, giving guests an opportunity to experience them in a practical, menu-ready format. Featuring our partners on the menu allowed us to not only present their products, but to demonstrate how they perform in real-world culinary settings.

A highlight of this year's expo was the debut of our new private label brand, Fish Sisters. We introduced our first product — classic oyster crackers — which quickly became a favorite among attendees, generating strong interest and enthusiastic feedback throughout the event.

SENA continues to be an important

moment each year for our industry—a place where relationships are strengthened, new opportunities emerge, and ideas are exchanged. We are grateful to the many partners who contributed to this year's booth and helped make it such a success, as well as to everyone who took the time to visit, connect, and share in the experience.

