



FISH TALES[®]

JUNE 2026 | A SAMUELS SEAFOOD CO.™ MAGAZINE

FLORIDA EDITION



Oishii
SHRIMP

SHRIMP SIMPLIFIED
All-Natural, No Preservatives,
Processed Fresh

Pier 22
Flavor and Craft in
Downtown Bradenton, FL

FATHER'S DAY SAVINGS
ALL JUNE LONG

Samuels Spotlight

Pier 22's Waterfront Legacy of Flavor and Craft in Downtown Bradenton, FL

By Kristin O'Neill

For Executive Chef Greg Campbell, cooking has never been just a career, it's a lifelong calling that began in childhood. At just nine or ten years old, Greg's passion for the kitchen took root under the guidance of his French grandmother, whose influence helped shape his early appreciation for food and technique. That spark never faded. More than three decades later, Chef Campbell built a career defined by dedication, discipline, and an unwavering commitment to quality.

After his first professional stop in Georgia, Campbell quickly rose through the ranks, becoming a general manager and chef by the age of 30. His journey eventually brought him to Bradenton, Florida, where he met Hugh Miller, owner of PIER 22 and Grove. That meeting marked the beginning of a lasting partnership. Today, Campbell serves as Executive Chef and Director of Operations for PIER 22, Grove, and Grove Catering, and 2026 marks an impressive milestone: 20 years of culinary leadership at PIER 22 and over 35 years in the restaurant industry.

Nestled along the historic waterfront of the Manatee River in downtown Bradenton, PIER 22 has been a cornerstone of the community for decades. Originally opened in 1976 as "The Pier" by Don Miller Jr., the restaurant's name references its location near channel marker 22.



Jail Island Salmon

The building itself, once the Chamber of Commerce, is nearly 100 years old and has been carefully preserved to maintain its original charm. In 2026, PIER 22 celebrates 50 years of welcoming guests, cementing its place as part of Bradenton's history and identity.

The ambiance at PIER 22 reflects both its heritage and modern sensibility. With Mediterranean-inspired elements, a refreshed contemporary design, and sweeping waterfront views, the space offers a balance of elegance and comfort. Guests dine surrounded by history, as the area once served as the Port of Tropicana during the Cold War, adding depth to an already striking setting.

Under Chef Campbell's leadership, the menu at PIER 22 stands out for its diversity and integrity. It's an international offering influenced by Asian, Italian, American, and Southern cuisines. Seafood plays a central role, as expected from a waterfront destination, but what truly sets the restaurant apart is its commitment to scratch cooking. Every element from breads baked fresh each morning to sauces made daily is crafted in-house using whole, high-quality ingredients. Gulf Coast fish are received whole, then hand-filleted on site, ensuring peak freshness and flavor.

Popular dishes reflect this attention to detail, including the Jail Island salmon finished with a maple sugar glaze. Daily specials highlight the freshest catches available, while more adventurous offerings like sea urchins showcase Campbell's willingness to push culinary boundaries. His philosophy is simple but powerful: never compromise. If the quality isn't there, the dish doesn't go out.

Seafood sourcing is a crucial component of that philosophy. Campbell values his long-standing relationship with Samuels Seafood for both product quality and service. "If they don't have what we need, they'll find it," he says, pointing to the trust built over years of collaboration.



Seafood Jambalaya

Despite the accolades and longevity, Campbell remains grounded in the core principle of hospitality. "If you're not in this business to take care of people, get out," he says. For him, hospitality is not a transaction, it's a responsibility.

While PIER 22's breathtaking waterfront views draw first-time guests, it's the food, passion, and consistency that keep them coming back. Nearby, sister restaurant Grove in Lakewood Ranch offers a different modern, energetic, and social approach and is equally rooted in quality and approachability.

Reservations at PIER 22 are recommended, especially during busy seasons, as demand remains strong. And for good reason: Chef Greg Campbell and his team have created something truly enduring a restaurant where history, hospitality, and exceptional seafood come together on every plate.

FISH TALES STAFF

DIRECTOR OF MARKETING
KRISTIN O'NEILL
kristino@samuelsseafood.com

FISH TALES DESIGNER
BLAKE MONTALTO
blakem@samuelsseafood.com

CONTRIBUTING DESIGNER
ANTHONY PRIZZI
anthonyprizzi@samuelsseafood.com

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

Discover the Oishii Advantage

Pioneering Excellence in Sustainable Shrimp Farming

Oishii® [oh-ee-shee] Shrimp represents a paradigm shift in the realm of sustainable shrimp farming. Utilizing dedicated small-batch methods, Oishii has redefined excellence in shrimp cultivation. Their journey towards perfection commences with innovative pond construction, advanced farming techniques, and stringent water quality control measures, all geared towards ensuring unmatched quality.

The Oishii promise is simple yet profound: sustainably harvested shrimp that undergo meticulous handling to preserve their pristine nature. Unlike conventional practices, Oishii Shrimp undergoes a delicate process of care and processing, reflecting the brand's unwavering commitment to excellence.

After years of meticulous planning, Oishii Shrimp achieves a groundbreaking milestone: shrimp that transitions from the water to harvest in record time, sometimes within a mere four hours. Derived from the Japanese word for "delicious," Oishii epitomizes the pursuit of culinary perfection, offering the freshest White Vannamei Shrimp imaginable.

Every step of the production process reflects Oishii's dedication to quality. From small-batch aquaculture to state-of-the-art techniques and rigorous monitoring, each aspect is meticulously designed to deliver an unparalleled product. Founder and CEO Tom Mazzatta's unwavering commit-



ment to quality drives the brand forward, ensuring that seafood enthusiasts enjoy an extraordinary dining experience with every bite.

Oishii's strategic location ensures minimal travel time from pond to processing plant, maximizing freshness. Innovative transportation methods, including unique aerated tanks, maintain shrimp vitality, resulting in faster processing and ultimately, fresher shrimp.

Upon arrival at the processing facility, Oishii Shrimp undergoes careful hand-

processing to preserve its vibrant color and pure flavor profile. The result? The freshest, most pristine shrimp imaginable—a testament to Oishii Shrimp's dedication to quality.

Oishii Shrimp stands as a beacon of purity, free from artificial additives, antibiotics, and hormones. Their commitment to a chemical-free product is evident from the moment the shrimp are transported live to the processing plant, ensuring minimal water weight gain and maximum freshness. For more info, please visit oishiishrimp.com.

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1620DS1



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