



# FISH TALES<sup>®</sup>

AUGUST 2026 | A SAMUELS SEAFOOD CO.™ MAGAZINE

MID-ATLANTIC & MIDWEST EDITION



Wild, Natural & Sustainable<sup>®</sup>

**GULF COAST CRAB  
AND SEAFOOD**  
A Family Business  
Built on Freshness

**SUMMER SAVINGS  
FOR AUGUST**



# Samuels Spotlight

## Gulf Coast Crab and Seafood

### A Family Business Built on Freshness

By Kristin O'Neill & Tony Mascino

**I**n Sarasota, Florida, Gulf Coast Crab and Seafood has become a trusted destination for customers seeking fresh, high-quality seafood and exceptional service. Owned and operated by Chef Rich Demarse, alongside his wife Kim Demarse, the family-run business has earned a loyal following by focusing on consistency, freshness, and community.

Located near the Gulf Gate and Beneva Road area, close to some of Sarasota's most established neighborhoods, Gulf Coast Crab and Seafood began as an unexpected venture during the challenges of the COVID-19 pandemic. After spending more than 25 years as a chef and a lifetime working in the seafood industry—including time as a commercial fisherman—Rich found himself selling blue crabs on the side of the road. What started as a small operation quickly gained momentum as local demand for fresh seafood, particularly Maryland-style crab products, continued to grow.

Today, Gulf Coast Crab and Seafood operates as a premier seafood market offering fresh

seafood, prepared foods, takeout options, and a full-service catering menu for private events and gatherings. While the market currently has no seating, future expansion plans include a larger market space, dine-in seating, and potentially a raw bar concept.

"Our focus has always been quality," says Chef Rich. "People want seafood they can trust, and consistency means everything."

That commitment to quality extends to every product sold. Chef Rich works directly with local commercial fishermen to source seafood straight off the boat whenever possible, ensuring peak freshness. He also relies on Samuels Seafood Company for a diverse selection of products, a partnership that began with a recommendation from a fellow chef. Rich credits sales representative Frank Passio for providing responsive service, fair pricing, and dependable quality.

The market carries an impressive variety of seafood, including oysters, clams, salmon, crab, and much more. Rich continuously follows seafood trends and culinary inspiration from fellow chefs and social media, incorpo-



Rich & Kim Demarse

rating new ideas while remaining true to his commitment to fresh, quality ingredients.

Among the most popular offerings are the Maryland-style crab cakes, a customer favorite that reflects Rich's seafood expertise and appreciation for East Coast flavors. Clams Casino is another top seller, along with other prepared seafood specialties.

For Chef Rich, however, success goes beyond seafood. He credits much of the business's growth to his wife Kim, who serves as Director of Operations for the front-of-house, Director of Sales, and Catering Manager. "She supported me from day one and told me to go for it," he says.

As Gulf Coast Crab and Seafood continues to grow, its mission remains simple: provide fresh seafood, outstanding customer service, and a family-owned experience that keeps customers coming back. Open year-round, the market encourages phone orders and pre-orders—and some days, they simply close when they sell out. That's the kind of freshness customers have come to expect from Gulf Coast Crab and Seafood.



Paella with Key West Pink Shrimp, Hollander & Dekoning Mussels & Yellow Rice



# Employee of the Month



Ronald Eells

## Ronald Eells - Driver (Philadelphia)

It is with great pride and enthusiasm that we recognize Ronald Eells as our Employee of the Month for June 2026!

Ronald has been a valued member of the Samuels Seafood Company family since July 2007, and his dedication, professionalism, and commitment to excellence continue to make a lasting impact on our team. Throughout his nearly two decades with the company, Ronald has consistently exemplified the qualities that define outstanding service and leadership.

As one of our top performing drivers, Ronald is known for his reliability, strong work ethic, and unwavering dedication to our customers. Managing one of our busiest and

most demanding New York routes, he approaches each day with precision, dependability, and a positive attitude. Ronald consistently goes above and beyond to ensure every delivery is completed safely, efficiently, and with the highest level of professionalism.

His commitment to excellence not only reflects positively on Samuels but also serves as an example for his colleagues. Ronald's consistency, dedication, and willingness to go the extra mile do not go unnoticed, and we are truly grateful for everything he contributes to Samuels Seafood Company each and every day.

Congratulations, Ronald, on this well-deserved recognition! Thank you for your years of service, hard work, and continued dedication to our team and customers. Please join us in celebrating Ronald as our Employee of the Month for June 2026!

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Contact [marketing@SamuelsSeafood.com](mailto:marketing@SamuelsSeafood.com) to sponsor Fish Tales® or for any other inquiries.



# Alaska Seafood:

## The Wild Advantage from America's Last Frontier



When people think of Alaska, they often picture snow-capped mountains, rugged coastlines, and untouched wilderness. Equally impressive, however, are the waters that surround the state. With more than 34,000 miles of tidal shoreline and some of the most productive marine ecosystems on earth, Alaska is home to an extraordinary abundance of wild seafood. From world-famous salmon and Pacific cod to prized king crab, sablefish, halibut, and rockfish, Alaska continues to set the standard for quality, sustainability, and flavor.

Few seafood-producing regions can match Alaska's diversity. The state's fisheries supply a remarkable variety of species that appeal to every palate and menu. Whether grilled, baked, sautéed, poached, or smoked, Alaska seafood delivers exceptional taste and nutrition. For consumers seeking healthy meal options and foodservice operators looking to meet evolving customer demands, Alaska seafood offers an unrivaled combination of versatility and value.

At the center of Alaska's seafood



story is wild salmon. Home to all five species of Pacific salmon—King, Sockeye, Coho, Pink, and Chum—Alaska produces some of the most sought-after seafood in the world. King salmon, also known as Chinook, is revered for its rich flavor, firm texture, and high omega-3 content. Its vibrant red flesh and luxurious taste make it a favorite among chefs and seafood enthusiasts alike. From the deep red fillets of traditional kings to the rare and highly prized ivory king salmon, these fish

represent the pinnacle of premium seafood.

Beyond salmon, Alaska's waters yield an abundance of other exceptional species. Pacific cod remains one of the most popular whitefish in the world, valued for its mild flavor, lean profile, and versatility in everything from fish sandwiches to fine dining entrées. Sablefish, often called black cod, is prized for its velvety texture and rich buttery flavor, while Alaska



rockfish provides a delicate and nutritious option that shines in a variety of preparations.

Alaska's crab fisheries are equally iconic. Wild Alaska king crab is legendary for its large size and sweet, tender meat. Snow crab offers a delicate flavor and snowy-white texture, while Dungeness crab remains a favorite among seafood lovers for its rich sweetness and versatility. Together, these species showcase the remarkable bounty that Alaska's cold, pristine waters provide.

What truly sets Alaska apart, however, is its commitment to sustainability. Long before sustainability became a marketing buzzword, Alaska embedded responsible fishery management into its state constitution. Fisheries are managed using science-based practices designed to protect fish populations and marine ecosystems for future generations. Alaska fishermen, regulators, and scientists work together to ensure harvest levels remain sustainable and responsive to environmental changes.

A powerful example is Alaska's Pacific cod fishery. When scientific surveys indicated lower populations of younger



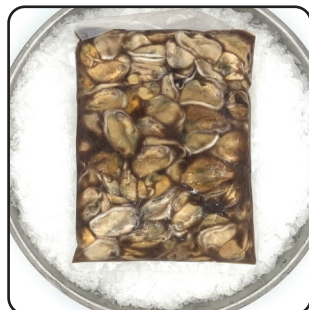
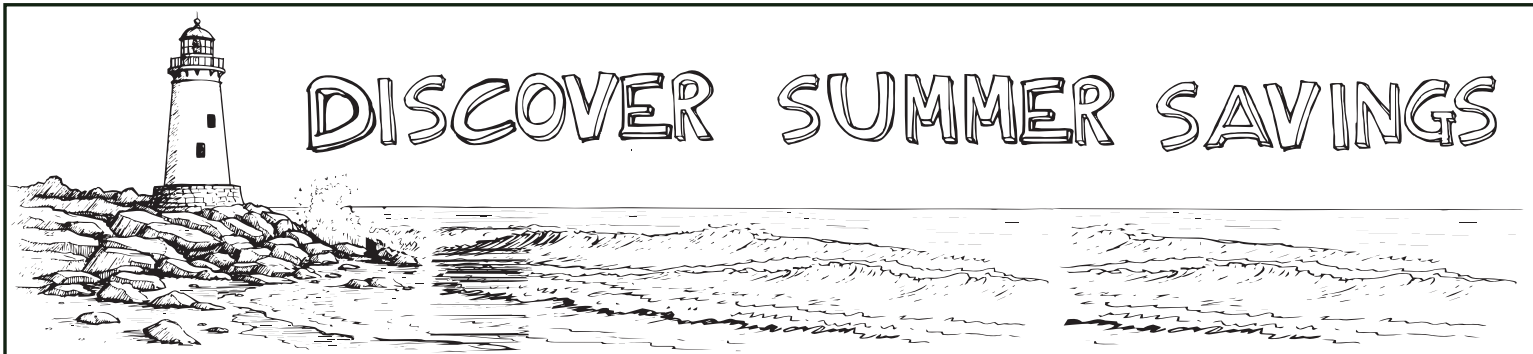
cod, fishery managers responded with precautionary harvest reductions to help protect future stocks. This proactive approach reflects Alaska's longstanding philosophy: conserve first, harvest responsibly, and ensure healthy fisheries for generations to come.

Today, consumers are increasingly seeking foods that are healthy, sustainable, and traceable. Alaska seafood checks every box. Research continues to show that younger generations are embracing seafood more frequently, driven by nutrition, sustainability, and culinary exploration. The name "Alaska" itself has become synonymous with quality, with consumers recognizing it as a symbol of wild harvest, responsible management, and premium flavor.

From salmon and sablefish to cod, halibut, and crab, Alaska seafood continues to earn its reputation as some of the finest seafood available anywhere in the world. As consumers and operators look ahead to the future of food, one thing remains clear: when it comes to wild, sustainable seafood, Alaska continues to lead the way.







**RAW MAINE MUSSELS**

24/30 Count  
2 lb Bag

**\$10.00 bg**



**WILD-CAUGHT BAY SCALLOPS**

From Peru  
10 lb Case

**\$10.00 lb**



**BLU® CRAB COCKTAIL FINGERS**

30/60 Count  
12 oz Unit, 12 per Case

**\$10.00 ea**



**CRACKED LOBSTER CLAWS**

6/9 Count  
25 lb Case

**\$10.00 lb**



**MEXICAN BROWN SHRIMP**

26/30 Count  
30 lb Case

**\$6.95 lb**



**TEXAS GOLD SHRIMP**

36/40 Count  
50 lb Case

**\$5.95 lb**



**FRESH EUROPEAN BRONZINO**

Farm-Raised  
1-1.25 lb Whole Fish

**\$5.95 lb**



**FRESH STRIPED BASS**

1.5-1.75 lb Whole Fish  
Farm-Raised

**\$6.95 lb**



**BROWN SUSHI RICE**

Seshuu-Mai  
15 lb Bag

**\$20.00 bg**



**KNUCKLE & CLAW LOBSTER MEAT**

2 lb Unit  
6 per Case

**\$75.00 ea**



**WILD-CAUGHT MUSSELS**

From Maine  
50 lb Bag

**\$50.00 bg**



**GROUPE FILLET**

6-8 oz Each  
10 lb Case

**\$15.00 lb**

**Call Your Sales Agent Today!**

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

Midwest  
888-512-3636  
412-244-0136

**Sale Dates: August 1 - 31, 2026**

**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.





**WILD ALASKA  
COHO SALMON**  
Skin-On, IVP Fillets  
25 lb Case



**\$10.00 lb**



**SQUID  
RINGS**  
Hand-Cut  
30 lb Case  
**\$7.95 lb**



**BERKSHIRE PORK  
FRENCHED RACK**  
5 Racks per Case  
40 lb Case  
**\$7.95 lb**



**WHOLE FRESH  
OCTOPUS**  
From Spain  
Rock Harvested  
**\$7.95 lb**



**AMERICAN PINK  
SHRIMP**  
26/30 Count  
50 lb Case  
**\$ 7.95 lb**



**MAHI MAHI  
SKIN-ON FILLETS**  
Natural  
50 lb Case  
**\$10.00 lb**



**ROASTED CONGER  
EEL**  
Ango Kabayaki  
11 lb Case  
**\$170.00**



**CONGER  
EEL**  
Ango Fillet  
2.2 lb Unit  
**\$10.00 lb**



**SALMON  
SALAD**  
Aunt Connie's Famous  
5 lb Unit  
**\$10.00**



**HOMEMADE TUNA  
CHILI**  
Uncle Tony's  
1 Gallon Unit  
**\$25.00 ea**



**SUSHI GRADE TUNA  
MEATBALLS**  
Uncle Tony's  
1 Gallon Unit  
**\$25.00 ea**



**HOMEMADE CRAB  
GRAVY**  
Aunt Connie's Famous  
1 Gallon Unit  
**\$25.00 ea**



**COLD WATER  
LOBSTER TAILS**  
5/6 oz Each  
10 lb Case  
**\$25.00 lb**





### CLAM JUICE

Aunt Connie's Famous  
1 Gallon Unit

**\$5.00 ea**



### SALMON BUFFET CUTS

Hand-Cut  
Boneless & Skinless

**\$5.00 lb**



### IQF WHITE SHRIMP

21/25 Count  
40 lb Case

**\$5.00 lb**



### IMPORTED ANCHOVIES

Frozen at Sea  
20 lb Case

**\$5.00 lb**



### AMERICAN LIVE LOBSTER

Maine Caught  
3-4 lb Each

**\$10.00 lb**



### JAPANESE COD FILLETS

Skinless & Boneless  
22 lb Case

**\$10.00 lb**



### FRESH RAINFOREST RAINBOW TROUT

Farm-Raised  
5-7 oz Natural Fillets

**\$10.00 lb**



### CLEANED WILD BLUE CRABS

Fully Cleaned

**\$10.00 lb**



### CRAWFISH SALAD

Kureji Eipu  
1.1 lb Unit

**\$15.00 ea**



### DOVER SOLE

16-20 oz Each  
25 lb Case

**\$15.00 lb**



### COOKED & SEASONED WHOLE CRAWFISH

16/22 Count  
10 lb Case

**\$15.00 cs**



### WARM WATER LOBSTER TAILS

Petite Tails  
10 lb Case

**\$15.00 lb**



### LIVE BLUE CRABS

Choice of  
Boys or Girls

**\$99.00 bu**



### NORWEGIAN RED KING CRAB LEGS & CLAWS

4/7 Count  
11 lb Case

**\$99.00 lb**