



FISH TALES®

OCTOBER 2026 | A SAMUELS SEAFOOD CO.® MAGAZINE

MID-ATLANTIC & MIDWEST EDITION

TEXAS GOLD
WILD-CAUGHT GULF SHRIMP



**KLEIN'S FISH MARKET AND
WATERSIDE CAFÉ**
Four Generations of Fresh
Seafood in Belmar, NJ

**OCTOBER'S SPOOKY
MONTHLY SPECIALS**

Samuels Spotlight

Klein's Fish Market and Waterside Café

Four Generations of Fresh Seafood in Belmar, NJ *By Ashleigh Devine*

For decades, Klein's Fish Market and Waterside Café in Belmar, New Jersey, has been a favorite destination for fresh seafood and casual dining. The family-owned business began humbly in 1924, when Ollie Klein Sr. sold fish from his truck throughout Asbury Park, Ocean Grove, and the Neptune area. Five years later, he purchased a property in Belmar, where Klein's Fish Market has remained ever since. Over the years, ownership passed first to Ollie Jr. and Jack Klein, and later to Young Ollie III. Ollie III added a kitchen to the property, allowing the business to introduce a takeout menu of cooked seafood. Since then, the original market and its menu have continued to grow and evolve. Today, the Waterside Café also features the Riverfront Bar, with approximately 80 outdoor tables and three separate outdoor bars.

Tod Vitalis, General Manager and nephew of Ollie III, has been part of the family business for 40 years. When asked what keeps customers coming back year after year, Tod points to one thing above all

else: consistency.

"The menu is pretty traditional, and what we have now is pretty much what we started with. Everything is fresh, and you know you're always going to get the same good quality."

That commitment to consistency extends across both the restaurant and the retail market. All of Klein's fish, including the product they order from Samuels Seafood Company, are used throughout the business. While they like to source locally whenever possible, much of their menu—including shrimp, crab, cod, salmon, tuna, halibut, swordfish, and more—comes from Samuels Seafood Company.

"We've never had issues with quality when it comes to your product" says Vitalis.

That fresh seafood finds its way into a sprawling menu of favorites, including a Happy Hour menu featuring an assortment of raw bar selections and sushi rolls. Tod highlights the Hot Buttered Lobster Roll, Fish Tacos, Specialty Sushi Rolls, and classic Flounder Sandwich among the crowd favorites. Guests can also choose from an



Mussels, Clams, Lobster & Shrimp

impressive selection of raw bar offerings, seafood pastas, and combo platters.

Customers also enjoy Klein's casual atmosphere, particularly during the summer months. With outdoor dining and views of the boats going by, it's a setting that adds to the overall experience.

While the Riverside Café has become an important part of the business, the Fish Market is still the heart of Klein's, according to Tod. Customers can choose from plenty of boneless fillet options, which the team will cut to order before sending them on their way. And if shrimp is on the menu, they'll clean and cook it for customers before they head home.

Klein's is a family business in every respect. For 97 years, they've built their reputation by staying true to what they do best: fresh seafood, dependable quality, and an experience customers know they can count on.



Lobster Roll



Klein's Fish Market

Employees of the Month

John Monteleone

John Monteleone - Purchasing Agent (Philadelphia)

John Monteleone has been a valued member of the Samuels Seafood Co. team for more than 16 years. Throughout his tenure, he has consistently demonstrated dedication, expertise, and a commitment to excellence. As our Crab Buyer, John has done an outstanding job, and he has seamlessly taken on the additional responsibility of managing our Live Lobster Program, excelling in both roles.

John's hands-on leadership is one of his greatest strengths. He is actively involved in every aspect of our hard-shell and soft-shell crab programs, ensuring quality remains a top priority. Despite the many challenges our industry has faced this summer, quality issues have been kept to a minimum, thanks in large part to John's attention to detail and proactive approach.

His commitment to excellence and customer satisfaction is evident in the products our customers receive every day. By maintaining the highest standards for both crabs and lobsters, John helps ensure that Samuels continues to deliver the exceptional quality our customers expect.

Equally impressive is John's positive attitude and excel-



lent communication skills. In an industry that is often fast-paced and demanding, he consistently brings professionalism, optimism, and a solutions-focused mindset. His ability to work effectively with colleagues and suppliers helps create a positive work environment and contributes to the success of the entire team.

In the ever-demanding world of the seafood business, John continually goes above and beyond. His hard work, leadership, dedication to quality, and unwavering commitment to our customers make him highly deserved of this recognition.

Maria Briceno

Maria Briceno - Sales Assistant (West Coast)

Maria has been a valued member of the Samuels family since June 2023, and she continues to demonstrate the dedication, professionalism, and teamwork that embody Samuels Seafood Co. core values.

During the busy hiring season in July and August, the West Coast team welcomed seven new employees. Throughout this period, Maria played a critical role in ensuring that each new hire successfully completed the onboarding process and was set up accurately, efficiently, and on time. Her attention to detail and commitment helped create a seamless experience for our newest team members.

In addition to her regular responsibilities as a Sales Assistant, Maria went above and beyond by adjusting her schedule and working later shifts to assist in training our new customer service representatives. Her flexibility, willingness to help, and dedication to the success of both her teammates and the organization were instrumental in supporting the team's growth and success.

Maria consistently demonstrates a strong work ethic, a positive attitude, and a readiness to step up whenever needed. Whether assisting new employees, supporting her colleagues, or ensuring operations run smoothly, she continually makes a meaningful impact on the West Coast team.

We sincerely appreciate Maria's hard work, teamwork, and unwavering commitment to excellence. Her efforts have not gone unnoticed, and we are proud to recognize her outstanding contributions.



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

Striking Gold in the Gulf:

How Texas Gold Wild-Caught Gulf Shrimp is Redefining an Industry



Along the shores of Brownsville and Port Isabel, shrimping is more than an occupation. It's a way of life, woven into the history, economy, and culture of the Texas Gulf Coast. Few companies embody that legacy more completely than Texas Gold Shrimp.

The story begins with Marine Mart, founded in 1952, and the vision of engineer Walter Zimmerman. In 1961, Zimmerman built his first shrimp boat with a simple goal: create a better vessel for the hard-working men and women who made their living on the water. Over the next four decades, he would

build more than 300 shrimp boats, helping shape the Gulf shrimping industry and earning a reputation for innovation, quality, and craftsmanship.

Today, Texas Gold Shrimp remains a family-owned operation rooted in those same values. While many aspects of the industry have changed, the company's commitment to quality, hard work, and respect for the Gulf remains unchanged.

What sets Texas Gold apart is its ability to blend tradition with forward-thinking innovation. The company has invested in modern,

fuel-efficient vessels that reduce fuel consumption by approximately 20%, demonstrating that efficiency and environmental responsibility can go hand in hand. In an industry often defined by slim margins and unpredictable conditions, those improvements help strengthen both sustainability and long-term viability.

The commitment to quality begins the moment shrimp come aboard. Texas Gold harvests only wild-caught Gulf shrimp, prized for their firm texture and naturally sweet, robust flavor. The catch is headed immediately onboard and flash-frozen at peak freshness using an Individually Quick Frozen

(IQF) process, preserving the taste and texture that Gulf shrimp lovers expect. Packed in rigid baskets and carefully handled throughout the process, the shrimp arrives on consumers' tables tasting remarkably close to the day they were caught.

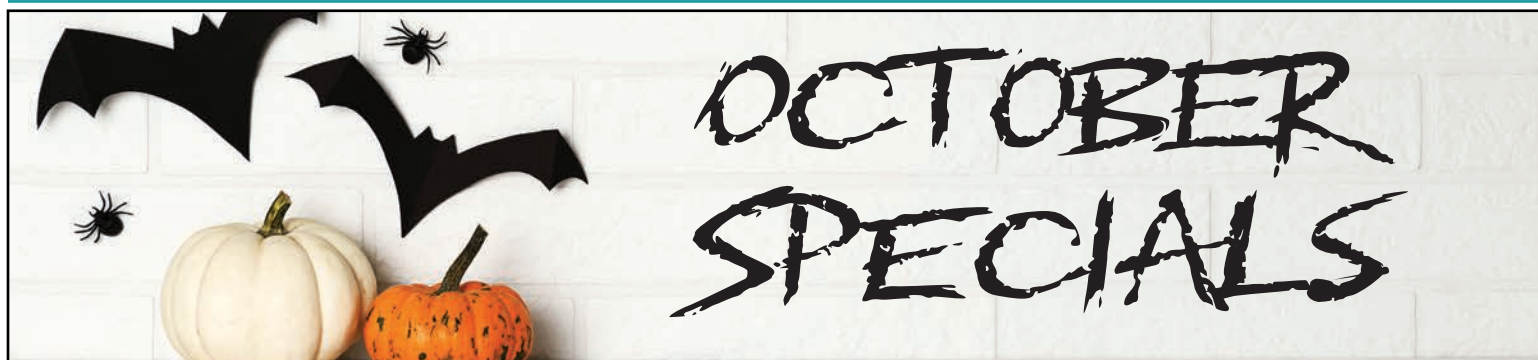
Unlike many seafood operations that rely on multiple suppliers and processing points, Texas Gold maintains control of its product from boat to package. Shrimp is harvested, processed, packaged, and distributed through a closely managed operation, allowing for consistency and quality control at every stage. That hands-on approach has become a hallmark of the Texas Gold name.

The company's shrimp are available year-round in a variety of sizes and are sourced exclusively from Gulf waters. They are antibiotic-free and responsibly harvested, reflecting an ongoing commit-

ment to sustainable fishing practices that help protect the resource for future generations. In an age when consumers increasingly want to know where their food comes from, Texas Gold offers a connection to something authentic: a product deeply rooted in place, tradition, and the people who make it possible. Every bag of shrimp represents generations of Gulf Coast knowledge, countless hours on the water, and a family business dedicated to doing things the right way.

For Texas Gold Shrimp, success isn't measured solely by what's hauled to the dock. It's measured by preserving a heritage, supporting a coastal community, and delivering the unmistakable flavor of the Gulf to tables across the country. That's a legacy worth celebrating—and one that continues to prove there's still gold to be found in the Gulf.





IMPORTED ANCHOVIES

Fresh
Once Frozen

\$2.99 lb



RAW SHUCKED MAINE MUSSELS

24/30 Count
2 lb Unit

\$2.99 ea



WHOLE COOKED & SEASONED CRAWFISH

16/20 Count
10 lb Case

\$2.99 lb



SALMON FILLETS

Skin-On

33 lb Case, 5 Case Limit

\$2.99 lb



MAITAKE MUSHROOMS

Hen of the Woods
6 lb Unit

\$10.00 lb



JAPANESE COD FILLETS

Skinless & Boneless
22 lb Case

\$10.00 lb



ALL-NATURAL WHITE SHRIMP

U/15 Count
20 lb Case

\$10.00 lb



CANTERBURY CURE® SMOKED SALMON

3-4 lb Each
Silver Label

\$10.00 lb



COOKED TAIL-ON SHRIMP

31/40 Count
10 lb Case

\$6.75 lb



WILD CHESAPEAKE BLUE CATFISH

Skin-Off Fillets
Hand-Cut

\$6.75 lb



BERKSHIRE PORK TENDERLOIN

10 Pieces per Case
10 lb Case

\$6.75 lb



ALL-NATURAL OISHII SHRIMP

21/25 Count
20 lb Case

\$6.75 lb

Call Your Sales Agent Today!

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

Midwest
888-512-3636
412-244-0136

Sale Dates: October 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 CAUGHT SHRIMP

50 lb Case

16/20 Count **\$8.99 lb** 26/30 Count **\$6.99 lb** 36/40 Count **\$5.99 lb**



New Item!



**HOKKAIDO
SEA SCALLOPS**
U/12 Count
1 Gallon Unit

\$195.00 ea



**SLEEPY HOLLOW
OYSTER**

Massachusetts
100 Count

\$1.00 ea



**FRESH RAINBOW
TROUT**

Farm-Raised
5-7 oz Natural Fillets

\$9.50 lb



**HAMACHI
FILLETS**

Mandarin Orange-Infused
From Japan

\$15.50 lb



**BLUE SUPER LUMP
CRABMEAT**

Pasteurized
12 lb Case

\$35.50 lb



**SCALLOP SKIRT SALAD
CHUKA HOTATE**

Crazy Ape Sushi
4.4 lb Unit

\$24.50 ea



**BLACK
GARLIC**

From USA
Sweet Meets Savory Flavor

\$24.50 lb



**NEW ZEALAND
BLUE ABALONE**

6/8 Count
Farm-Raised

\$24.50 lb



**DRIED SPANISH
PLUMS**

Moist, Rich, & Sweet
11 lb Case

\$25.00 cs



**HOMEMADE SPANISH
CRAWFISH SALAD**

Aunt Connie's Famous
5 lb Unit

\$25.00 ea



**PHILADELPHIA OLD STYLE
SNAPPER SOUP**

Aunt Connie's Famous
1 Gallon Unit

\$45.00 ea



**SMOKED TROUT
SALAD**

Aunt Connie's Famous
5 lb Unit

\$45.00 ea

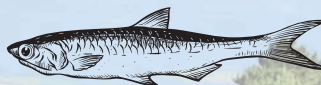
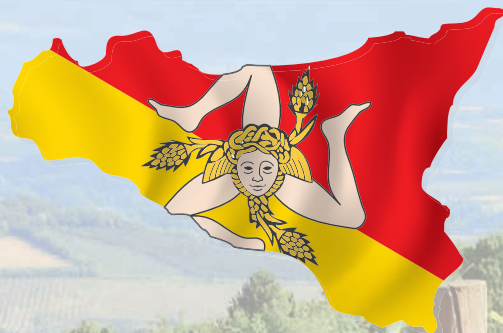
SPANISH



LOCAL



IMPORTS FROM SICILY



ANCHOVY FILLETS IN
EXTRA VIRGIN OLIVE OIL
750 Gram Tin
\$29.00 ea



ANCHOVY FILLETS IN
EXTRA VIRGIN OLIVE OIL
320 Gram Jar
\$15.00 ea



ARTISANAL
ANCHOVY OIL
100 mL Bottle
\$15.00 ea



BLUEFIN TUNA IN
EXTRA VIRGIN OLIVE OIL
235 Gram Jar
\$20.00 ea



EXTRA VIRGIN
OLIVE OIL
3 Liter Can
\$40.00 ea



ALMOND
COOKIES
2.2 lb Box
\$40.00 ea