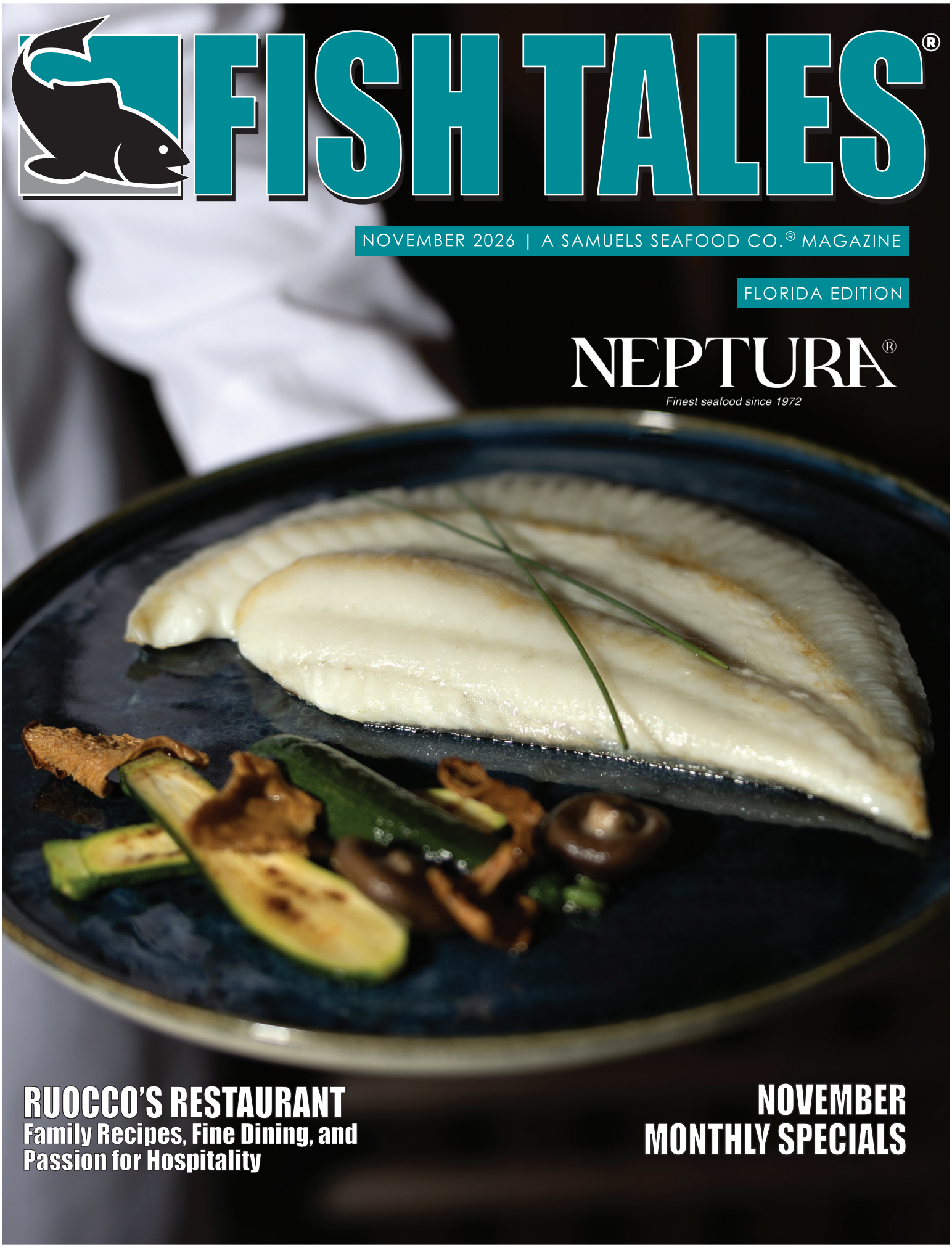
FISH TALES®

NOVEMBER 2026 | A SAMUELS SEAFOOD CO.® MAGAZINE

FLORIDA EDITION

NEPTURA®
Finest seafood since 1972



RUOCCO'S RESTAURANT
Family Recipes, Fine Dining, and Passion for Hospitality

NOVEMBER MONTHLY SPECIALS

Samuels Spotlight

Ruocco's Restaurant

Family Recipes, Fine Dining, and Passion for Hospitality

By Kristin O'Neill

Stephen Ruocco, owner of Ruocco's Restaurant, has taken an unconventional path to restaurant success. Known for serving classic Italian cuisine in an upscale dining atmosphere, Ruocco's has become a destination for guests seeking exceptional food, impeccable service, and a memorable dining experience.

Today, Ruocco's operates locations in Boynton Beach, Florida, and Manalapan, New Jersey. The New Jersey location is managed by Stephen's daughter, making the restaurant a family-owned and operated business. Many of the recipes featured on the menu have been passed down through generations, including treasured family recipes from Stephen's grandmothers. The restaurant is especially known for its homemade sauces and commitment to authentic Italian flavors.

Classic Italian Cuisine with a Modern Twist

Ruocco's has earned a reputation for offering classic Italian dishes with a modern flair. Guests enjoy elegant indoor dining, a beautiful outdoor dining space, and a sophisticated atmosphere that compliments the restaurant's high-end menu. The restaurant's most popular seafood dishes include: Branzino Piccata, Honey Roasted Salmon, Lobster Tail and Shrimp Francaise, Pan-Seared Dayboat Scallops.

Seafood Favorites

The restaurant purchases a wide variety of fresh seafood, with Bronzino serving as its top-selling fish.

One of the signature dishes is the Bronzino Piccata, prepared with white wine, capers, butter sauce, shrimp, tomatoes, and artichoke hearts. Another guest favorite is the Honey Roasted Salmon, featuring Faroe Islands salmon glazed with honey and served with sautéed spinach.

Lobster dishes are especially popular and include Lobster and Shrimp Francaise, Lobster tail and shrimp served in a lemon white wine butter sauce. Lobster Tagliatelle Fresh tagliatelle pasta tossed with lobster meat in a rich brandy lobster cream sauce.

Additional seafood offerings include pan-seared dayboat scallops served over saffron risotto and topped with bacon jam; Fresh fish of the day served with clams, mussels, and scallops in a light tomato seafood broth; Linguine with white clams, featuring littleneck clams, garlic, white wine, clam broth, and red pepper flakes.
Freshness and quality are priorities at Ruocco's. The restaurant receives fresh seafood deliveries from Samuels Seafood Company three to four times each week.

According to Stephen, Samuels is the restaurant's exclusive seafood supplier. He values the partnership because of the company's reliability, product quality, and responsive customer service. He also appreciates that his sales representative provides recommendations and insights based on seasonality and product availability. The Manalapan, NJ location is currently in the process of becoming a Samuels customer as well.

A Carefully Curated Menu

With 14 years in the restaurant industry, Stephen has developed a thoughtful approach to menu development.
"Whatever is on the menu is what I eat," he says. Every item is carefully tested, refined, and curated before being offered to guests. The menu changes approximately four times each year, reflecting seasonal ingredients and seafood availability.

Stephen is particularly selective when introducing new items. A dish may be prepared and refined as many as twenty times before it is featured as a special. Specials are typically offered for two weeks, and only those that receive strong customer feedback earn a permanent place on the menu. "What sells stays on the menu. What doesn't sell comes off," he explains.



Bronzino Piccato with Shrimp, Artichoke Hearts, Cherry Tomatos, Capers in a Lemon White Wine Butter Sauce

What Sets Ruocco's Apart

Ruocco's distinguishes itself through its commitment to quality, hospitality, and attention to detail. From family recipes and fresh seafood to meticulous menu development and personalized service, every aspect of the restaurant reflects Stephen's hands-on approach. Guests can expect a fine dining Italian experience with exceptional customer service, elegant surroundings, and thoughtfully prepared cuisine. Reservations are strongly encouraged and often required. While walk-ins are welcome, availability can be limited due to the restaurant's popularity, and wait lists are common during peak dining hours.

FISH TALES STAFF

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

FISH TALES DESIGNER
BLAKE MONTALTO
blakem@samuelsseafood.com

CONTRIBUTING DESIGNER
ANTHONY PRIZZI
anthonyp@samuelsseafood.com

Trademark 2026, all rights reserved, by Samuels Seafood Company. To be published 12 times in 2026: January, February, March, April, May, June, July, August, September, October, November, and December. The editors reserve the right to select and edit all material submitted for publication.
Contact marketing@SamuelsSeafood.com to sponsor Fish Tales® or for any other inquiries.

NEPTURA®

Finest seafood since 1972

Haute Aquaculture

Neptura represents the pinnacle of land based Haute Aquaculture, a model refined since 1972 to deliver unmatched purity, consistency and culinary performance. Our turbot is raised in fully controlled environments where Atlantic seawater is filtered, oxygenated and treated with UV light to ensure exceptional cleanliness and biosecurity. Every phase of the process — from water flow to feeding and temperature — is precisely managed, resulting in a fish with remarkable stability, a naturally firm texture and a clean, elegant flavour profile that chefs immediately recognize. Decades of innovation, selective breeding and technical expertise allow Neptura to offer year round availability and a product that meets the highest standards of ASC, GLOBALG.A.P., ISO and IFS Food certification.





Texture, Flavor and Culinary Versatility

Neptura turbot stands out for its dense, almost meat like texture and refined sweetness, finishing with a bright, exceptionally clean aftertaste. Its structure holds beautifully under high heat, making it ideal for roasting on the bone, where its natural gelatin gently melts and enriches the dish. In raw preparations — tartare, carpaccio or sashimi — it reveals a precise, maritime delicacy that highlights its purity. With minimal bone content and consistent performance across all sizes, from 500 g to 4 kg, Neptura turbot adapts seamlessly to both classic and contemporary culinary styles. Its stability, versatility and unmistakable flavor make it a reliable choice for chefs seeking precision and excellence in every service.



A Trusted Partnership with Samuels Seafood Company

For more than a decade, Samuels Seafood Company and Stolt Sea Farm, the company behind Neptura, have built a strong, forward looking partnership grounded in quality, consistency and shared ambition. Year after year, Samuels has championed the benefits of our Premium Turbot, bringing it to the most prestigious tables across the United States. This collaboration has grown through continuous engagement and visibility: Neptura has been featured at Samuels hosted events such as the SENA Seafood Show in Boston, MA and featured in Fish Tales on many occasions. Together, we have strengthened the presence of responsibly farmed, high end seafood in the American market — a partnership defined by trust, excellence and a commitment to delivering the finest products to top chefs nationwide.

November Specials

Call Your South Coast Sales Agent Today!

Sale Dates: November 1 - 30, 2026

Toll-Free: 833-726-8357
Local: 407-401-8898
OrdersFL@samuelsseafood.com
SamuelsSeafood.com

BLU CRABMEAT® SALE!



Buy by the12 lb Case, save $5.00/lb!

PC107 — Claw Crabmeat



Special Price: **$15.00 lb**

PS107 — Special Crabmeat



Special Price: **$20.00 lb**

PB107 — Backfin Crabmeat



Special Price: **$30.00 lb**

PL107 — Lump Crabmeat



Special Price: **$35.00 lb**

PSL107 — Super Lump Crabmeat



Special Price: **$45.00 lb**

PJ107 — Jumbo Lump Crabmeat



Special Price: **$50.00 lb**

PM107 — Colossal Crabmeat



Special Price: **$55.00 lb**

3135CK — 31/40 Count, 10 lb Case



COOKED TAIL-ON TIGER SHRIMP

Special Price: **$5.95 lb**

68HOKI — 6-8 oz Skin-Off, 45 lb Case



HOKI FILLETS

Special Price: **$2.95 lb**

1416JAK — 14-16 oz Each, 25 lb Case



DOVER SOLE

Special Price: **$11.95 lb**

CR1015 — 10/15 Count, 10 lb Case



WHOLE COOKED & SEASONED CRAWFISH

Special Price: **$1.95 lb**

Special pricing is reserved for current Florida/South Coast account holders only. Pricing and availability are subject to change. Additional freight charges may apply. Please consult your Samuels Sales Rep for more information.

Samuels Seafood Co. 100 Years of Business