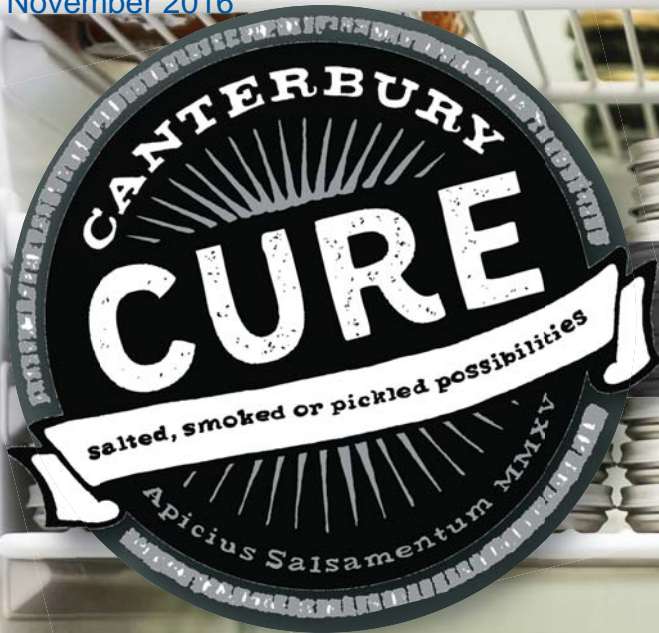




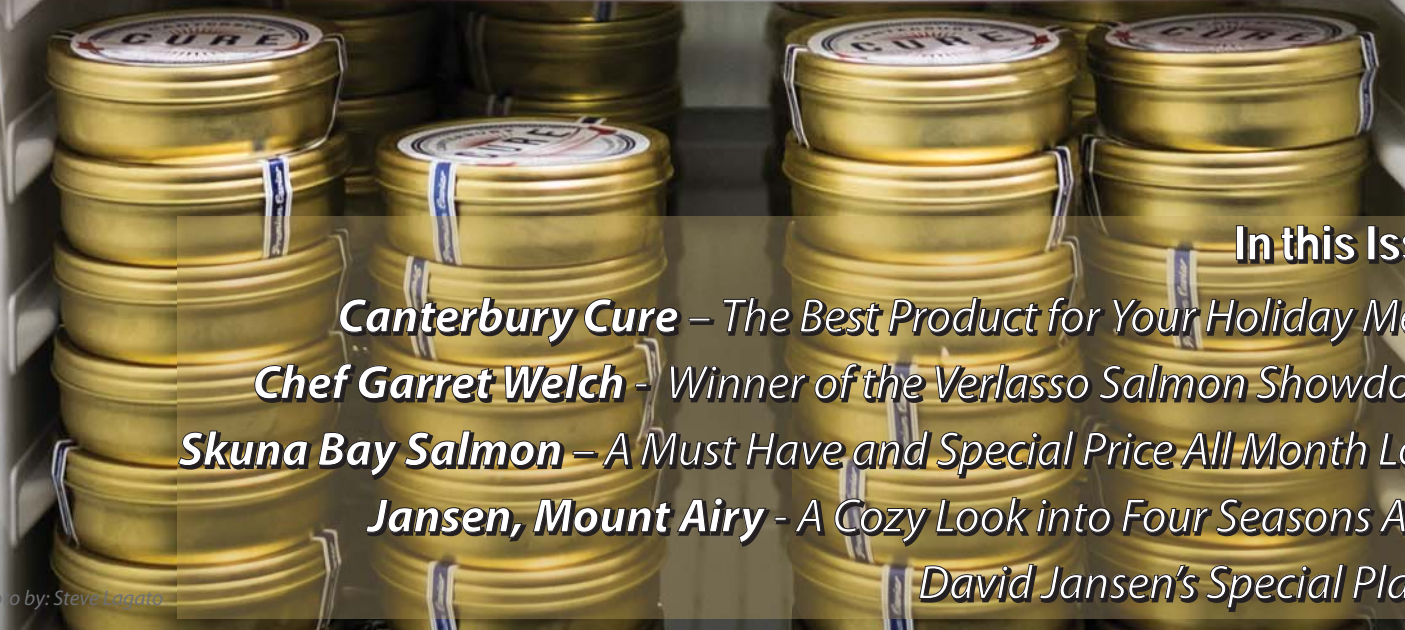
FISHTALES™

November 2016

A Samuels and Son Seafood Magazine



Superior Artisanal Products
from Canterbury Cure



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David Jansen's Special Place...

Spotlight

Jansen

Where Fine Dining and Warmth Meet

by: Nick Iannucci



There's something special going on in the Mount Airy neighborhood of Philadelphia. In the oldest building on Germantown Ave. you'll find Jansen, the namesake restaurant of Chef David Jansen. A 22-year culinary veteran of the former Fountain restaurant, Four Seasons Hotel, Philadelphia. After taking time out to stay home with his children, Chef David reentered the culinary world from a six-year hiatus, creating a restaurant that blends white-tablecloth quality with family-style warmth.

There were two things chef absolutely knew he wanted for his restaurant. The first was it had to be small, intimate, and full of character. He wanted Jansen to be a restaurant where people would feel comfortable and relaxed while enjoying a fine meal. The other was an emphasis on shellfish, with a Raw Bar featuring Shucked Oysters, Crab, and Lobster. Chef knows that a good Shucked Oyster and properly dressed Crab and Lobster are a great way to get the customer's palette rolling.

After hunting for six months, he found his ideal location: a two-story stone building built in 1700 that looks and feels like you're walking into a friend's home. The upstairs has a private dining area and an intimate dining room with a cheese/charcuterie counter. Downstairs, you will find the two main dining rooms and an impressive outdoor patio looking out onto a personal garden with lots of green space.

The garden holds a special place for Chef David. Designed with the help of a local farmer, the herbs and tomatoes he grows are used in all of his dishes. There is something special about feeling and tasting the warmth of the sun on an ingredient you're about to use. Chef David has plans to continue to expand the garden and incorporate additional personally grown produce in his dishes.

Chef David's love for freshness extends beyond produce. For his love of seafood, he only buys enough for the day and cuts everything in-house, this way, he can see the bloodline, feel the meat, and

use the other parts for stocks and sauces. Chef David has a long and established relationship with Samuels and Son Seafood. He understands the value of Samuels as a reliable and trusted resource for the best seafood available.

His relationship with Samuels also helped him overcome his biggest menu challenge: the seafood industry has evolved during his six-year hiatus. Before, not all products were available all the time as fishing seasons opened and closed. Now with the expansion of aquaculture, there is a greater variety of product and fish stocks have risen thanks to fishing quotas and other efforts to replenish populations. Chef David faces this challenge head-on by being open and willing to take risks and using a variety of fish on his menu. For example, he recently introduced Turbot, an underused product. The combination of his culinary talent and educated staff made it a hit with his guests, many of whom were unfamiliar with Turbot, tried it and loved it. Now chef is using a new seafood item: Dorade.

The final part to making Jansen so special is the superlative staff. Chef David understands you can serve the most delicious meals but if you hire the wrong staff, you'll never succeed. He's hired people who are passionate and excited about the work they do. Now older, his children are also involved with the restaurant: his son works in the kitchen, his eldest daughter works the front when she's on college breaks, and his youngest can often be found doing her homework in a quiet room upstairs. Every month he takes the team out on field trips to see what's different, what the products look like, and to share knowledge. The camaraderie he and his team share has a notable positive impact on the overall dining experience at Jansen.

By artfully combining a beautiful location, an excellent menu, and a great staff, Chef David has made Jansen the destination for upscale American cuisine with a personal touch.

For more information, visit jansenrestaurant.com

Employee of the Month



Congratulations to Linh Nguyen, a Payroll Administrator, has been working relentlessly on implementing a new paperless payroll system. Through her hard work, the transition to the new system has been flawless and she has done an exemplary job communicating the exact changes taking place by time, while keeping everyone updated with the project's progress.

Linh has also been a great resource for staff, always taking the time to thoroughly answer all of their questions concerning employee benefits, and has earned the title Employee of the Month.

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Superior Artisanal Products from Canterbury Cure

By: Nick Iannucci



From left: Salmon Roe, Trout Roe

Canterbury Cure is an artisanal seafood line with many high-quality seafood offerings. Each and every product is meticulously cared for through every step of the process by people who are passionate about the products they stand behind. Their premium offerings are a delectable treat for the senses and highly versatile in the kitchen.

Canterbury Cure Trout Roe is a very impressive caviar. Sustainably harvested from Rainbow Trout in France, each pearl is firm, large, and well-defined. They are a beautiful light orange color that glistens when examined closely. When chewed, Canterbury Cure Trout Roe has an explosive pop that excites the taste buds. One's palette is filled with a succulent, fresh flavor that is full-bodied yet still mildly sweet with earthy undertones. Add Canterbury Cure Trout Roe to Scrambled Eggs for a lively taste infusion for breakfast or add them to a seared fish dish as a complimentary flavor.

Cold smoked with an exquisite balance of apple and oak woods, Canterbury Cure Smoked Trout Roe is an incredible taste sensation. They have an initial burst of succulent flavor that is fresh with a hint of smokiness. The pearls are firm with a translucent orange color. When you inspect them closer, you can see a deep orange 'eye' within each pearl. Add them to Deviled Eggs or include them with a Trout dish for an added layer of flavor.

Canterbury Cure Salmon Roe, also known as Ikura and Ketta, is a fantastically rich roe erupting with flavor. Using traditional Russian Methods to ensure quality, this Salmon Roe is harvested fresh in Alaska. Each large pearl is a striking red-orange color with a delightfully refreshing salmon flavor. Hugely popular in raw preparations, particularly sashimi, Salmon Roe is also excellent in preparations

such as Sunny-Side Eggs or any recipe using Salmon as the primary protein.

The bright color, fresh scent, and uniform eggs make Canterbury Cure Premium Paddlefish Caviar one of the world's best Caviars. Each egg has a subtle 'pop' when you bite into it, releasing the eggs' light, salty flavor. Made from wild-caught Paddlefish, Canterbury Cure maintains close relationships with the fishermen who supply the Caviar to ensure it is of the highest quality. Add them to Poached Oysters or to a Baked Potato dish to elevate the flavor from good to sensational!

Great Caviar starts with great fish and Canterbury Cure makes no compromises when it comes to their Top Grade California Sturgeon Caviar. Made from farm-raised premium White Sturgeon in California, their perfectly sized eggs are salt and pepper in color with a buttery, nut-like flavor and clean finish. For an interesting treat, add White Sturgeon Caviar to a Mozzarella Grilled Cheese Sandwich or use a White Sturgeon Caviar and Crème Fraiche mix instead of mayonnaise on a Chicken Sandwich.

Canterbury Cure has premium offerings beyond high-quality Caviars, such as their Premium Smoked California White Sturgeon and Scottish Salmon. Canterbury Cure Premium Smoked Sturgeon has a sweet, smoky flavor, and is perfect for use in salads. Prepared weekly in small, artisanal batches and sliced by hand, Canterbury Cure Premium Scottish Smoked Salmon is delectable, with a light, buttery texture, and a delicate smoke flavor. Pan-frying it brings out its natural saltiness without losing its tenderness.

In addition to premium Caviars and Smoked fish, Canterbury Cure also offers the highest quality Sundried Tomatoes on the market. Imported from Turkey, their Sundried Tomatoes are made from premium vine ripened Tomatoes that are naturally sundried, giving them a sweet, slightly tart flavor. Canterbury Cure Sundried Tomatoes are perfect for use in Sauces, Salsas, and Salad dressings.

The Canterbury Cure Team is meticulous, thoughtful, and devoted to providing high-quality, premium seafood products. All of these traits become evident within the delicious Canterbury Cure product line. Whether it's their Caviars, Smoked Salmon, or Sundried Tomatoes, you know you are buying only the best from Canterbury Cure.

In The News...

By: Nick Iannucci

Fan-Voted Winner at The Verlasso Salmon Showdown



Chef Garret Welch, Samuels Rep Dana Mazzella

It was a day full of fun and tasty salmon at Samuels for the Verlasso Salmon Showdown. Three chefs prepared mouthwatering dishes using Verlasso Salmon to win a trip to the 2016 Epcot Food and Wine Festival. After sampling all the chef's delicious Verlasso Salmon creations, Chef Garret Welch of Aqimero was the fan-voted prize winner.

Chef Garret prepared Seasonally Inspired Verlasso Salmon Four Ways: Salmon Ceviche, Salmon Tataki, Salmon Skin Bruschetta, and Seared Salmon. The dish impressed the audience with its skillful combination of taste, presentation, and creativity.

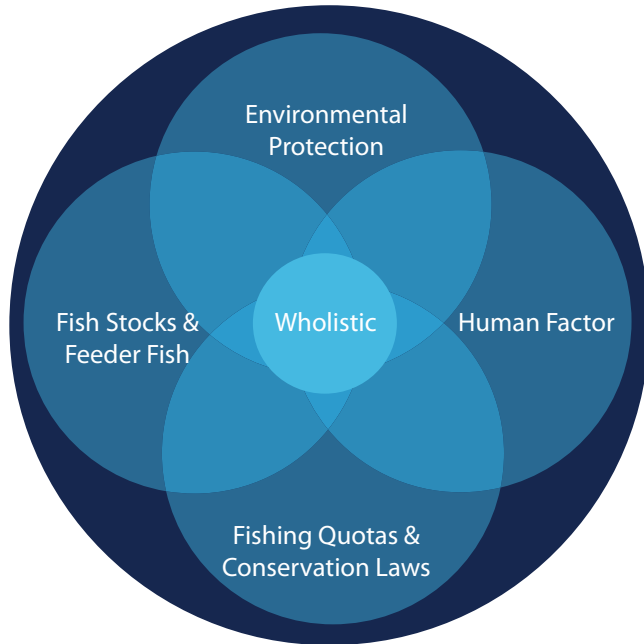
Chef Josh Day from Island Grill, Cape May prepared a tasty Grilled Verlasso Salmon with Parsnip Purée, Smoked Pear "Molasses" and Edible Pansy. Chef

John Kozubal from El Camino prepared a Soy Glazed Verlasso Salmon Taco comprised of Pea Shoots, Flame Kissed Nori, Wasabi Cream Cheese, Soy Pickle, and Sesame. Both dishes delighted fans with their superb taste and innovation, making it hard for fans to decide.

Friends, family, and chefs from around the region came out to support the competitors and enjoy the three recipes prepared by the contestants, along with the Madhouse Oyster bar, dishes prepared by Samuels corporate chef, and libations for all.

The event was a great time thanks to our chef contestants, Verlasso Salmon, and all the fans who attended.

A Makeover for US Fishery Management *With an Updated Holistic Healing Approach*



The visionary road map to US sustainability, The Magnuson Stevens Act, (MSA) turns 40 this year. As many of us know, timing is everything. During the MSA 40 year anniversary, one of today's leading conservation organizations is working to update the act to match today's growing seafood industry, and Samuels has been asked to voice our seafood expertise.

In April of 1976, senators from both sides of the aisle, Warren Magnuson and Ted Stevens led the way for this important fishery conservation and management act. The scope of the act's success is very impressive. "In 2014, the federal agency that manages ocean fish, the National Marine Fisheries Service (NMFS), announced commercial and recreational fisheries grew to contribute almost \$200 billion to the US economy. During the same time of this growth, we we're becoming more responsible with fishing. In 2014, NMFS announced that overfishing and overfished numbers were at an all-time low, due in part to the Magnuson Stevens Act.

This year, the Pew Charitable Trusts is campaigning to update the Magnuson Stevens Act and put a little bit of a different spin on how we look at fishery management with a more holistic healing approach. These updates would be the first ones made since 2006, however this time; a "big picture approach" is being taken into consideration. Rather than simply regulating a quota or restrictions on one particular fishery, Pew is looking to improve the entire ecosystem in which they live, the fish on which they feed, the overall environmental conditions and the human impact. Fishing for a species is only one factor that determines the health of the stock, so now conservationists want the Magnuson Stevens Act to look at fisheries as a larger picture.

For instance, "forage fish" are one aspect these organizations are looking to improve. Forage fish are the marine life that feed commercial and recreational valued seafood. Currently, many types

of forage fish have very little protection. While these fish aren't big menu blockbusters, they are heavily used for livestock and farmed fish feed, cosmetic products and fertilizer. Pew believes the dependence of these forage fish necessitate conservation efforts. In fact, in 2012, the Lenfest Forage Fish Task Force, comprised of international marine scientists, found the harvesting of forage fish at levels previously thought to be sustainable actually could have negative effects on marine life. They even recommended reducing catch limits by half.

So what comes next? According to Ted Morton, Director of U.S. Oceans/Federal for Pew, Congress is next. "Congress is determining how they want to upgrade it for the next round," Mr. Morton says regarding the updates about to be made to the management act. Mr. Morton says once things get a bit settled on Capitol Hill in January and the new Congress takes office, they will begin knocking on their door for these updates. For now, Mr. Morton and his organization are looking to see what improvements they can make under the existing guidelines in the act along with seeking out those in the industry such as Samuels & Son Seafood and chefs all over the country. Mr. Morton explains the valiant effort being made as a "constant evolution of fisheries management."

As a part of the responsible fishing movement, Samuels is proud to offer our knowledge and expertise. The main goal Pew is attempting to reach is a big picture, holistic approach of strengthening the Magnuson Stevens Act to protect all fish stocks and marine habitat while minimizing detrimental aspects such as incidental catch and over harvesting. After all, responsible fishing should be a long term commitment to keep our oceans as a healthy habitat, beautiful resource and source of delicious seafood.

If you would like to learn more about updating the Magnuson Stevens Act or have comments, please send them to willb@samuelsandsonseafood.com



Chefs Corner

Trout Caviar and Crispy Trout Western Maki Roll Appetizer

Photo by: Donna D'Angelo



Photo by: Tina Toal

Chef Davis Denick

Questions or Comments?
Chef Davis will be happy to assist.
800-580-5810 x6555
davis@SamuelsandSonSeafood.com

by Chef Davis Denick

The world of Caviar has changed dramatically in the last 10 to 15 years and is truly a sad case of overfishing (mostly due to black market poaching), lack of proper regulation and enforcement, and a huge demand that drives an enormous price premium to the product. In the French kitchens I grew up in there were only three types of Caviar – Sevruga, Osetra, and Beluga all fished from wild stocks in the Caspian Sea and anything else was just fish roe. Now Russian Caviar is scarce and Caspian Caviar is outright illegal in the US. Through the 1990's the Caviar industry had to take a closer look at their fishing practices and provide alternatives to Caspian Caviar that has been the standard for as long as man has enjoyed this treat. Although recent history of Caviar seems a bit depressing on the surface, the prohibition of what was considered the gold standard of Caviar has forced vendors to seek alternatives and developed a farmed White Sturgeon Caviar that is excellent and led the way for other farmed Caviars. This also opened the market to a more diverse selection of Caviar species expanding to include Salmon and Trout varieties. There are now a wide variety of Caviar species and flavors, both natural and infused, available to chefs across the country. Hopefully the current US prohibition and worldwide trade regulation in Caviar may give us the opportunity to reopen the Caspian Sea to commercial Caviar fishing someday and our children or children's children will be able to experience this rare delicacy once again.

I really enjoy Trout Caviar. A larger egg and pinkish golden in color Trout Caviar has a pleasant mild flavor and a nice juicy pop. For the recipe this month I have made a non-traditional maki roll with crispy Trout in the middle and featuring Trout Caviar piled on top of each roll. Although this is a non-traditional roll, I do want to try to keep similar flavors to traditional maki rolls so we need to make and season short grain sushi rice. First step is to rinse our raw rice. In a strainer, run cold water over the rice grains while keeping them moving and rinse all the excess starch off the hulls of the rice until the water runs clear even with agitation. This will take some time and your patience here will be rewarded after the rice is cooked. With a 1:1 ratio of rice to water cook your rinsed rice in a rice cooker until all grains are tender and even. Preferably in a wooden bowl

with a wooden spoon, place cooked rice and season with 3 parts rice wine vinegar to 1 part Mirin. While gently folding the rice work in vinegar and mirin until proper seasoning is achieved. I found it takes a bit more rice wine to vinegar/mirin mix than you expect to really bring out the flavors in the rice. Let cool to just warm.

Cut down strips of Trout a touch larger than you would for a usual roll and sear them on all sides to really crisp them up – I want a bit of a crunch from the protein itself instead of doing something like adding tempura flake. Blanch some snow peas and julienne them as well as cutting thin green onion. Hold all garnishes on the ready for rolling.

For a sauce on this dish, there is a Thai coconut red curry and Ginger oil. To make the red curry, find a high quality Thai red curry paste at any Asian market and get it into pan to brown with some olive oil. Toast the curry paste until it lightly caramelizes and add in the coconut milk. Reduce to desired consistency. For the ginger oil, just save a bunch of ginger peelings and any older ginger root. Cut them fine and at around 200°F infuse a neutral oil with the ginger flavor. Strain out old peelings and you have a nice intense ginger oil.

To make our roll we will roll it similar to an inside out roll. Press a thin layer of rice along the surface of a sheet of nori leaving about a one and a half inch unfilled on that side. Sprinkle some toasted sesame seeds on the rice and flip the whole sheet. Just south of the center make a line of the crispy Trout strips and top with chopped scallions and blanched julienne snow peas. On your bamboo mat you'll want to start to roll the nori sheet around itself using a bamboo mat. This takes a little practice but can be fun. The idea is to roll the rice and nori sheet around your protein and garnish closing it exactly on the other side where the rice meets so that there is just one complete wrap and holds tight. Cut down maki roll into an odd number of pieces and stand them up on a plate. Top each piece healthily with Trout Caviar, pickled onion, and scallion. Dress the plate with both the Coconut Thai Curry and the Ginger oil so it beads up in the sauce. Enjoy!



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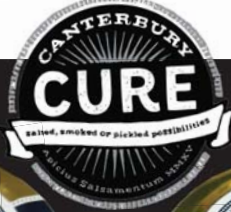
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