



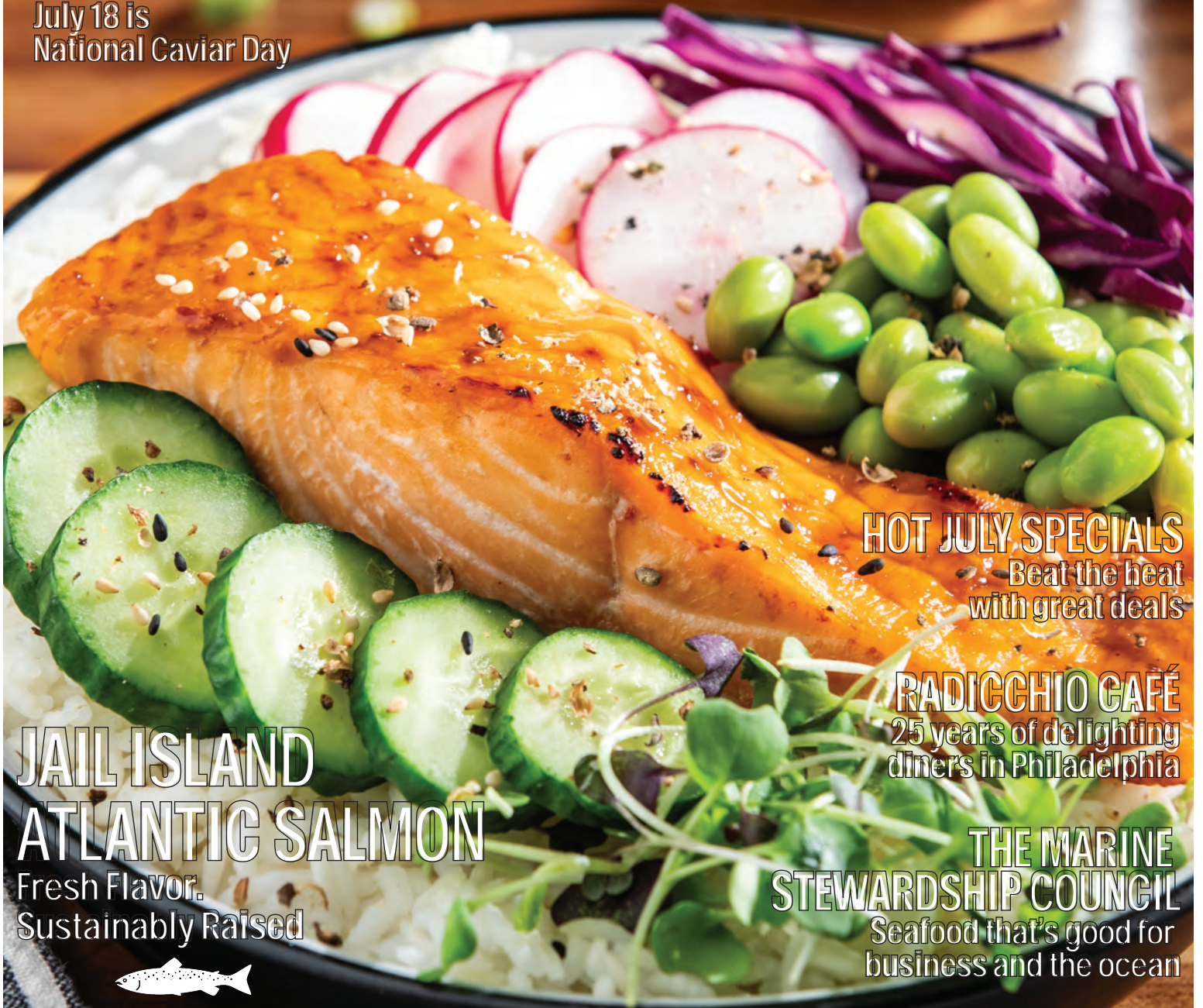
FISH TALES

JULY 2024 | A SAMUELS SEAFOOD MAGAZINE

MID-ATLANTIC EDITION

SAVE THE DATE!

July 18 is
National Caviar Day



HOT JULY SPECIALS

Beat the heat
with great deals

RADICCHIO CAFÉ

25 years of delighting
diners in Philadelphia

**JAIL ISLAND
ATLANTIC SALMON**

Fresh Flavor.
Sustainably Raised



JAIL ISLAND

ATLANTIC SALMON



**THE MARINE
STEWARDSHIP COUNCIL**

Seafood that's good for
business and the ocean

**AUSTRALIAN OCEAN
KING PRAWN COMPANY**

Sustaining excellence in prawn fishing

Samuels Spotlight

Radicchio Café

A quarter century of delighting diners in Philadelphia

By Zachary Blumberg



Grilled Mediterranean langostines



Steamed mussels and clams

Nestled on Wood Street in Philadelphia, Radicchio Café stands as a beacon of authentic Italian cuisine. This charming eatery is conveniently located near some of the city's most cherished historical landmarks, including Betsy Ross' house and the Liberty Bell. The café derives its name from radicchio, a leaf vegetable integral to Italian cooking, renowned for its slightly bitter flavor and vibrant red color.

Radicchio Café was established in 2000 by Luigi Basile, a passionate restaurateur with a deep love for Italian culinary traditions. Basile saw potential in the neighborhood and decided to expand his gastronomic footprint. For over two decades, Basile's vision and dedication shaped Radicchio Café into a beloved dining destination. Recently, however, the restaurant transitioned to new ownership marking the end of an era and the beginning of a new chapter.

Despite the change in ownership, the essence of Radicchio Café remains untouched. The menu continues to celebrate old-school Italian dishes, prepared with high-quality ingredi-

ents and a commitment to homemade excellence. Seafood, a cornerstone of the café's offerings, is sourced from Samuels, ensuring the freshest catch makes its way to the table. Diners can delight in dishes such as grilled salmon with diced asparagus and tomato, or grilled octopus paired with black olives, capers, and lemon. A standout pasta dish, Farfalle Delizia, features a harmonious blend of shrimp, scallops, sundried tomatoes, and farfalle pasta, all enveloped in a luscious pink sauce. For those who prefer simplicity, whole fish options like branzino and Dover sole are expertly prepared with just olive oil, highlighting the natural flavors of the seafood.

Complementing the culinary offerings, Radicchio Café boasts an impressive selection of wines and cocktails, perfect for enhancing the dining experience. The wine list features both local and international selections, carefully curated to pair perfectly with the menu's diverse flavors.

One of the most remarkable aspects of Radicchio Café is its ability to retain its unique charm and quality despite the transition in ownership. While

some renovations and new additions are on the horizon, the core of what makes Radicchio special remains steadfast. This includes the unwavering commitment to Basile's philosophy: "Whatever you choose to do, choose to do it well." This simple yet profound mantra has guided the restaurant for 24 years and continues to inspire its operations today.

Radicchio Café's enduring success can be attributed to this dedication to excellence. As the café moves forward under new ownership, it remains a beloved institution, promising to uphold the traditions and quality that have made it a staple in the Philadelphia dining scene. With a firm foundation built on passion and quality, Radicchio Café is poised to delight diners for many years to come.

Radicchio Cafe is open Monday through Saturday for lunch and 7 days a week for dinner. For more info, or to book a table, please visit www.radicchiophl.com



Radicchio's iconic, striped awning welcomes guests



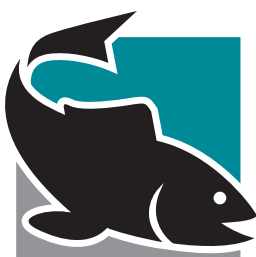
Farfalle Delizia: shrimp, scallops, & sundried tomatoes in a pink cream sauce

EMPLOYEE OF THE MONTH

Dominick Amelotti

Congratulations to Dominick Amelotti for his outstanding contributions as the Retail & Marketing Assistant Manager at Samuels in Philadelphia! Dominick's dedication to excellent customer service, visual merchandising, and inventory management skills is truly commendable. Balancing the demands of both Giuseppe's Market and the marketing department with ease reflects his exceptional talent and commitment.

It's clear that Dominick is not only a stellar employee but also a positive influence on his colleagues, inspiring them with his hard work, enthusiasm, dedication, and loyalty each day. Samuels is fortunate to have Dominick on their team, and he deserves all the recognition for his accomplishments. Well done, Dominick!



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Jail Island Atlantic Salmon

Fresh Flavor. Sustainably Raised.



Jail Island Salmon starts its journey in the Bay of Fundy, where seasoned fish harvesters rear the fish with remarkable expertise. We take pride in producing salmon with a superbly firm texture and a remarkably supple, perfectly balanced flavor.

Fresh from the Bay of Fundy to your home.

Everything feels a bit lighter in the summer, from the sun shining longer to the food, everyone wants to feel free, light, and fresh. The more we adventure into the wilderness, the more we are curious about what that brings, a taste for adventure is something more than what we put in a bookbag but it's what we put in our food.

As the weather gets warmer, we want to make the most of our time

outdoors. From picnics to barbecues, it's easy to remember those carefree days when someone would pack you a sandwich and off you would go. Now that meals are something we need to think about every day, it's easier to feel a bit more unsure and longing for those days when someone would pack something easy for you.

Taking the ordinary to the extraordinary in your kitchen.

Jail Island salmon allows you to be adventurous while still diving into those familiar tastes. Whether your culinary cravings call for roasting, barbecuing, steaming, or poaching, know that Jail Island salmon is delivering a one-of-a-kind culinary experience at every meal. For both professional chefs and those who enjoy a well-cooked meal, our salmon stands out. Salmon is a versatile and delicious choice,



boasting healthy proteins and endless flavor possibilities.

From fresh summer salads to salmon burgers on the barbecue, salmon ranges in styles and flavors to enjoy. The pairings with salmon are endless, seek out some vibrant citrus to add to your dish, or look to your local market for some fresh herbs.

Jail Island stands out as some of the finest quality Atlantic salmon in North America, prized for its deli-



cate flavor and satisfying medium-firm texture. Straight from the cold, clear waters of the Atlantic Ocean, it is delivered fresh to your kitchen exclusively by Samuels Seafood.

At Jail Island, we believe in doing things right.

Jail Island Salmon is fully traceable from egg to plate and comes from

the only fully integrated 4-star BAP-certified salmon producer in North America. Our 100% Canadian salmon grow in pristine waters and are harvested with care to ensure freshness and quality. We work in harmony with the seasons to provide a consistent supply year-round. Available in whole fish, fillets, and portions, Jail Island Salmon is packed fresh in a recyclable corrugated box.

Salmon with a cause.

The Fundy Salmon Recovery Project seeks to increase the population of spawning Atlantic salmon in the inner Bay by releasing mature salmon back into the Fundy National Park rivers. Samuels Seafood is proud to donate a portion of the proceeds of every sale of Jail Island salmon to the Fundy Salmon Recovery Project.



CHEF'S CORNER

Honey BBQ Salmon

Courtesy of True North Seafood



Ingredients (Yields 4)

- 4 (6-ounce) Salmon portions
- 1/2 cup ketchup
- 1/4 cup honey
- 2 tbsp. apple cider vinegar
- 1 tbsp. packed light brown sugar
- 1 tsp. Worcestershire sauce
- 1/2 tsp. garlic powder
- 1/2 tsp. chili powder
- 1/2 tbsp. dried minced onions
- 1/2 tsp. cayenne pepper
- 1 tbsp. olive oil
- 1 tbsp. sliced green onions



Preparation

1. Preheat oven to 300 degrees
2. Combine all ingredients except salmon and green onions in a small saucepan. Bring to a boil and simmer for 8 minutes.
3. Meanwhile, heat olive oil in a large oven-safe pan over medium-high heat. Lightly season salmon with salt and pepper, and place in pan skin side UP. Cook for 2 to 3 minutes or until nicely seared.
4. Turn salmon so that it is skin side down. Baste with BBQ sauce and place pan in oven until salmon is cooked through, about 10 to 12 minutes.
5. Baste salmon again with sauce and sprinkle with green onions.

JULY 18 IS

National Caviar DAY

Celebrate in style with



AVAILABLE EXCLUSIVELY AT SAMUELS SEAFOOD CO.



The Marine Stewardship Council

Sourcing Seafood That's Good for Business and the Ocean



The restaurant and retail sectors are continuously evolving, and sustainability is increasingly important for many, especially the American seafood consumer. A recent consumer survey by research consultancy GlobeScan found that 84% of Americans are interested in buying products that are better for the environment and nature. The MSC is dedicated to promoting sustainable fishing practices and ensuring that seafood products are responsibly sourced. For businesses sourcing seafood, understanding the MSC and the chain of custody certification can add value, meet customer demand, and help support a healthy ocean.

MSC: Sustainable Fisheries and Supply Chains

The MSC is a global, non-profit organization committed to ending overfishing. Since 1997, the MSC has set rigorous environmental standards for sustainable fishing. The voluntary certification includes assessments by independent experts who evaluate fisheries for their environmental impact, management, and compliance with sustainable practices. In addition to sustainable fisheries,

MSC owns a standard for supply chain sustainability. Certification to the Chain of Custody Standard ensures an unbroken chain where certified seafood is easily identifiable, separated from non-certified products, and can be tracked back to another certified business. This system allows businesses and consumers to be confident that seafood with the blue MSC ecolabel comes from a fishery certified as sustainable cutting down on fraud and mislabeling.

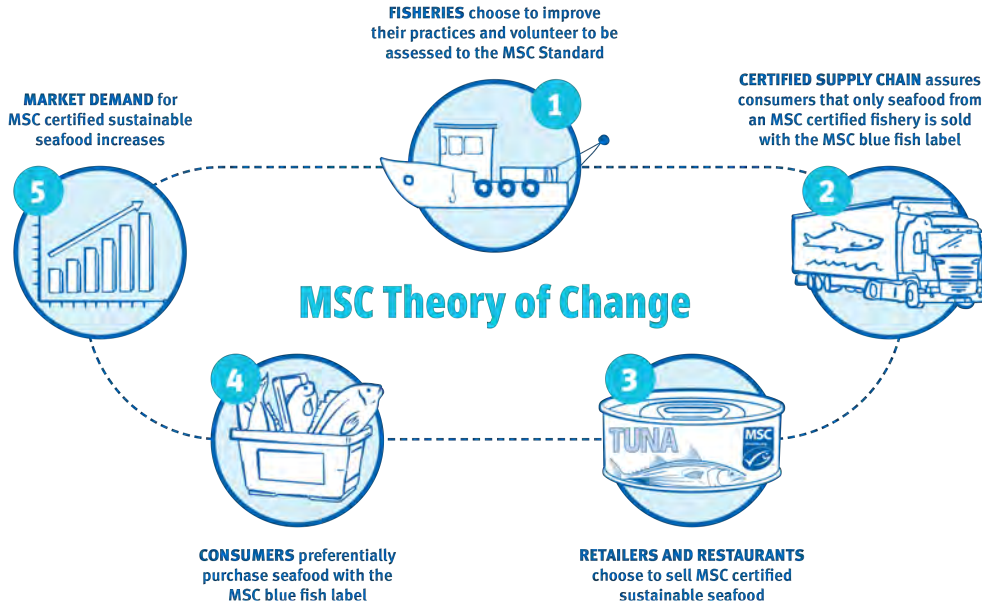
A Success Story: MSC Certified Atlantic Scallops

A prime example of the benefits of MSC certification is the story of Atlantic scallops (*Placopecten magellanicus*), operating off the U.S. East Coast. This fishery was once plagued by overfishing, threatening both the scallop population and the marine environment. The fishery implemented sustainable practices, such as rotational harvesting and improved monitoring, to ensure scallop populations could thrive without damaging the ecosystem. Fishing gear modifications were also adopted to minimize bycatch and protect endangered species. Atlantic scallops have been MSC

certified since 2013, experiencing annual audits to ensure they continue to meet MSC standards, and undergoing reassessment toward certification every five years. With MSC CoC certification, and use of the MSC blue fish ecolabel, seafood companies that source MSC certified scallops can assure customers that the scallops come from a sustainable source. This success story highlights the positive impact of MSC certification, both environmentally and economically, providing a model for other fisheries to follow.

Growing Consumer Demand for Sustainable Seafood

Sourcing certified sustainable seafood is the right thing to do for ocean health, but it's also what American seafood consumers want. The 2024 MSC GlobeScan survey shows that American consumers are increasingly concerned about the environment and understand the impact of their food choices on the planet. Key findings include:



1. American seafood consumers are more interested than ever before in seafood sustainability, responsible sourcing, and environmental labeling. 70% believe that retailers' and brands' claims about sustainability and the environment should be clearly labeled and third-party verified, up from 65% in 2022.

2. Consumers are linking human health and environmental sustainability, and companies could benefit from messaging the two together.

3. 65% of US seafood consumers believe their choices about eating seafood can make a difference to ocean health, demonstrating that they feel empowered to make a difference by eating sustainable seafood and voting with their wallets.

Building Better Businesses Together

Embracing chain of custody certification is not just about meeting regulatory requirements or industry standards, it is a strategic move

that resonates with a growing base of environmentally conscious consumers. By ensuring that seafood products are sustainably sourced and tracked through the supply chain, businesses can enhance their reputation, foster consumer trust, and contribute to the health of our oceans for future generations. To learn more about how your business can get involved, visit www.msc.org or email USmarketing@msc.org to learn more.



HEAD ON AUSTRALIAN KING PRAWNS

6/8 Count
11 lb Case
\$10.00 lb



Australian Ocean King Prawn Company

Sustaining Excellence in Prawn Fishing



Located in the coastal town of Hervey Bay, Queensland, the Australian Ocean King Prawn Company (AOKPC) stands as a testament to family dedication and sustainable fishing practices. Founded by Barry and Valeria Murphy in 1987, AOKPC has grown from humble beginnings to become a leading name in the Australian seafood industry.

Barry and Valeria Murphy's journey began with the purchase of their first trawler over three decades ago. Today, their fleet boasts 11 state-of-the-art deep sea prawn trawlers, including four vessels handcrafted and named after their beloved grandchildren. The Murphys' commitment to quality extends beyond their fleet; in 2004, they established the Hervey Bay Cold Stores, a 600-pallet freezer facility, ensuring the pristine condition of their catch. Not stopping there, in 2014, they expanded their operations with Murphy Ship Lifts, enhancing their ability to maintain and upgrade their fleet directly from Hervey Bay.

Recognizing the shifting demands of consumers and retailers towards sustainability, AOKPC embarked on the MSC (Marine Stewardship

Council) Certification journey in 2020. With major supermarkets and export clients increasingly requiring third-party sustainability certifications, AOKPC foresaw the necessity to uphold rigorous environmental standards. While already operating under an AQIS-approved arrangement, AOKPC enhanced their procedures to ensure sustainable fishing practices and minimize environmental impact. This proactive approach not only secures their market position but also safeguards marine ecosystems for future generations.

The path to MSC Certification revealed challenges that AOKPC met head-on. Addressing concerns about by-catch and benthic habitat impact, AOKPC made significant investments in technology and expertise. All vessels now feature onboard cameras, capturing real-time footage of net catches. Independent experts analyze this footage, providing crucial data on by-catch and species interactions, vital for maintaining ecosystem health. Additionally, investments in seabed imaging technology yield valuable insights into the benthic habitats of AOKPC's fishing grounds, fostering informed conservation efforts.

AOKPC prides itself on harvesting the finest king prawns, renowned for their rich, moist flesh that maintains its quality regardless of size. Targeting deep water kings along the east coast of Australia, approxi-

mately 100 nautical miles off Gladstone, AOKPC ensures a year-round supply of premium prawns. Their commitment to excellence and sustainability resonates through every aspect of their operations, from sea to plate.

For seafood enthusiasts in the United States, AOKPC's king prawns are available through Samuels Seafood Company. Known for their commitment to sourcing the highest quality seafood, Samuels Seafood Company ensures that AOKPC's sustainably harvested prawns reach discerning consumers across the country. This partnership underscores AOKPC's dedication to expanding their reach while maintaining their commitment to sustainable practices.

As AOKPC continues its MSC Certification journey, they exemplify how a family-owned business can thrive through innovation, sustainability, and a commitment to quality, while setting industry standards in sustainable seafood practices. Their ongoing efforts in monitoring, research, and community engagement underscore not only their dedication to environmental stewardship but also their commitment to consumer trust. AOKPC's story is one of business success intertwined with a deep respect for Australia's marine resources, ensuring that every prawn bearing their name represents a legacy of excellence and environmental responsibility on a global scale.



Hot July Specials



NORWEGIAN CAUGHT FLOUNDER FILLETS
3-5 oz Each
10 lb Case
\$2.95 lb



DOVER SOLE FROZEN AT SEA
14-16 oz Each
25 lb Case
\$11.95 lb



WILD ALASKA SOCKEYE SALMON
Frozen Fillets
Skin On
\$7.95 lb



WILD ALASKA BLACK COD
House Cut
Skin on Fillets
\$10.95 lb



MAINE LOBSTER TAILS
4-5 oz
10 lb Case
\$20.00 lb



WARM WATER LOBSTER TAILS
5 oz
10 lb Case
\$20.00 lb



LOBSTER TAIL MEAT
Raw, Frozen
5 lb Unit
\$20.00 lb



WARM WATER LOBSTER TAILS
2 oz Each
40 lb Case
\$15.00 lb



PEELED & DEVEINED TAIL ON SHRIMP
21/25 Count
10 lb Case
\$4.95 lb



TEXAS GOLD SHRIMP
21/25 Count
50 lb Case
\$5.95 lb



WILD MEXICAN WHITE SHRIMP
16/20 Count
50 lb Case, Frozen
\$6.95 lb



PEELED & DEVEINED TAIL ON SHRIMP
8/12 Count
10 lb Case
\$7.95 lb

Sale Dates: July 1 - 31
East Coast
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215-336-7810

Call Your Sales Agent Today!

Special pricing is reserved for current Mid-Atlantic account holders and Giuseppe's 7 Fish Club members only. Price and availability subject to change. Additional freight charges may apply. Please consult with your Samuels Sales Agent for more information.

SamuelsSeafood.com
Mid West
888-512-3636
412-244-0136



SKIN ON FILLETS
 3-4 lb Each
\$9.75 lb



COOKED OCTOPUS LEGS
 Sliced
 13.2 lb Case
\$100.00 cs



SUMMER LOVE OYSTER
 From PEI
 100 Count
\$1.00 ea



BUTTERFLIED EEL FILLETS
 Farm Raised
 10 lb Case
\$120.00 cs



GIANT WHOLE CRAWFISH
 U/8 Count
 12 lb Case
\$4.00 lb



REFRESHED WILD WHITE COD
 From Australia
 Skinless Loins
\$10.00 lb



PASTEURIZED CRABMEAT
 Lump
 12 lb Case
\$15.00 lb



KING CRAB
 Clusters
 30 lb Case
\$15.00 lb



ALLIGATOR MEAT
 No New York Sales
 12 lb Case
\$15.00 lb



SHRIMP & PASTA SALAD
 Aunt Connie's Famous
 5 lb Unit
\$25.00 ea



ALL NATURAL MEXICAN CRABMEAT
 Pasteurized Colossal
 Sold in 1 lb Unit
\$35.00 lb



CHILEAN SEABASS
 Jumbo Fillets
 Skin on
\$25.00 lb



WILD CAUGHT LANGOSTINOS
 U/10 Count
 13.2 lb Case
\$25.00 lb

TIN CAN ALLEY

<p>SARDINES IN HOT TOMATO SAUCE 120 Gram Tin 30 per Case \$35.00 cs</p>	<p>TINNED TUNA IN OLIVE OIL & CURRY 120 Gram Tin 30 per Case \$35.00 cs</p>	<p>SARDINES IN OLIVE OIL 120 Gram Tin 30 per Case \$35.00 cs</p>
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Blue Parrotfish: A Tropical Culinary Treasure

Looks can be deceiving but not in the case of blue parrotfish. Known for its vibrant colors and exquisite flavor, the parrotfish promises a culinary experience that is both easy to prepare and wonderfully satisfying.

Wild-caught parrotfish, found in tropical saltwater regions such as the waters between the Maldives and Sri Lanka, boasts a striking appearance that mirrors the beauty of its aquatic habitat. Its flesh is firm yet delicate, making it ideal for various cooking methods, including the simple yet effective technique of baking, grilling, and more.

Chef Ed Smith of Ritual House in Pittsburgh, PA has quickly become a big fan of blue parrotfish. Chef Smith ‘absolutely loves the texture. It’s such a unique kind of fish. It exactly fits our brand and restaurant.’ The Steel City-based chef’s preparation consists of marinating the fish in a miso teriyaki blend,



topping it with a charred pineapple and mango pico de gallo, and serving it with seasoned sushi rice.

What makes blue parrotfish even more appealing is its nutritional profile. As a low-carb and gluten-free option, it caters to a variety of dietary preferences without compromising on taste or quality. Available from Samuels as whole fish or skin-on, PBO fillets, this tropical gem promises to elevate your dining experience and leave a lasting impression.

Parrotfish cooks to flaky perfection allowing its flavors to meld and intensify. The result is a main dish that is not only visually stunning but also incredibly flavorful—a true testament to the wonders of seafood cuisine.

