



FISH TALES™

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FLORIDA EDITION



UNDER THE STONE:
The Story of Virginia's
White Stone Oyster Company



**Fresh Catches,
Historic Charm**
Luff's Fish House and Market
Deliver Boca's Best Seafood

**FEBRUARY
SPECIALS**
For the Love of Savings

Samuels Spotlight

Fresh Catches, Historic Charm: Luff's Fish House and Market Deliver Boca's Best Seafood

By Lily Cope

On East Palmetto Park Road in Boca Raton, Luff's Fish House stands as a historic treasure and a seafood lover's paradise. Set in a Key West-style home built in 1920, the restaurant has been serving up fresh, local flavors since its opening in December 2017. With its laid-back, approachable vibe, Luff's Fish House is where casual dining meets culinary excellence, offering something for everyone.

In September 2021, Luff's expanded its operations with Luff's Fish Market, located just down the street. The market supplies fresh seafood to the restaurant and other establishments within the restaurant group, processing fish twice daily to ensure peak quality. Executive Chef Anthony Fiorini oversees both the restaurant and market, maintaining the high standards that have made Luff's a Boca Raton staple.

A Menu That Celebrates Freshness

The menu at Luff's Fish House highlights the best of local and sustainably sourced seafood. Signature dishes include the Curry Grouper, a bold and flavorful entrée that perfectly complements the mild, tender fish. Another favorite is the Shrimp Cocktail, made with premium Oishii Shrimp, known for their sweet, buttery taste and firm texture.

The restaurant's "local fish of the day" is another standout, prepared blackened, grilled, or fried and served with crispy smashed fingerling potatoes and seasonal vegetables. For those seeking variety, the menu also features non-seafood options like burgers, ribs, and a sophisticated take on a steak sandwich, ensuring every guest finds something to love.

Luff's Fish Market: A Seafood Haven

Luff's Fish Market complements the restaurant's menu by offering customers the opportunity to bring



Photos by PAPHOTO

the same high-quality seafood home. The market's selection includes red and mutton snapper, swordfish, black grouper, mahi, yellowfin tuna, salmon, sea bass, and a wide range of shellfish and oysters. Florida middleneck clams and Oishii shrimp are particularly popular, both in the restaurant and for home cooking.

Beyond seafood, the market offers sauces, pastas, and other gourmet retail items, making it a one-stop shop for creating exceptional meals at home. Seasonal specials, such as half-priced caviar on Thursdays, add an element of luxury to the market's offerings.

A Culinary Legacy

Chef Fiorini's passion for fresh, local ingredients is evident in every dish. With over two decades of experience, including time at the acclaimed 32 East in Delray Beach and Union Square Café in New York, he brings a refined yet approachable touch to Luff's menu. His commitment to quality and his emphasis on local seafood make Luff's a standout in Boca Raton's dining scene.

Why Luff's?

Luff's Fish House and Market offer more than just great food—they provide a warm, welcoming experience rooted in Boca's history and love for the sea. Customers return

again and again for the friendly atmosphere, consistently fresh seafood, and creative dishes. Open daily from 11 a.m. to 9 p.m., Luff's is ready to welcome you for lunch, dinner, or a quick stop at the market to pick up the freshest catch.

Whether you're savoring a plate of Curry Grouper, indulging in Oishii Shrimp Cocktail, or bringing home local snapper for a family meal, Luff's ensures every bite is memorable.



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

Under the Stone:

The Story of White Stone Oyster Company

Nestled in the pristine waters of Virginia's Northern Neck, where the Rappahannock River meets the Chesapeake Bay, White Stone Oyster Company has become a name synonymous with quality and innovation in oyster aquaculture. Since its founding in 2015 by Tom Perry, the company has redefined oyster farming in the region, producing some of the most sought-after oysters in the United States.

In 2024, White Stone Oyster Company joined the Atlantic Aqua Farms family, combining its legacy of innovation with the expertise and resources of one of North America's leading sustainable shellfish producers. This further strengthens White Stone's commitment to delivering premium oysters while advancing environmentally responsible aquaculture practices.

Revolutionizing Oyster Aquaculture

White Stone Oyster Company introduced a groundbreaking method to Virginia's oyster farming industry. Unlike traditional Virginia farming methods, White Stone oysters are raised entirely in floating cages, suspended in the open waters of the Chesapeake



Bay. This approach allows the oysters to thrive in natural currents, feeding on nutrient-rich waters, which enhances their flavor and quality.

The farm's design ensures the oysters are in constant motion, which strengthens their shells and creates a consistently high-quality product. Positioned at the water's surface, the oysters are exposed to an abundant food supply, resulting in healthy, clean, sustainable oysters.

The Perfect Flavor Profile

One of the defining features of White Stone oysters is their distinct flavor profile. The farm's location was strategically chosen to blend the bay's salty and sweet waters, producing oysters with a balanced flavor profile that makes them a favorite among chefs, seafood lovers, and oyster connoisseurs alike.

To maintain their exceptional quality, White Stone oysters are harvested and shipped on the same day, ensuring they reach customers at peak freshness.

Sustainability at the Core

At White Stone Oyster Company, sustainability is more than a buzzword—it's a guiding principle. Oysters are natural filter feeders, play-



ing a vital role in improving water quality by filtering out pollutants and promoting clearer waters. Each oyster can filter up to 50 gallons of water a day, contributing to the health of the Chesapeake Bay ecosystem.

Looking Ahead

With a shared vision for quality and sustainability, White Stone and Atlantic Aqua Farms' mission is to deliver the finest oysters while preserving the Chesapeake Bay for generations to come.

White Stone Oyster Company is proud to partner with Samuels Seafood Company to bring these exceptional oysters to seafood lovers across the country. Whether served at a fine dining restaurant or at home, White Stone oysters are a testament to the unparalleled flavors of Virginia's waters and the dedication of those who farm them.

For the Love of Seafood



EASY PEEL SHRIMP
16/20 Count
10 lb Case
\$5.49 lb
1620QP



SMOKED SALMON
Skinless Fillet
Pre-sliced
\$11.95 lb
SMKACME



WARM WATER LOBSTER TAILS
5 oz Each
10 lb Case
\$25.95 lb
5B



COLD WATER LOBSTER TAILS
3-4 oz Each
10 lb Case
\$24.95 lb
34M



WARM WATER LOBSTER TAILS
9 oz Each
10 lb Case
\$23.95 lb
9B



FROZEN CHILEAN SEA BASS
6 oz Each
10 lb Case
\$24.95 lb
6CSB



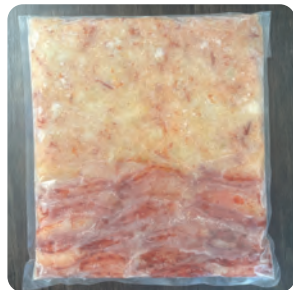
FROZEN DOVER SOLE
14-16 oz Each
25 lb Case
\$13.95 lb
1416JAK



FROZEN TURBOT
Whole Fish
1 lb Each
\$7.95 lb
ZTURBO46



FROZEN POMPANO
8-10 oz Fillet
10 lb Case
\$9.95 lb
ZPOMP200



SNOW CRAB MEAT
From Korea
70% Body 30% Leg
\$8.95 lb
CMTCAN



ROYAL OSETRA CAVIAR
Canterbury Cure
30 Gram Unit
\$49.95 ea
CAVOSS1FR



SALMON ROE
Canterbury Cure
8 oz Unit
\$49.95 ea
CAVAMER7

Call Your South Coast Sales Agent Today!
Sale Dates: February 1 - 28, 2025

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