



FISH TALES™

MARCH 2025 | A SAMUELS SEAFOOD MAGAZINE

MID-ATLANTIC EDITION

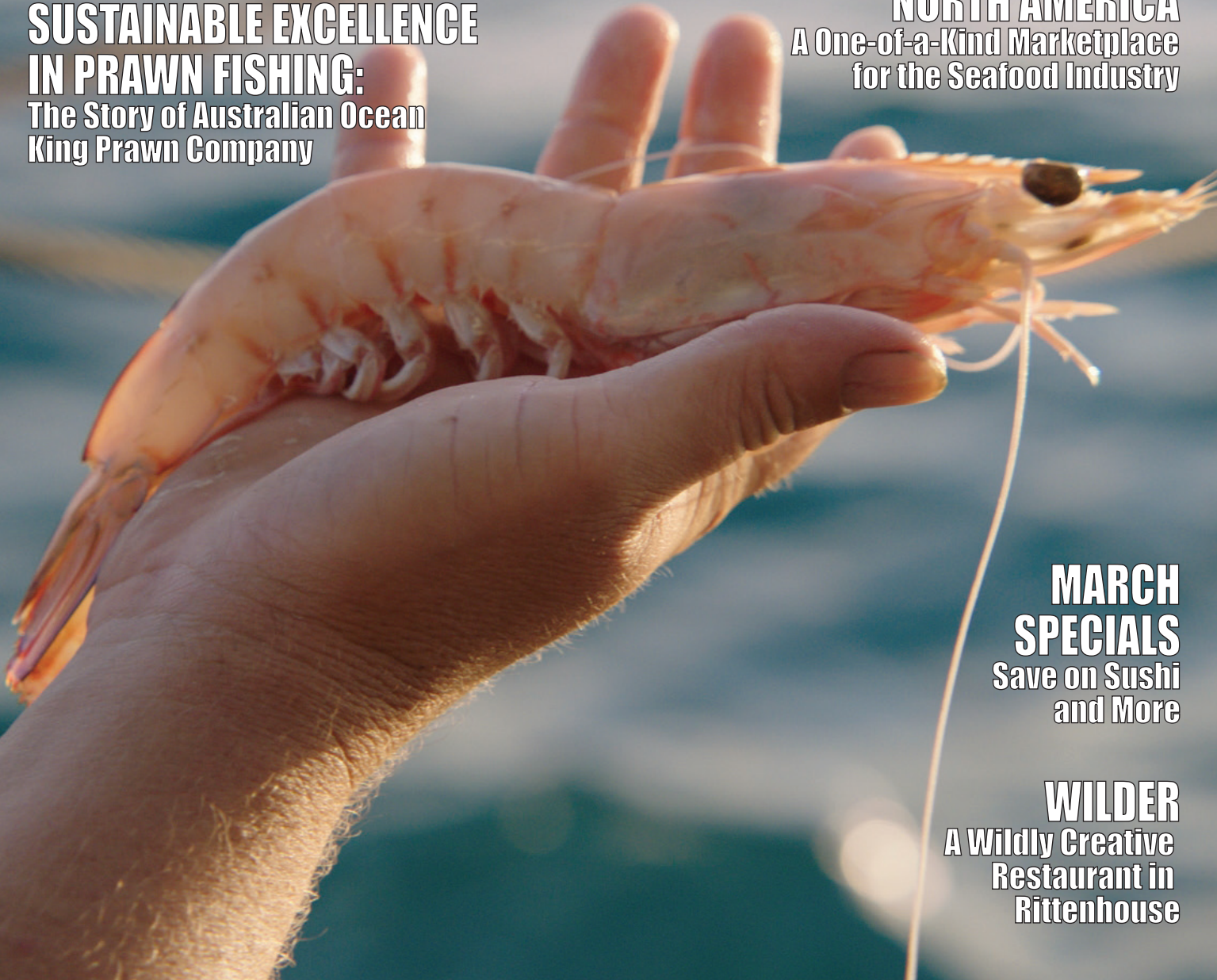


**SUSTAINABLE EXCELLENCE
IN PRAWN FISHING:**
The Story of Australian Ocean
King Prawn Company

**2025 SEAFOOD EXPO
NORTH AMERICA**
A One-of-a-Kind Marketplace
for the Seafood Industry

**MARCH
SPECIALS**
Save on Sushi
and More

WILDER
A Wildly Creative
Restaurant in
Rittenhouse



Samuels Spotlight

Wilder

A Wildly Creative Restaurant in Rittenhouse

By Lily Cope

In Philadelphia's vibrant and historic Rittenhouse Square neighborhood, Wilder stands out from the pack. The restaurant, helmed by owner Brett Naylor and executive chef Ryan LaFrance, is a testament to eclectic creativity, blending Italian-inspired cuisine with a modern American touch. The space itself mirrors this philosophy, offering an opulent yet approachable atmosphere that invites diners to embark on a culinary journey as unique as their surroundings.

When Naylor set out to open Wilder (which turns three this month), he envisioned a one-of-a-kind establishment on a particular block of Sansom Street—a block known for its independent artisans and distinctive shops. The restaurant's design reflects its name, embracing a sense of adventure through its decor and menu, which change seasonally to keep offerings fresh and inspired.

Wild's menu blends Italian and modern American influences, with an emphasis on house-made pasta and artisanal pizzas. The cuisine is elevated by thoughtfully composed yet approachable plates, allowing guests to enjoy expertly crafted dishes without a hint of pretension.

Seafood plays a significant role in Wilder's offerings, with a selection of three rotating oysters from various regions, emphasizing the impact of merroir on flavor. The raw bar also features a range of crudo preparations, including their standout yellowfin tuna tartare with Calabrian chili, pickled fennel, and a peanut-sesame crumble served atop a chervil cracker. Another highlight is their pan-seared scallop entrée, paired with a celery root purée, apple, and chicory salad, all brought together with a pancetta vinaigrette that masterfully blends pork fat with



Petit Plateau

the sweetness of the scallops.

One of the most popular seafood dishes is the Mafaldine Alla Vodka, made with super lump crabmeat from Samuels—showcasing Wilder's commitment to high-quality ingredients and thoughtful flavor combinations. The restaurant takes pride in sourcing the best seafood, ensuring that its offerings, particularly raw items like oysters, meet the highest standards of freshness and taste.

Beyond its food menu, Wilder boasts an impressive bar program, featuring expertly crafted cocktails and an impressive non-alcoholic selection. Their happy hour is a must-visit, offering fresh oysters—including Samuels' exclusive Cape May Goodies currently—alongside inventive drinks that make for the perfect mid-day or evening escape.

With nearly two decades of experience in the restaurant industry, Naylor and LaFrance bring a wealth of knowledge and passion to Wilder. When asked what makes the restaurant stand out, they emphasize its dynamic approach—blending exceptional ingredients, creative culinary techniques, and a welcoming atmosphere that keeps guests coming back.



Scallop Crudo

Its ability to feel upscale without being intimidating makes it a favorite among locals and visitors alike. The team is dedicated to ensuring that every dish and cocktail reflects their philosophy of balance, quality, and creativity.

As Wilder marks its third anniversary, diners can expect continued innovation and exciting seasonal changes to the menu. The restaurant takes reservations and recommends booking in advance to secure a spot at one of Philadelphia's most exciting dining destinations.

To book a table or for more information, please visit wilderphilly.com.

Employees of the Month



Michael Bartle

Since joining Samuels Seafood Co. in September 2023, Michael Bartle has been a pillar of dedication and reliability.

In an industry where turnover is common, Michael's steadfast commitment sets him apart. His efforts in maintaining a safe and secure environment throughout the night, along with his "never say no" attitude, make a real difference. Whether he's handling trespassers, coordinating with local authorities, staying late on Christmas, or arriving early for camera installations, Michael always gets the job done.

Congratulations, Michael! Your hard work and dedication are truly valued.



Linh Tan Duong

Florida-based cutter Linh Tan Duong joined Samuels Seafood Co. in December 2017 and has been an invaluable part of our team ever since, consistently going above and beyond.

Linh's dedication is unmatched—working tirelessly without days off, stepping in at all hours, training staff, and always bringing a "no problem" attitude. Thanks to his efforts, we've been able to improve operations and adapt when needed.

We are proud to have Linh as a key part of our success. Congratulations on this well-deserved recognition!



Joseph Badey

Joseph Badey has exemplified dedication, reliability, and teamwork since joining Samuels Seafood Co. in April 2016.

Joe's unwavering commitment is evident in his daily work ethic—he never misses a day and is always willing to step in when needed, covering shifts for colleagues on vacation or handling last-minute absences. His positive attitude and tireless efforts have made a lasting impact on our team and operations.

Joe is the definition of a team player, and we are grateful to have him on board. Please join us in congratulating Joe on this well-earned recognition!



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Australian Ocean King Prawn Company: Sustainable 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 handcrafted vessels named after their beloved

grandchildren. Their 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. In 2014, they expanded operations with Murphy Ship Lifts, enhancing their ability to maintain and upgrade their fleet directly from Hervey Bay.

Recognizing the growing demand for independently verified sustainable seafood, AOKPC embarked on the rigorous Marine Stewardship Council (MSC) Certification process in 2020. By successfully obtaining MSC Certification, AOKPC has solidified its commitment to sustain-

able fishing, ensuring that their practices meet the highest international environmental standards. As major supermarkets and export clients increasingly require third-party sustainability certifications, MSC Certification enables AOKPC to meet these demands while safeguarding marine ecosystems for future generations.

The path to MSC Certification presented 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 that capture 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 provide valuable insights into the benthic habitats of AOKPC's fishing grounds, fostering informed conservation efforts.

AOKPC prides itself on harvesting the finest MSC-certified 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, approximately 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 MSC-certified king prawns are available through Samuels Seafood Company. Known for their dedication to sourcing the highest quality seafood, Samuels Seafood Company ensures that AOKPC's

sustainably harvested prawns reach discerning consumers across the country. This partnership highlights AOKPC's continued expansion while maintaining its unwavering commitment to sustainability.

As a fully MSC-certified fishery, AOKPC exemplifies how a family-owned business can thrive through innovation, sustainability, and a dedication to quality. Their

ongoing efforts in monitoring, research, and community engagement underscore not only their 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.





Super Sushi Specials



RED TOBIKKO
Flying Fish Roe
8 oz Unit
\$10.00 ea

ORANGE TOBIKKO
Flying Fish Roe
8 oz Unit
\$10.00 ea

GREEN TOBIKKO
Flying Fish Roe
8 oz Unit
\$10.00 ea



FROZEN BOTAN SHRIMP
15/19 per kg
1 kg Unit
\$70.00 ea



ORANGE MASAGO
Seasoned Capelin Roe
8 oz Unit
\$8.00 ea



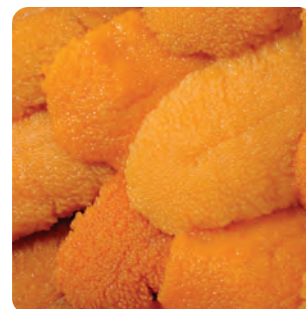
BUTTERFLIED EEL FILLETS
Farm-Raised
10 lb Case
\$200.00 cs



SUSHI RICE
Medium Grain
50 lb Bag
\$39.50 bg



FROZEN MAHI-MAHI
"Shiira"
From Japan
\$7.50 lb



FROZEN CHILEAN UNI
Thaw-to-Eat
100 Gram Tray
\$18.00 ea



FROZEN DOMESTIC BLUEFIN TUNA
Skin-Off Loins
Bloodline-Out
\$10.00 lb



SURF CLAMS
Blanched
1 kg Unit
\$35.00 ea



MISO SOUP
With Wakame
1 Gallon Unit
\$20.00 ea



FRESH MERO
Skin-On Fillet
Sashimi-Grade
\$19.50 lb

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215-336-7810

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LOBSTER TAILS**
4 oz Each
10 lb Case

\$25.00 lb

Buy 10 Cases, Save \$5.00/lb



**GIANT HEAD-ON
AUSTRALIAN KING PRAWNS**
U/8 Count
11 lb Case

\$11.95 lb

Buy 10 Cases, Save \$1.00/lb



**JUMBO LUMP
CRABMEAT**
From Venezuela
20 lb Case

\$25.00 lb

Buy 10 Cases, Save \$5.00/lb



**FRESH YUZU
JUICE**
From Japan
1 L Unit

\$37.50 ea



**AKAROA
KING SALMON**
From New Zealand
Whole Fish

\$12.50 lb



**PORTUGUESE
OCTOPUS**
4-6 lb Each
32 lb Case

\$6.50 lb



**COLOSSAL
CRABMEAT**
Pasteurized
12 lb Case

\$29.50 lb



**FRESH
SEPIA**
Wild-Caught
With Ink

\$7.50 lb



**PORTUGUESE-STYLE
BACCALA**
Bone-In
Dry or Soaked

\$7.50 lb



**CLAW
CRABMEAT**
Pasteurized
12 lb Case

\$7.50 lb



**GIANT
CRAWFISH**
U/8 Count
12 lb Case

\$7.50 lb



**SPANISH CRAWFISH
GUMBO**
Aunt Connie's Famous
1 Gallon Unit

\$25.00 ea



**MEDITERRANEAN
SEAFOOD SALAD**
Aunt Connie's Famous
5 lb Unit

\$25.00 ea



**BALSAMIC
VINEGAR**
Product of Italy
5 Liter Unit

\$10.00 ea



**FRESH LUMP
CRABMEAT**
From Venezuela
20 lb Case

\$10.00 lb



**PEELED & DEVEINED
BROKEN SHRIMP**
40/60 Count
20 lb Case
\$4.50 lb



**FLORIDA
PINK SHRIMP**
21/25 Count
50 lb Case
\$6.50 lb



**ECUADORIAN
WHITE SHRIMP**
16/20 Count
40 lb Case
\$6.50 lb



**FROZEN
FROG LEGS**
4/6 Count
30 lb Case
\$6.50 lb



**BREADED
COCONUT SHRIMP**
21/25 Count
10 lb Case
\$45.00 cs



**UNCLE TONY'S
OYSTERS ROCKEFELLER**
Frozen
24 per Case
\$65.00 cs



**SNOW CRAB
CLUSTERS**
5/8 Count
10 lb Case
\$95.00 cs



**NEW ZEALAND
ORANGE ROUGHY**
8-12 oz Fillets
22 lb Case
\$95.00 cs



**FRESH CHOWDER
FISH**
Skinless & Boneless
10 lb Minimum
\$1.00 lb



**NEW ZEALAND
STARGAZER**
Whole Dressed Fish
44 lb Case
\$1.00 lb



**FROZEN SPANISH
ANCHOVIES**
Whole Fish
20 lb Case
\$1.00 lb



**HEAD-ON
WHITEBAIT**
Frozen
200 Gram Pack
\$1.00 ea

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ITALIAN SAUSAGE
IS BACK!**

HOT or SWEET!



**ITALIAN
SAUSAGE**
Fresh & Local
10 lb Unit
\$3.99/lb