

SEPTEMBER 2017



Meet The Fish

Congressional Seafood Co. Newsletter

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MEET THE FISH

by Tim Sughrue...

\$30 CRABMEAT? \$30 LOBSTER MEAT? IS THIS THE NEW NORMAL?

We are eight years into an economic recovery after one of the most severe recessions our country has ever seen. I, along with everyone else, watched in amazement as most seafood proteins broke price barriers we never in our wildest dreams thought possible. The seafood business is a classic example of the law of supply and demand, and so I thought that surely these prices would be temporary. However, a careful analysis of the world's protein supply might lead you to a different conclusion.

Here are some of the facts:

— The world protein supply is broken down by category, with 57% being cereal grains and vegetables, 18% meat, 10% dairy, and only 6% fish and shellfish. THE WORLD POPULATION IS EXPECTED TO DOUBLE TO 9.5 BILLION PEOPLE BY 2050. This means that demand for all seafood will double in the next 30 years. \$60 per pound for lobster meat? Maybe. In general, economies around the world are rebounding in a similar fashion to the that of the U.S., and is a well established fact (Bennett's Law) that the ratio of starchy foods in the diet falls as income rises. Low income people eat grains and root crops. The wealthy eat more meat, fruit, vegetables, and seafood. China's exploding middle class, and their love of all Canadian and Maine lobster products, is an excellent example of how prices that are double the historical norms can be maintained for years. I am totally befuddled as to how pasteurized jumbo lump (*portunus pelagicus*) has crested the \$30 mark, and incoming containers are being sold as fast as they hit our shores. One has to wonder when the music is going to stop.



— So, what is a restauranteur to do when planning menus going forward? Hope for an economic downturn to force commodities lower? That's not a smart strategy. How about selling "underutilized species"? If you are asking, "What are underutilized species?" These are fish populations that are healthy, abundant, tasty but don't have the same recognition with your customer base as the staple species do, such as halibut, tuna, salmon, sword etc. There are many species that fall into this category. One of my favorites is the silver hake, a groundfish caught in New England. The flesh is snow white and absolutely delicious...

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WHAT'S IN SEASON!

- Black Cod
- Black Bass
- Blue Catfish
- Escolar
- Grouper
- Halibut
- Hamachi
- Lobsters
- Oysters
- Razor Clams
- Ray Wings, Chesapeake
- Shrimp, Carolinas
- Scallops
- Snapper
- Striped Bass (Rockfish)
- Sword, Domestic
- Tuna
- Wahoo

TEAM MEMBER OF THE MONTH!

JOHN GONZALEZ!



NAME: **John Gonzalez**

YEAR OF HIRE: **2015**

POSITION: **Daytime Operations**

FAVORITE FISH: **Salmon - it has a great flavor.**

FAVORITE SPORTS TEAM: **Redskins**

DREAM VACATION: **Italy - I'd like to tour the country, enjoy the food, and visit the Vatican.**



GIVE BACK TO THE BAY

NATIONAL

OYSTER DAY

SATURDAY, AUGUST 5TH



oysterrecovery.org

Saturday, August 5 was National Oyster Day and Congressional Seafood and the Oyster Recovery Partnership (ORP) invited restaurants to participate in the first ever "Give Back to the Bay on National Oyster Day" campaign.

The one-day promotion **helped** fund oyster plantings, and highlight our commitment to restoring the Chesapeake Bay oyster population.

Participating restaurants **donated** 10 cents for every OYSTER sold on National Oyster Day. Congressional Seafood matched each restaurant with a 5-cent donation per oyster. Donations will be used to plant spat - baby oysters - into the Bay.

Preliminary totals show funds raised will allow ORP to plant 700,000 spat on shell (and counting!) on carefully-selected areas of protected oyster reef in the Chesapeake Bay.

The Chesapeake Bay is one of the country's most valuable natural treasures, offering countless recreational opportunities and supplying 500 millions of pounds of seafood to the nation each year. It's up to us to ensure its health and longevity.

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CALENDAR SEPTEMBER 2017



**SATURDAY, SEPTEMBER 16
OKTOBERFEST**



**TUESDAY, SEPTEMBER 19
TALK LIKE A PIRATE DAY**

**WEDNESDAY, SEPTEMBER 20
ROSH HASHANA BEGINS**

**THURSDAY, SEPTEMBER 21
INTERNATIONAL DAY OF
PEACE**

**OYSTER RECOVERY
PARTNERSHIP MERMAID'S
KISS**



**FRIDAY, SEPTEMBER 22
FALL EQUINOX**

**MONDAY, SEPTEMBER 25
FINVITATIONAL**

NATIONAL LOBSTER DAY



**TUESDAY, SEPTEMBER 26
MID-ATLANTIC FOOD,
BEVERAGE & HOTEL EXPO
BEGINS**

**SATURDAY, SEPTEMBER 30
YOM KIPPUR**

COMING UP IN OCTOBER 2017

**MONDAY, OCTOBER 9
COLUMBUS DAY**

**TUESDAY, OCTOBER 31
HALLOWEEN**

RAM EXPO



WHO

Individuals who work in the hospitality and foodservice industry are invited to attend Expo.

Owners, managers, chefs, accounting/hr personnel, caterers, event planners, hotel managers, F&B directors, cafeteria staff, convenience/liquor store operators, etc.

Attendees must be 21+
No childcare provided

WHERE

Maryland State Fairgrounds
Inside the Cow Palace
2200 York Rd.
Timonium, MD 21093

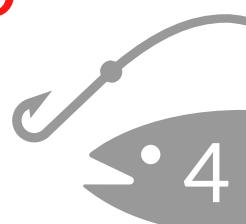
WHAT

Produced by the Restaurant Association of Maryland (RAM), the Expo brings together the best elements of the region's hospitality industry. Professionals from all over the Mid-Atlantic will travel to the Expo to demo products, enjoy food and drink samples, watch competitions and attend seminars.

200 exhibiting companies & 5,000 attendees are expected.



**VISIT US!
BOOTHS #508
AND #510**



BUY LOCAL COOKOUT

Congressional Seafood Co. was proud to be part of this year's Maryland State Governor's Buy Local Cookout. The event took place at the Governor's Residence in Annapolis, Maryland on Thursday, July 25th.

Temperatures were nearing 100 degrees but the Congressional team kept on smiling as they served their Wild Blue Cat Cakes.



Governor Hogan enjoyed sampling the Blue Catfish and getting briefed on the issue of protecting the Bay and controlling this invasive species.



Tim Sughrue, Vice President, David Fye, Corporate Chef, Governor Hogan, Kelly Johnson, Account Manager.





Delicious recipe from
THE CHEF

BUTTERMILK FRIED SUGAR TOADS WITH TARTAR SAUCE

RECIPE BY CHEF DAVID FYE, CORPORATE CHEF, CONGRESSIONAL SEAFOOD CO.



Serve with tartar sauce and garnish with lemon wedges!

BUTTERMILK FRIED SUGAR TOADS

1 pound Atlantic Pufferfish (a.k.a. sugar toads), cleaned with skin/fins removed
1/2 cup cornmeal
1/2 cup flour
1 tablespoon Old Bay seasoning
Pinch of black pepper
1/2 teaspoon Cayenne pepper
1 cup buttermilk
1 large egg
Oil (or Crisco) for frying

Preheat oil to about a 1 1/2 inch depth in a cast-iron skillet until a thermometer reaches 375 degrees. Meanwhile, in a shallow dish mix together cornmeal, flour, Old Bay, and peppers. In another small dish, whisk together egg and buttermilk.

Pick up sugar toads by the tailfin and dip them in the buttermilk mixture and then dredge in flour mixture. Fry (being careful not to crowd the fish) in hot oil until lightly brown and crispy.

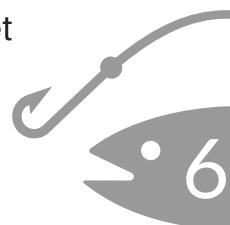
Drain on paper towels or a wire rack set over a sheet pan. Lightly sprinkle fish with sea salt. Serve with tartar sauce and garnish with lemon wedges.

HOME MADE TARTAR SAUCE

Makes 1 cup

1 cup mayonnaise
2 tablespoons onion, minced
2 tablespoons sweet pickles, minced
1 teaspoon fresh lemon juice (or more, to taste)
1/2 teaspoon Worcestershire sauce
1/2 teaspoon hot sauce, more if you like it spicy
Pinch of Cajun seasoning or Old Bay seasoning
Salt and pepper, to taste

Mix all ingredients well in a small bowl. Cover and chill.





Congressional's Dante Winchester, Dave Simpson, Jon & Jill Pearlman



THE RAMMYS ²⁰₁₇

CONGRATULATIONS TO THE 2017 RAMMY NOMINEES & FINALISTS!

Congressional Seafood was again a proud sponsor of this year's awards gala. Guests lined up to taste the oysters from 38 degree, Sweet Jesus, Chesapeake Gold, and Choptank Sweets. Inside the event, Sutchi was served Jerk Style to attendees while they danced the night away.

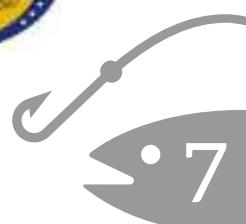


Oysterater
kiss and tell



the Choptank Oyster Company
Choptank Quality, Sustainable Harvest®

SWEET JESUS
GROWN IN ST. MARY'S COUNTY



From page 1

Yes, hake. Catchy name eh? The less-than-attractive name is probably why it costs around \$7 a pound for fillets most of the year. But, rather than list a bunch of underutilized species here, I would rather go over the "process" of marketing underutilized fish. A typical phone conversation might go something like this: "Hey, Tim, how much is Red Snapper? \$19. Oh, how about halibut? \$18. Oh, Rock? \$17. Okay, what else do you have?" At which point I say: how about some hake? "Huh? What's that?" I tell the chef that it is a delicious fish. It has beautiful, white, flesh. It tastes outstanding. I personally eat it on a regular basis, AND is only \$7. He thinks for a moment and says "send me 15 lbs." I think, great! I just created another hake customer! But the reality is, the chef gets the fish, makes a great dish, but it doesn't sell that weekend. He may have to discard some of it, or serve for family meals.

— The problem is that restaurants are not accustomed to marketing fish species that their customers aren't familiar with. It requires effort on the part of the restaurant, AND THEIR VENDOR. If it didn't require effort to market the hake to the general public, in other words if everyone knew what a hake was and how delicious it was, IT WOULDN'T BE \$7 a pound! It would be \$15!

— The solution to this problem is easier than you think. Both parties, the customer and vendor, must be fully vested or committed to marketing of a particular species. That means donating product for R&D to come up with a great dish. But, the most important part in the equation is the servers. We must convince them that this fish is fantastic, because they are the ones who actually sell it. Several menu classes where they would get to taste the fish each time would be a good start. Having a seafood company representative there to tell the story and answer questions would also be a big help.

— In the end, by marketing underutilized species, you are taking pressure off of the most popular fish, and lowering your food cost at the same time. A win-win for everyone!

Reference: Boland, M. (2013). Global Food Supply: the worlds need for protein. [online] Riddet.ac.nz. Available at www.riddet.ac.nz [accessed 22 Aug. 2017]

From page 3

List of participating restaurants includes:

MARYLAND

Awful Arthur's, St. Michaels
Azure Restaurant, Annapolis
Black's Bar and Kitchen, Bethesda
Black Eyed Suzie's, Bel Air
Blackwall Hitch, Annapolis
Boatyard Bar & Grill, Annapolis
Buddy's Crabs & Ribs, Annapolis
Café Mezzanotte, Severna Park
Clyde's of Chevy Chase
Clyde's Tower Oaks Lodge, Rockville
Congressional Country Club, Bethesda
Dylan's Oyster Cellar, Baltimore
Galway Bay Irish Restaurant & Pub, Annapolis
Gertrude's, Baltimore
Grand Cru, Baltimore
Grapes Wine Bar, Annapolis
The Grill at Harryman House, Reisterstown
The Grilled Oyster Company, Potomac
Harris Crab House, Grasonville
Hudson Coastal Raw Bar & Grille, Fulton
Jimmy's Famous Seafood, Baltimore
Kooper's Tavern, Baltimore
Lee's Pint & Shell, Baltimore
The Local Oyster, Baltimore
Long Beach Oyster House, Middle River
Maggie's Restaurant, Westminster
Mama's on the Half Shell, Baltimore
Mike's Bar & Crab House, Riva
Nickel Taphouse, Baltimore
O'Donnell's Market, Potomac
Rams Head Tavern, Annapolis
Republic, Takoma Park
RockSalt Grille, Westminster
Rod 'N' Reel Restaurant, Chesapeake Beach
Ryleigh's Oyster, Federal Hill and Hunt Valley
Sailor Oyster Bar, Annapolis
Slainte Irish Pub & Restaurant, Baltimore
Thames Street Oyster House, Baltimore
Uncle's Hawaiian Grindz, Falston
The Walrus Oyster & Ale House, National Harbor
WASHINGTON, DC
BlackSalt Fish Market & Restaurant
Bluejacket
Bobby Van's Steak House
Clyde's of Gallery Place
The Grilled Oyster Company
Joe's Seafood, Prime Steak & Stone Crab
Old Ebbitt Grill
Pearl Dive Oyster Palace
The Salt Line

VIRGINIA

Blackwall Hitch, Alexandria
Clyde's at Mark Center, Alexandria
Ford's Fish Shack, Ashburn, Lansdowne and South Riding
King Street Oyster Bar, Leesburg
Red's Table, Reston
Union Street Public House, Alexandria

DELAWARE

Fins Ale House and Raw Bar, Rehoboth



Congressional Seafood Co. is excited to announce the

6th ANNUAL

FIN VITATIONAL

HOOK, LINE & SINKER FISHING TOURNAMENT

A DAY OF FISHING AND FUN
ON THE CHESAPEAKE BAY!

Striped Bass
Fishing Tournament
Crab & Oyster Feast
Live Music

Monday
September 25, 2017
1:00pm - 8:00pm

Silver Swan Bayside
412 Congressional Drive
Stevensville, MD 21666

FINVITATIONAL 2017
MONDAY
SEPTEMBER 25

**SPONSORSHIP
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We are now delivering our fresh seafood to downtown Philadelphia. To learn more about us and schedule your next seafood order call us at 1-800-991-8750.

Or call **Tom Policella**, Philadelphia Account Manager, direct at 856-889-3141 (cell).

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Content this month from Kelly Morris, Chef David Fye and Tim Sughrue

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