



# FARMERS & FISHERMEN PURVEYORS' JULY 13, 2020 EDITION

*Proudly taking care of you and your family in your Greater Atlanta neighborhood*

**MEAT 101, SWORDFISH & ATL CHEF RECIPE FROM  
NOWAK'S, AND ONLINE ORDERING NOW AVAILABLE!**

**ALL GREAT FOR EVERY TYPE OF PLATE  
12OZ CENTER CUT USDA PRIME NY STRIP  
STEAKS**

4 packs per box | 89.95/box

**8OZ CENTER CUT IOWA ANGUS BEEF  
TENDERLOIN FILETS (\$20 OFF FOR THE WEEK)**

10 packs | WAS \$129.95; NOW 109.95/box

**3OZ USDA IOWA ANGUS FILETS  
(APPROX. JUST \$2.90/EACH FILET!)**

4 per pack | 4 packs per box | 45.95/box

**TENDER(LOIN) TIPS**

11lb per pack | 4 packs per box | 24.95/box

**(2) ALASKAN SNOW CRAB CLUSTERS**

2 (5-8oz/each) per box | 15.95/box



**FRESH FISH OF THE WEEK - SWORDFISH FROM NOVA SCOTIA**



**SWORDFISH FROM NOVA SCOTIA**

4(7oz) portions | 33/pkg

# SPECIALS TO WRITE HOME ABOUT FOR THE WEEK OF MONDAY, 7/13

1. ENJOY A COMPLEMENTARY LINTON HOPKINS KEY LIME OR PECAN PIE FOR ALL SINGLE ORDERS OVER \$300! HOW SWEET IS THAT?!

2. BUY 1 BOX OF BEEF BURGERS, GET 1 PACKAGE OF HAMBURGER BUNS COMPLEMENTARY WITH YOUR ORDER! ITS THE PERFECT PAIR.

## MEAT 101 - 5 KEY COMPONENTS OF WHAT MAKES A GREAT STEAK



At Farmers & Fishermen, we are chasing perfection on the quality of our beef. Thanks to the valuable research coming out of land grant universities, we know what makes a good steak - but for us, it is important that we supply only the best steaks. The following are the key components of what makes a great steak!

### 1. BREED

Just like how for canines, a poodle isn't bred to be a security dog and a bulldog isn't designed to win a race. Each breed of cattle has specific characteristics where it performs better in some areas and worse in others. Scientifically, we know that Angus type cattle perform well for steak purposes because of its ability to store fat.

### 2. MARBLING

Marbling is the intramuscular fat or the 'fat freckles' that appear throughout the steak. General rule is that the more fat, the more flavor.

### 3. AGE

Age essentially deals with ripeness. In comparison to a green banana, a ripened yellow banana will eat MUCH better.

Similarly, certain cuts of beef depend more heavily on proper age to have a better flavor profile; For striploins, sirloins, ribeyes and tenderloins, age is critically important. For these cuts, we are proud to have at least 28 days age.

## 4. FEED

Ever hear the saying, "You are what you eat?" Well, just like the old phrase, beef tastes like the the food that the animal eats throughout its life. A heavy grain diet, including soy and corn, gives beef a sweeter flavor than that of a grass-fed diet.

Because grass is mineral rich, beef that comes from this diet has more of a gamier taste. Americans tend to prefer a more tender steak produced from a corn-fed diet. All of our beef is corn-fed. Although, we will occasionally offer grass-fed options as well.

## 5. CUT

Because of the muscle and fiber structure that exists in beef, it is imperative that you have a proper cut for your steak to present and eat well. We start with the right size loins - this assures that we have nice barrel-shaped filets and thick strip steaks after cutting with a tight trim. This assures an optimal eating experience with minimal to no waste from excess fat. Further fabrication allows us to utilize all components of the cut and offer tremendous values to you and your family. For example, as we cut down the tenderloin, we produce our center-cut filets, followed by 3oz Medallions, and then Tender Tips on the narrow 'tail-end' of the loin. All of these cuts taste the exact same; however, they just require a different plating approach. When you cut a cooked steak, we recommend cutting 'against the grain' or horizontally thru in order to enjoy balanced tenderness due to its structure.





# TAKE US TO THE BEACH WITH YOU!

Whether you're going to a beach or lake destination, we are here to take the stress out of your travel by packing up your F&F products with ample ice packs in a snug styrofoam box at NO additional charge! We do this so you can spend more time enjoying with your family and less worrying about crowded stores and hectic errands! So, grab your favorite drink and allow us to handle the rest.

## BLAISS NOWAK OF NOWAK'S (MORNINGSIDE) BLACKENED SWORDFISH



### INGREDIENTS:

BLACKENING SEASONING (TO TASTE)

2 TSPN GRANULATED GARLIC

2 TSPN ONION POWDER

2 TSPN KOSHER SALT

1 TSPN BLACK PEPPER

1 TSPN CAYENNE

1 TSPN OREGANO

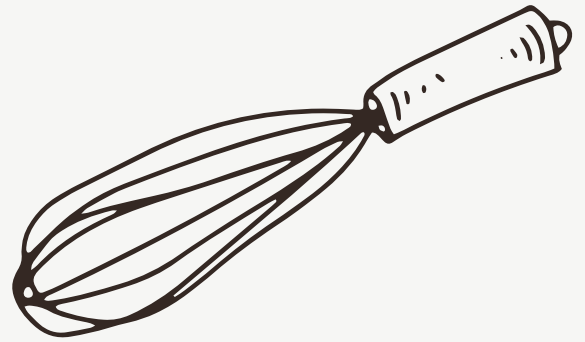
1 THYME

1 TSPN SMOKED PAPRIKA FROM F&F

1lb pack | 14.95/each

7OZ SWORD FISH FROM NOVA SCOTIA

4(7oz) portions | 33/pkg



Mix altogether in a small bowl



## GREAT ADDITIONS:

### LEMON

### EVOO - AGRUMATO LEMON

250ml bottle | 21.95/each



Cooking instructions for Blackened Swordfish inspired by Nowak's:

1) Sprinkle blackening season on both the top and bottom of each swordfish steak (Use lighter seasoning for lighter flavor or more generous seasoning for heavier flavor)

Use a cast iron skillet if you have; If not, use your heaviest frying pan

2) Preheat skillet on your stove on high for 4 minutes.

3) Add 1 teaspoon of olive oil per piece of fish to the skillet

4) After 45 seconds, very slowly place fish in pan with tongs (Avoid dropping the fish as the oil will splatter and burn you; please make sure no one is standing around the stove when you do this!)

5) For thinner fish cook for 3 minutes on each side. For thicker pieces cook for 4 minutes on each side

6) Turn off your heat and immediately plate and serve

### Plating:

Take 1 large spoon of Smashed Potatoes and place directly in the center of dish, add a small or medium size spoon of sautéed spinach or vegetables on top of potatoes, place your piece of blackened swordfish on top of both. Garnish with a large lemon wedge, and enjoy!

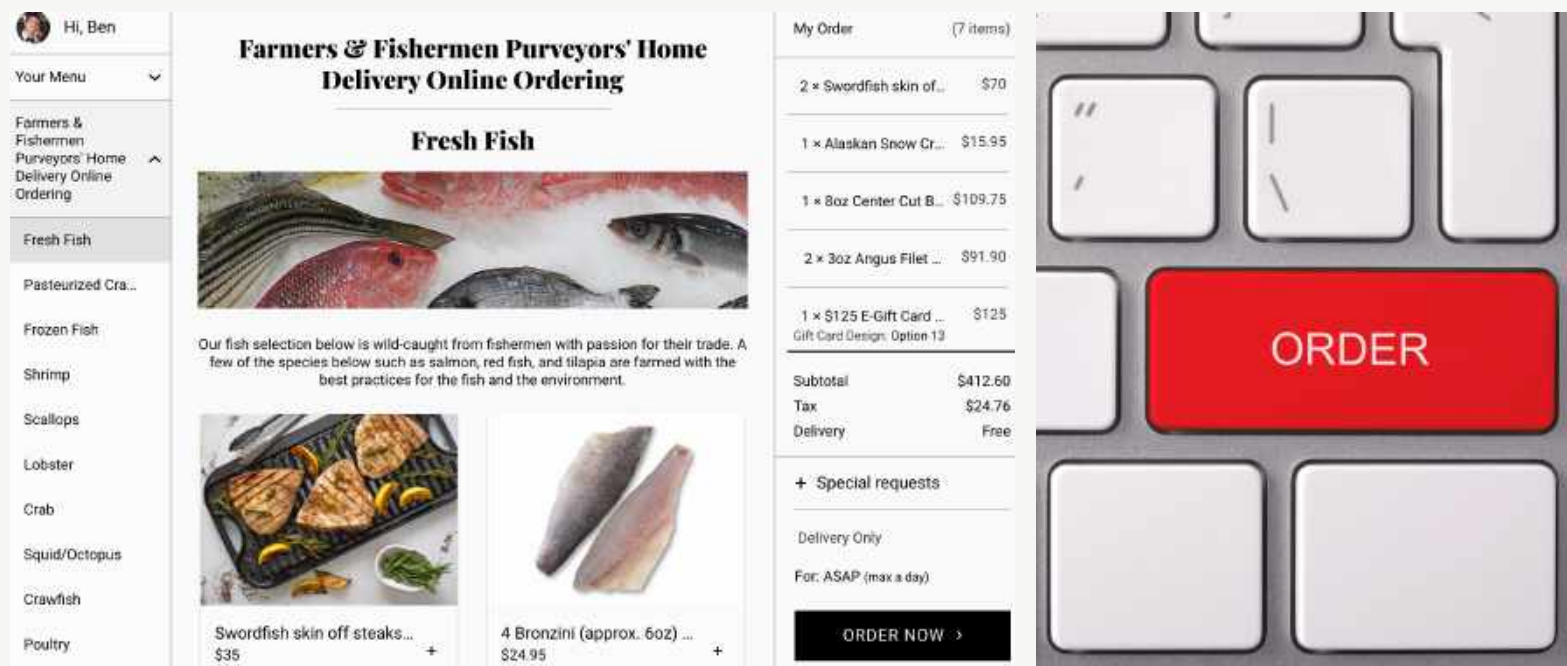
## BLAISS NOWAK OF NOWAK'S (MORNINGSIDE)

Blaiss Nowak grew up in New Orleans before his family moved to Atlanta where his father opened the legendary Hal's The Steakhouse in Buckhead and his mother opened In Good Taste catering. He followed in his their culinary footsteps to pursue a career in hospitality. After studying hospitality management at the University of Nevada, Las Vegas; Blaiss had his hands in several entrepreneurial endeavors before realizing his dream of opening the neighborhood steakhouse concept that is Nowak's. We are proud to feature his Blackened Swordfish recipe. Enjoy!

# F&F ONLINE ORDERING NOW AVAILABLE!

We thank you for your patience and are pleased to offer you added convenience as you shop for delicious and nutritious restaurant quality products with us! Online payments will eventually follow. Check out these steps that are as easy as 1, 2, 3!

## 1. ORDER YOUR PRODUCTS AT [WWW.FARMERSANDFISHERMEN.COM/SHOP](http://WWW.FARMERSANDFISHERMEN.COM/SHOP)



The screenshot displays the Farmers & Fishermen website's online ordering interface. On the left is a navigation menu with categories like 'Your Menu', 'Farmers & Fishermen Purveyors' Home Delivery Online Ordering', 'Fresh Fish', 'Pasteurized Cra...', 'Frozen Fish', 'Shrimp', 'Scallops', 'Lobster', 'Crab', 'Squid/Octopus', 'Crawfish', and 'Poultry'. The main content area features a 'Fresh Fish' section with a large image of various fish and a text description: 'Our fish selection below is wild-caught from fishermen with passion for their trade. A few of the species below such as salmon, red fish, and tilapia are farmed with the best practices for the fish and the environment.' Below this are two product cards: 'Swordfish skin off steaks...' for \$35 and '4 Bronzini (approx. 6oz) ...' for \$24.95. On the right, a 'My Order' summary shows 7 items: 2 x Swordfish skin off steaks (\$70), 1 x Alaskan Snow Cr... (\$15.95), 1 x 8oz Center Cut B... (\$109.75), 2 x 3oz Angus Filet ... (\$91.90), and 1 x \$125 E-Gift Card ... (\$125). The subtotal is \$412.60, tax is \$24.76, and delivery is free. A large red 'ORDER' button is visible on the right side of the interface.

## 2. KINDLY PROVIDE CREDIT CARD INFO UPON OUR PHONE CALL



## 3. SIT BACK, RELAX, AND ENJOY YOUR PRODUCTS DELIVERED AS SCHEDULED



PLEASE SHARE YOUR EXPERIENCE ON [YELP](https://www.yelp.com)/[GOOGLE](https://www.google.com) | 770.441.1100 | [WWW.FARMERSANDFISHERMEN.COM](http://WWW.FARMERSANDFISHERMEN.COM)