



# PIERPORT™ FRESH FISH:

## Daily Arrivals

By Shamrock Foods

When it comes to fresh fish, “the best port in the world is the airport, and we go there six days a week,” said Seafood Plant Manager Lou Anello at Shamrock’s Arizona Foods Division. He emphasizes the extra effort required to build a premium seafood distribution operation, and points to a current customer list as evidence that the hard work is paying dividends.

High on that list is Roy’s, the much-heralded Hawaiian Fusion restaurant organization with three locations in the Phoenix area. Chef Partner Mako Segawa at the Desert Ridge Marriott Roy’s Restaurant buys most of his fresh fish from Shamrock Foods and works closely with Anello and Shamrock Specialist Dell Herts. “We bring in filets or loins and portion it out,” he said. “and that way we can judge every piece that goes out. But the most important thing for us—other than quality—is the relationship we have.”

“We’re not dealing with something that stays the same everyday,” he explained. “With fish, what’s being caught at any particular time and the size of the product is something that no one can predict; so, the customer service from Shamrock is what makes the difference. It makes it easier for us to do business because we can talk about it and make decisions together.”

While the menu at Roy’s changes every two weeks and the seafood selections also change according to the season, Segawa can easily rank the top-selling seafood items at his restaurant: Mahi Mahi, Salmon, Butterfish or Black Cod, and Tuna. Most of these varieties are purchased through Shamrock Foods and Anello’s team; however, as part of the Outback Steakhouse organization, Segawa often takes advantage of the group’s purchasing power to buy items like frozen black cod and shrimp.

“Mahi is something we have to have on the menu all the time,” Chef Mako said. “At certain times of the year it’s outrageously expensive, but with everything else I can play with what’s available in the market, what the price is, and obviously what the quality is. Two weeks ago we did a Halibut special, taking advantage of a good opportunity. That’s another area where our relationship with Lou and Del pays off.” He emphasized the importance of the daily

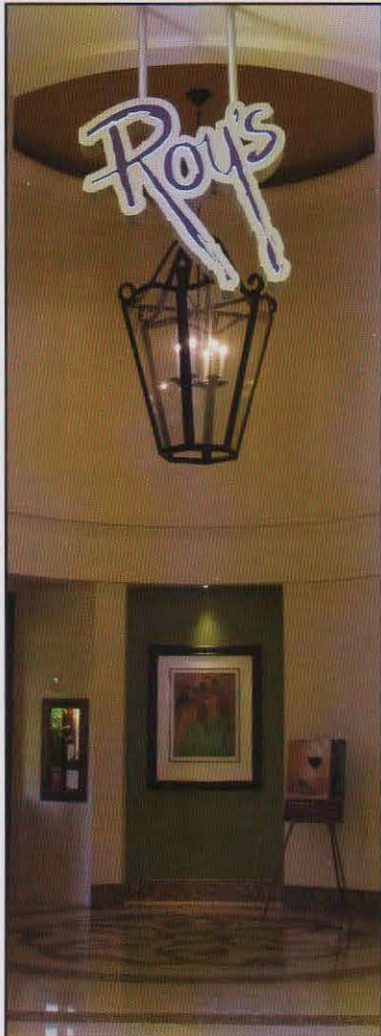
*Left: Executive Chef Mako Segawa of Roy’s in Phoenix showcases a Mahi-Mahi seafood entrée at his restaurant, prepared from Shamrock Foods’ Pierport BRAND fresh fish.*

communication between himself and Shamrock Foods as a way of not only managing inventories but also of spotting profitable opportunities to run specials and plan for major events.

“If we want to be a key supplier to premium restaurants like Roy’s, then we have to provide that level of service and that level of expertise,” Anello added. By working closely with over thirty fisheries from Alaska to Maine on almost a daily basis, Shamrock fresh seafood managers Anello and Ray Bruce in Colorado know what’s happening with seafood supplies around the world. In turn, they share that information with customers in Colorado, New Mexico and Arizona, and work closely with them to plan menus and control food costs.

“Because of the changing nature and rapid turns required by the product line, you have to have that kind of communication,” Anello said. “It’s an every day thing. We produce a customized bid for Roy’s every week, and that’s something that our department provides for a lot of customers.”

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“People can call us directly, and not just to place orders,” said Bruce. “What came in today? What’s looking good? I need to run a special; what do you have quantities of? I need to run something at \$12.95 for a six-ounce portion; what do you have that can fit in that range and maintain my food costs? It’s a consulting relationship in many respects,” he added.

“It’s the only way that you can really run a professional seafood operation,” said Anello. “We probably do that (consulting) more than most other distributors. Phoenix is a very aggressive market; there’s a lot of competition. If we can provide that level of service, it helps us build those relationships like what Mako was saying, and in turn build our business.”

To experience for yourself the flavors of Hawaiian Fusion cuisine and Chef Mako’s fresh fish creations—like Roy’s Classic Roasted Macadamia Nut Crusted Mahi Mahi with Lobster Cognac Butter Sauce—make dinner reservations by calling:

Roy’s Hawaiian Fusion Cuisine  
 480-419-7697  
 5350 East Marriott Drive  
 Phoenix, AZ 85054  
[www.roysrestaurant.com](http://www.roysrestaurant.com)