

## ABOUT THIS GUIDE

**A**t Central Market, we know as well as you do that the best meals start with the finest ingredients. We also believe that a market is more than a place to sell goods and services; it is a place to share ideas and knowledge. Our expert seafood team, our professional chefs and our Cooking School staff put their heads together to produce this guide to cooking the amazing variety of fish and shellfish available in our seafood case. We hope you find it to be a useful tool in your cooking explorations. As you discover great marinades, sauces, techniques and flavors, we encourage you to share your discoveries and ideas with us. Central Market is about sharing the love of good food.

*Central Market*  
H · E · B

---

# Fresh SEAFOOD

CENTRAL MARKET'S FINEST

**F**irst of all, it's the best. We take extreme measures to make sure that all our fish and shellfish — and we have over 100 items in the seafood case every day — are as fresh and safe as they can possibly be. This means we pay attention to its origins, the way it is caught, how it is shipped and handled before it reaches our stores and how we handle it once it's in Central Market.

---



## Very Rare Fish

HAACP stands for Hazard Analysis Critical Control Point. Seafood is controlled by the U.S. Department of Commerce which has developed basic guidelines for the handling of seafood. Central Market has worked with USDC to write our own standards that greatly exceed those basics. We pay for third-party inspection teams to pay surprise visits to our seafood departments to make sure that conditions are exactly as they should be to ensure seafood's freshness. We are one of the few retail stores in the country to take this extra step.



## CENTRAL MARKET'S FRESHNESS PLEDGE

- We fly in our seafood several times a week—trucking takes too long!
- We buy seafood from day boats as often as we can to ensure freshness.
- We buy “top catch.” The seafood that is on the top of the fishing boat's cooler is the last fish caught, so it is the freshest and the best quality.
- Most of our seafood is fresh, never frozen, unless it is “flash-frozen” on the fishing boat.
- We maintain great relationships with suppliers all over the country—we have worked with most of them for many years.
- We try to be first to market with the catch from each opening fish season.
- We direct-ship from point of harvest to store door.

# The Best *etc.* SHELLFISH *etc.*

HIGH-QUALITY • ALL-NATURAL

Technically, shellfish aren't fish at all. Rather, the term refers to aquatic invertebrates—saltwater and freshwater—used as food, including mollusks, crustaceans and echinoderms. Some hairsplitters argue with lobster, shrimp and crab being included in this group, but most of us speak generally and lump crab in with the oysters. Mollusks include clams, mussels, oysters, scallops and eye winkles (seldom seen in the U.S.). Crustaceans are shrimp, lobster, crayfish and crab. Echinoderms are sea cucumbers and sea urchins, though you see these mainly in Asian markets. Cephalopods, like squid and octopus, though they're not really shellfish, also get thrown in this category, just to keep things simple.

*Cookin' Shellfish*

	GRILL	STEAM	SAUTÉ	BAKE	BROIL	MICROWAVE	POACH	FRY
<b>SHRIMP</b> Blue, White, Gulf, Key West Pink, Rock, Tiger	•	•	•	•	•	•	•	•
<b>OYSTERS</b> East Coast, Gulf, Louisiana	•	•	•	•	•	•	•	•
<b>CRAB</b> Alaskan King, Blue, Dungeness, Jonah, Snow, Softshell	•	•	•	•	•			
<b>LOBSTER</b> Maine, Rock, Slipper, Spiny	•	•	•	•			•	
<b>SCALLOPS</b> Bay, Sea	•	•	•	•	•	•	•	•
<b>MUSSELS</b> Blue, California, Green Lip, Black	•		•	•	•	•	•	
<b>CLAMS</b> Butter, Hard (Quahog), Razor, Softshell	•	•		•		•		•

## The Myth of the Months with "R"

The old wives' tale claims that oysters taste better in months without "R." We think they taste great all year long. Why not taste test them yourself?

---

# Delicious FINFISH

FINEST-QUALITY • TOP CATCH

This redundant-sounding, catch-all (sorry for the pun) term is used to distinguish true fish from shellfish. True fish are called poikilothermic vertebrates. They breathe through their gills; and their limbs, if they have any, are in the form of fins. You can see why we refer to them, simply, as finfish. The taste and texture of finfish varies hugely—there is as great a difference between the flavors of tuna and sole as there is between beef and turkey. Some fish are dense and oily, some are light and flaky. Obviously, the same cooking method won't work equally well for all types of fish. Knowing what cooking method suits which fish is half of successful fish cookery.

---

## CUTS OF FISH

**Steaks:** Are cut across the fish usually 1 to 1½ inches thick.

**Fillets:** Are cut away from the backbone of the fish into long pieces. Cut crosswise into several servings if the fish is large.

**Rolled Fillets:** Smaller fish fillets can be rolled around herbs and poached or steamed.

**Whole Fish:** Gutted, with tail and head left on.

## THE NECESSARY TOOLS

**Hinged Rack:** Holds the fish firmly in place so you can turn it quickly without the fish falling apart.

**Tongs:** Essential for turning smaller fish during cooking. You don't pierce the fish with a fork.

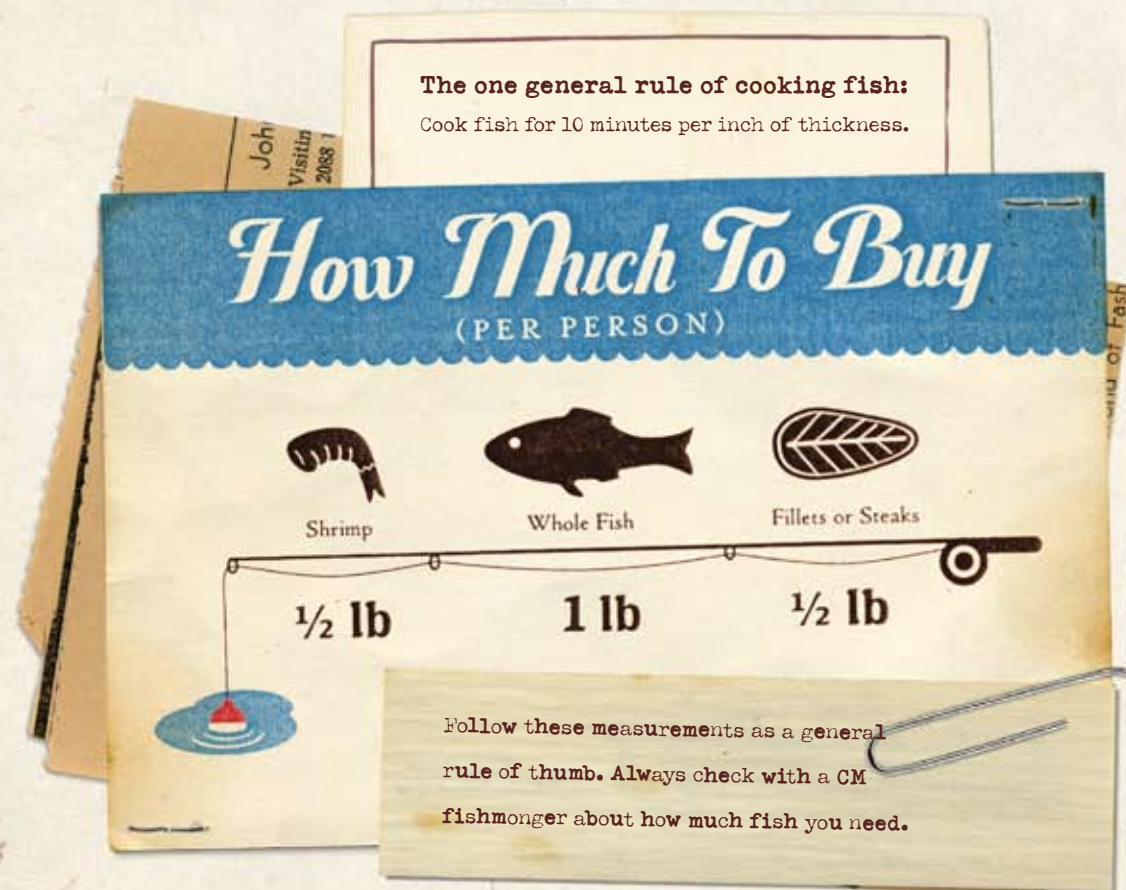
**Shears:** The easiest tool to use for cutting small fish.

**Extra-Wide Metal Spatula:** Sliding a really big spatula under a fish then steadying it with a pair of tongs, is the sure-fire way to turn a fish without breaking it.

**Pliers:** Use to pull out small bones.

**Fish Poacher With Lid:** Large enough for a whole fish to fit in without bending, deep enough for poaching liquid to cover fish.

**Extra-Large Stockpot With Lid:** Essential for fish stews like cioppino, gumbo, bouillabaisse, etc.





Let's Get *or*  
**COOKING**  
*or.*

WITH TRICKS AND TIPS  
FROM CENTRAL MARKET

## FRYING

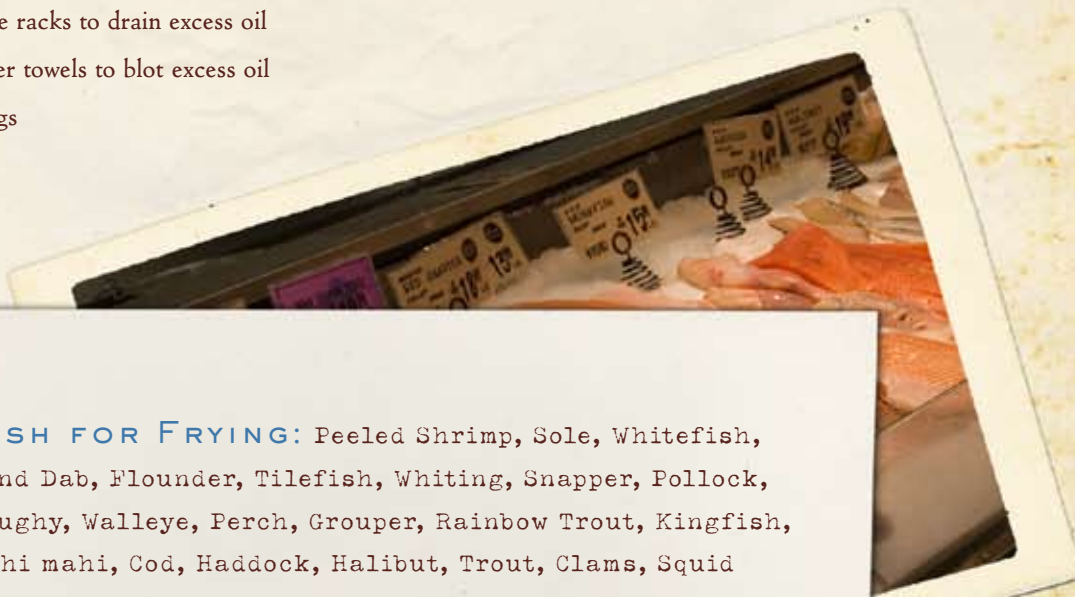
**About Frying:** Frying has gotten a bad reputation, as has any food or cooking method involving fat. But, correctly done, frying can be one of the most delicious ways to enjoy fish—the crust keeps in moisture and the contrast of crunchy coating and sweet fish is unbeatable.

**How to Fry:** Temperature is the key to successful frying. If the oil is not hot enough, the food will be greasy. Too hot and you've got chips, not fish. Choose cooking oil that can stand up to high temperatures—peanut or canola oils work well. Heat the oil to between 350 and 375 degrees before frying and let the oil return to that temperature between batches. Be sure fish is completely covered with batter or crust.

Do not crowd the pan. When done, fried fish will float to the top of the oil. Remove fried food with tongs or slotted spoon and drain thoroughly on racks over paper towels.

### Equipment:

- Frying thermometer
- Heavy, flat-bottomed pot or pan deep enough to hold oil to immerse food with several inches between the oil and the top of the pan
- Wire frying basket, for frying several pieces of fish at once
- Slotted spoon for retrieving loose bits of crust
- Wire racks to drain excess oil
- Paper towels to blot excess oil
- Tongs



**FISH FOR FRYING:** Peeled Shrimp, Sole, Whitefish, Sand Dab, Flounder, Tilefish, Whiting, Snapper, Pollock, Roughy, Walleye, Perch, Grouper, Rainbow Trout, Kingfish, Mahi mahi, Cod, Haddock, Halibut, Trout, Clams, Squid

## Crusts for Fish

Beer batter and other tempura-type batters are good on fried fish, but you can crust a fish before baking or sautéing, too. Just choose one from column A and one from column B, dip and roll.

### Dip in:

Evaporated milk

Eggs beaten with a little water

Slightly diluted lemon juice

Milk with crushed garlic

Buttermilk



### Roll in:

Corn meal and flour

Parmesan or herb-seasoned flour

Crushed almonds, pecans or macadamia nuts

Cracker crumbs

Panko (Japanese breadcrumbs)

Fish-Fri (Zatarain's brand-name, corn-based coating for frying)



**Tip:** The secret of successful frying is correct oil temperature, so we urge you to buy a deep-frying thermometer—they are inexpensive. If you don't have a thermometer, test the oil temperature by dropping in a small bit of batter. It should sink halfway down, then bubble and rise to the top when the oil is hot enough to use.

## ROASTING OR BAKING

**About Roasting or Baking:** Many cookbooks use the term “baking” for this method of cooking fish. We prefer to call it “roasting,” just because it makes our mouths water. Whatever you call it, roasting or baking is an easy, no-muss way to cook some fish. Both terms refer to cooking with dry, surrounding heat. With meats, this allows the sugars on the outside to caramelize, leaving the inside moist and juicy. That’s true for fish, too, but there are additional advantages to roasting fish: you don’t have to manipulate roasted fish much, so there is less chance of breakage. Fish cooks more quickly than meat and poultry, so roasting can be a quick way to prepare seafood.

**How to Roast Fish:** Lightly oil the piece of fish. Bake fish at a fairly high temperature—400 degrees—and use the 10 minutes per 1 inch rule. To ensure moisture and add seasoning, you may coat fish with seasoned crumbs, top with thinly sliced lemons or tomatoes, or brush with melted butter or oil while cooking. Or roast the fish on top of aromatic herbs and vegetables like leeks and garlic. Be careful not to overcook fish—remember the roasting pan retains heat so fish will continue to cook in the pan after you remove it from the oven. Most fish is done when internal temperature reaches 130 degrees. Have everything else ready so you can plate the fish and serve it immediately.

### Equipment:

- Glass baking dish
- Butter, olive oil or cooking spray for coating pan and oiling fish
- Metal spatula for removing fish
- Thermometer

\* **Tip:** When cooking fillets, tuck the thin ends under to ensure uniform thickness.

**FISH FOR ROASTING:** Sole, Whitefish, Sand Dab, Flounder, Tilefish, Whiting, Snapper, Lobster, Pollock, Roughy, Walleye, Perch, Grouper, Rainbow Trout, Kingfish, Mahi mahi, Cod, Haddock, Halibut, Trout, Mullet, Monkfish, Striped Bass, Pompano, Pike, Rockfish, Northern Pike, Swordfish, Shark

## SAUTÉING

**About Sautéing:** Sauté is a French word meaning literally “jump” or “leap.” Chefs often say the oil should “surprise” the food to be cooked—in other words, when you put the food in the pan of hot oil, there should be a sudden sizzle. You can sauté in vegetable or olive oil or butter—we prefer a mixture of oil and butter, for flavor’s sake.

**How to Sauté:** Sautéing properly gives fish a lightly crisp crust that contrasts beautifully with the sweet taste of the seafood. Coat seafood lightly with crumbs, cornmeal, flour or finely chopped nuts. If you don’t coat it, be sure seafood is dry. Heat a mixture of oil and butter in a skillet to just below the smoking point. Add the seafood, leaving plenty of room between pieces. If you overcrowd the pan, the food will steam, not sauté. When it’s brown on one side, turn and brown the other side.

### Equipment:

- Long-handled, shallow sauté pan roomy enough to hold several fillets (non-stick is good)
- Tongs
- Metal spatula
- Oil or butter



### FISH FOR SAUTÉING:

Any fish fillets under 1½" thick (Sole, Whitefish, Trout, Speckled Trout, Sand Dab, Flounder, Tilefish, Whiting, Snapper), Shucked Oysters, Large Shrimp, Scallops

### Trout Meuniere Amandine Serves 6

6 large fish fillets  
1 ½ cups flour, seasoned with 1 teaspoon salt and ½ teaspoon pepper  
1 stick butter  
2 tablespoons minced parsley  
1 tablespoon lemon juice  
1 tablespoon red wine vinegar  
1 cup sliced almonds

1. Preheat oven to 350.
2. Rinse fillets quickly and pat dry with paper towels. Spread nuts on baking sheet and toast in oven till golden brown—watch out, they burn easily.
3. Dip fillets in seasoned flour. Melt butter in large, heavy sauté pan and sauté fillets for about 4 minutes or until golden; turn and cook on the other side.
4. Remove fish from pan. Add lemon juice, vinegar and parsley to pan and heat until butter foams. Add nuts to butter and pour over the fish.

## BROILING

**About Broiling:** Broiling is cooking with an indirect heat source, usually at a higher-than medium-temperature. Julia Child famously advocates putting a little liquid (fish stock, white wine, vegetable broth, even herbed water) of some kind in the broiling pan—just enough to come about halfway up the sides of the fish—to make sure the fish doesn't dry out. Broiling is a great way to prepare fish steaks; they should be cut about 3/4 inch thick.

**Broiling Tips:** It's a good idea to marinate more delicate fish before broiling and to baste it when you turn it to keep it moist. Don't over-marinate. The acid (lemon, vinegar, wine) in a marinade tends to "cook" the fish protein if it is left to marinate too long. Don't marinate fish for more than 45 minutes. The rack should be placed so that seafood is 3 to 4 inches from the heating element. Be careful; it can cook very quickly. Line the pan under the broiling rack with foil. Estimate cooking time by thickness of fish (10 minutes per inch of thickness); turn fish over when the time is half up.

### Equipment:

- Oven with broiling function
- Broiling rack
- Brush or bulb for basting



## GREEK-STYLE FISH

2 lbs. fish fillets or steaks	1/8 tsp. cayenne
1/2 cup olive oil (preferably Greek)	Greek olives
3/4 cup lemon juice	Crumbled feta
1 tsp. fresh mint, chopped	Lemon wedges
1/2 tsp. fresh oregano, chopped	

Oil broiling rack. Whisk together oil, lemon juice, herbs and seasonings. Place fish on the rack and spoon sauce over it. Broil, basting frequently with sauce. Garnish with olives, lemon wedges and a few crumbles of feta. Serve with orzo.

**FISH FOR BROILING:** Salmon, Sea Bass, Bluefish, Large Shrimp, Lobster Tail, Tuna, King Mackerel, Kona Kampachi, Sablefish, Pollock, Roughy, Mullet, Monkfish, Striped Bass, Pompano, Pike, Northern Pike, Rockfish, Swordfish, Shark, Walleye, Perch, Grouper, Kingfish, Mahi mahi, Cod, Haddock, Halibut, Trout

## LOVE THOSE



# Good Fats!

Fish have lots of great nutrients, including healthy polyunsaturated fats known as omega-3's. American diets are notoriously low in these beneficial fats and seafood happens to be one of the richest dietary sources.

### What are they?

There are several types of omega-3 fats that occur in nature. Seafood is one of the best sources of two types: EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid). Our bodies can make some of these fatty acids, but nutrition research indicates that getting a regular dose of EPA and DHA directly from food may have additional positive effects.

### What do they do?

Just like any other nutrient, EPA and DHA are complex and scientists are still learning how they work in our bodies. Currently, nutrition research indicates that EPA and DHA can help reduce the risk of cardiovascular disease and may help prevent certain cancers, as well as decrease inflammation and promote brain health.

### What are the best sources?

Just about all seafood contains some EPA and DHA. Generally speaking, fattier fish that live in cold waters have the highest levels. These include: Mackerel, Trout, Herring, Sardines, Albacore Tuna, Salmon and Kona Kampachi.

### How much do I need?

The ideal amount of EPA and DHA to have in your diet is not exactly clear. The American Heart Association recommends eating fish, particularly fatty fish, at least 2 times a week to help prevent cardiovascular disease.

### DID YOU KNOW?

Shellfish are lower in saturated fat and total fat than most meats and poultry. They're good for you—eat 'em up!




## MICROWAVE

**About Microwaving:** Although microwaving has a bad reputation for preparing some kinds of foods, microwave cooking was made for fish — no muss, no fuss, no fishy smell; and the flavor and texture remain delicious.


**How to Microwave Fish:** Cut a pound of fish into serving-size portions of equal thickness, preferably not more than 1-inch thick. Place on a microwave-safe plate. Drizzle with a little liquid—a tablespoon or so of orange juice, lemon juice, white wine or lime juice. Season with aromatics—grated fresh ginger, orange or lemon zest, diced shallots, a chiffonade of fresh basil leaves or cilantro sprigs. Cover the plate with microwave-safe plastic wrap and zap at full power for about 2 to 3 minutes. Fish should be barely translucent when you remove it from the microwave. Let it stand for a few minutes to finish cooking before removing wrap and serving.

### Equipment:


- Microwave
- Microwave-safe cooking dish
- Plastic wrap
- Tongs



**FISH FOR MICROWAVING:** Tuna, King Mackerel, Salmon, Sea Bass, Kona Kampachi, Sablefish, Sole, Whitefish, Sand Dab, Flounder, Tilefish, Whiting, Snapper, Pollock, Roughy, Walleye, Perch, Grouper, Sea Bass, Rainbow Trout, Kingfish, Mahi mahi, Cod, Haddock, Halibut, Trout, Mullet, Monkfish, Striped Bass, Pompano, Pike, Rockfish, Northern Pike, Swordfish, Shrimp, Crab, Lobster, Mussels, Clams

 **Tip:** If you test fish by flaking, it will be overdone by the time you serve it. Judge doneness by whether the fish is (just barely) opaque. It will continue cooking a few minutes after you remove it from the heat.

## GRILLING



**About Grilling:** Fish cooked over fire is probably one of the first cooked proteins eaten by humans. Maybe that's why the delicately sweet flavor of fish seems especially complemented by a whiff of smoke—it's part of our genetic memory. At any rate, grilling remains one of the easiest, quickest and tastiest ways to cook fish or shellfish.

**How to Grill Fish:** Use a hinged wire grill basket for whole fish and fillets of tender fish. Firmer fish can be cooked directly on an oiled grill. Skewer small shellfish such as shrimp or scallops on metal or water-soaked wooden skewers; you may also skewer 2-inch chunks of firm fish like tuna and swordfish. Grill fillets over medium to medium-low heat. Turn finfish only once to avoid breakage. Shellfish may be cooked directly on a hot grill; they are done when the shell opens. Discard the ones that do not open.

The sturdier and fattier fish—Grouper, Salmon, Tuna and Swordfish—grill beautifully. Clean your grill thoroughly and oil it lightly before putting on the fish. And only turn the fish once! If the grill is properly oiled and preheated, the fish will develop a nice crust and will release from the grill without sticking. For more delicate fish and fish fillets, use a grill basket. Release the fish from the basket as soon as you remove it from the grill.

### Equipment:

- Grill with a hot fire
- Grill basket
- Tongs
- Metal or water-soaked wooden skewers

**Tip:** If a fish has skin, slash it lightly before cooking to prevent curling.

**FISH FOR GRILLING:** Tuna, King Mackerel, Salmon, Sea Bass, Kona Kampachi, Sablefish, Pollock, Roughy, Walleye, Perch, Grouper, Sea Bass, Rainbow Trout, Kingfish, Mahi mahi, Cod, Haddock, Halibut, Trout

## POACHING

**About Poaching:** Poaching is basically simmering food in liquid. It's a very gentle method of cooking and therefore perfectly suited to fish, which tends to be fragile. Poached fish is also great for entertaining because you can cook it ahead and serve it chilled.

**Poaching Tips:** Poaching is a great way to cook fish if you prefer a fat-free cooking method and if you want to make a sauce—the poaching liquid provides the necessary broth. Choose a pan with a tight-fitting lid and use enough liquid to half cover the fish. Poaching liquid should barely simmer; a harder boil will overcook or break up the fish. Change up your poaching liquid—add white wine or cider, sprigs of fresh herbs, black peppercorns, bay leaves, lemon slices or thin onion slices.

### Equipment:

- Pan large enough to fit seafood comfortably with a tight-fitting lid



**FISH FOR POACHING:** Lobster, Shrimp or Crab in the Shell; Shucked Oysters, Large Fillets, Rolled Fillets or Whole Fish such as Mullet, Monkfish, Striped Bass, Pompano, Pike, Rockfish, Sole, Whitefish, Sand Dab, Flounder, Tilefish, Whiting, Snapper, Northern Pike, Swordfish, Pollock, Roughy, Walleye, Perch, Grouper, Sea Bass, Rainbow Trout, Kingfish, Mahi mahi, Cod, Haddock, Halibut, Trout

## STEAMING

**About Steaming:** Steaming is the healthiest method of cooking just about anything, and fish are no exception. It is important that the food never touch the simmering liquid that's producing the steam and equally important that you don't let the liquid boil entirely away. Chinese cuisine is famous for its steamed dishes—take a cue from it and add plenty of aromatic herbs and vegetables to the steaming liquid.

**How to Steam Fish:** Steaming is a gentle, no-fat method of cooking fish with hot steam. Use a traditional steaming basket or a bamboo steamer. Bring about 2 inches of water to boil in the pan. Place seafood on the rack and place rack over (not in!) the water. Cover tightly. You may steam vegetables alongside the seafood; add aromatic seasonings to the water for a gentle flavor addition.

### Equipment:

- Steamer (a rack over boiling water in a pan with a cover)
- Tongs

**FISH FOR STEAMING:** Fish Fillets or Steaks, Shellfish, Whole Fish, Rolled Fillets, Sole, Whitefish, Sand Dab, Flounder, Tilefish, Whiting, Snapper, Shrimp, Crab, Lobster, Mussels



# RECIPES

Please feel free to use this space to jot down any new recipes, seasoning substitutions and tips or tricks you might find in your food travels. We've provided a few delicious recipes to get you started. Bon voyage!

## BEAUTIFUL STEAMED FISH

- 1 ½ pounds halibut, cut in four pieces
- 4 scallions, cut into 2-inch pieces
- 5 leaves of Nappa cabbage, cut in four pieces
- 3 fresh mushrooms, sliced thickly
- 2 slices fresh ginger root, finely chopped
- 3 cloves garlic, finely chopped
- ½ cup soy sauce
- ⅓ cup water



Layer half the scallions, mushrooms and cabbage in a steamer container. Top with fish. Sprinkle fish with ginger and garlic, then top with other half of vegetables. Mix soy sauce and water and drizzle it over everything. Place steamer over an inch of boiling water and cover. Steam for 15-20 minutes.

## FRIED SHRIMP

- 1 ½ lbs. shrimp, shelled and deveined
- 2 eggs
- 1 cup flour
- 2 cups unseasoned bread crumbs, Panko or Fish-Fri
- Oil for frying
- Lemon
- Salt

Beat eggs in a bowl. Dip shrimp in flour and shake to remove excess. Dip shrimp into eggs. Dip shrimp into crumbs, patting gently to make them stay. Place shrimp on a rack and refrigerate for 30 minutes to let coating "set." Pour oil to depth of 2" in heavy pan. Heat oil to 375 degrees. Fry shrimp in batches, a few at a time, cooking till deep golden brown outside and shrimp is just opaque inside. Remove with tongs, drain on racks over paper towels, sprinkle with lemon juice and salt. Allow oil to return to 375 between batches.

RECIPE

RECIPE

RECIPE

# JOURNAL

Use this space to record the various fish and shellfish you've tried. Which types did you like? What's your most adventurous exploration? Document your culinary experiences as you discover new seafood flavors.

Date \_\_\_\_\_ Fish \_\_\_\_\_

Date \_\_\_\_\_ Fish \_\_\_\_\_

Date \_\_\_\_\_ Fish \_\_\_\_\_

Date \_\_\_\_\_ Fish \_\_\_\_\_

Date \_\_\_\_\_ Fish \_\_\_\_\_

Date \_\_\_\_\_ Fish \_\_\_\_\_

Date \_\_\_\_\_ Fish \_\_\_\_\_

RECIPE

RECIPE

**C**entral Market Partners are always ready to answer any questions you have about cooking fish or shellfish. We invite you to stop and say hello next time you're in the store. We also invite you to explore other Central Market Foodie services; pick up a copy of our *Foodie* magazine, sign up for one of our many cooking classes or subscribe to the *Foodie* e-newsletter. Check out our website: [www.centralmarket.com](http://www.centralmarket.com). *Central Market*  
H.E.B.