



VANCOUVER · SINCE 1966

THE INSIDER'S LIST

The **10** Seafood Mafia Rules

Three generations of fishmonger knowledge.
No fluff.

The family eats first.

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WELCOME TO THE FAMILY

You just did the thing most people **never do.**

You got connected.

Most people feel clueless at the fish counter, so they overpay for fish that was never fresh, take it home, cook it badly, and quietly decide they don't like seafood.

They were never given the information. You have been.

These ten rules are **three generations of fishmonger knowledge**, boiled down to what actually matters — at the counter, in the kitchen, and at your table.

Read them once. Bring them with you on Saturday.

RULE 01

Fresh fish should never smell fishy.

Good seafood smells clean, mild, and ocean-like. If it smells strong before it hits the pan, something's off — walk away.

RULE 02

Stop buying salmon based only on color.

Color matters, but it's not the whole story. Texture, smell, fat, handling, and timing decide whether that fillet is actually good.

RULE 03

Ask when it came in, not just where it's from.

Origin sounds impressive. Timing and handling are what make or break quality. One question changes what ends up on your plate.

RULE 04

Expensive doesn't always mean better.

The right choice depends on what you're making, who you're serving, and how confident you are cooking it. Price tags don't know your dinner plans.

RULE 05

Frozen is not automatically bad.

Some of the best seafood you'll ever eat was frozen at sea within hours of the catch. "Fresh" that sat around for a week loses that fight every time.

RULE 06

Never serve guests seafood you've never cooked before.

Hosting is not the night to gamble. Pick something impressive, simple, and forgiving — and practice the fancy stuff on a Tuesday.

RULE 07

Good seafood usually doesn't need much.

If it's the real thing, salt, heat, fat, and acid will carry it. Drowning great fish in sauce is how you hide mediocre fish.

RULE 08

The fish counter is only intimidating until you know what to ask.

"What came in today?" "When?" "What would you take home?" Three questions, and suddenly you're the customer they take seriously.

RULE 09

If your seafood tastes fishy, something went wrong.

Wrong fish, wrong handling, or wrong timing — but wrong. Properly handled seafood tastes clean, sweet, and like the ocean on its best day.

RULE 10

You probably don't hate seafood. You've probably just had bad seafood.

This is the rule everything else exists for. Give the real thing one honest shot, and it'll change how you eat for good.



The family eats first.

You're in. From here on out you hear it first,
buy it smarter, and eat it better.

Forward this to someone who always orders the chicken.

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