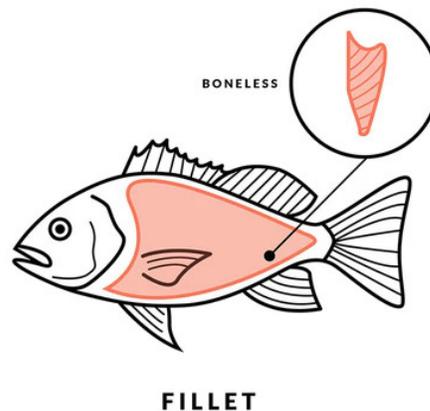


FROM FILLETS TO COLLARS, EVERY CUT OF FISH GOT ITS OWN FLAVOR AND FEEL, AND DOWN HERE WE DON'T WASTE A SCRAP. SOME PIECES MIGHT SCARE THE AVERAGE HOME COOK, BUT THEY AIN'T COMPLICATED; THEY JUST WAITING FOR THE RIGHT FIRE. HERE'S THE BREAKDOWN OF THE MAIN CUTS AND WHY EVERY ONE BELONGS IN YOUR KITCHEN, NEW ORLEANS STYLE.

FILLETS

A FILLET IS JUST THE GOOD MEAT TAKEN OFF THE SIDES OF THE FISH—CLEAN, NO BONES, NO FUSS. IT'S WHAT MOST FOLKS GRAB FIRST. YOU GOT THREE WAYS IT'S USUALLY CUT: WHOLE (BONES STILL IN), V-CUT (PIN BONES PULLED OUT), AND J-CUT (PIN BONES GONE PLUS THAT LITTLE FATTY NAPE NEAR THE HEAD TAKEN OFF TOO). AT KRAWDADDY KREWE, WE DO V-CUTS: PIN BONES ALREADY OUT, SKIN-ON OR OFF HOWEVER YOU LIKE, READY FOR THE BLACKENING SKILLET OR THE FRYER. EASY EATING!



WHY A FILLET'S YOUR BEST FRIEND IN THE KITCHEN:

- YOU CAN COOK IT ANY WAY YOUR HEART DESIRES—BLACKENED, GRILLED, FRIED, BAKED, BROILED, YOU NAME IT.
- IT COOKS FAST, ESPECIALLY ON THINNER FISH LIKE SPECKLED TROUT OR SNAPPER.
- NO BONES TO MESS WITH; GRAB ONE THAT'S ALREADY CLEANED AND YOU'RE READY TO ROLL.

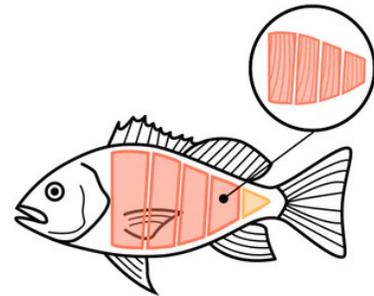
QUICK NOTE: FISH COME IN TWO BASIC SHAPES. FLATFISH (LIKE FLOUNDER) GIVE YOU TWO BIG FILLETS, ONE SIDE USUALLY MEATIER. ROUND FISH (REDFISH, DRUM, SNAPPER) GIVE YOU TWO EVEN FILLETS, ONE OFF EACH SIDE.

TO CUT 'EM, YOU RUN A SHARP KNIFE RIGHT ALONG THE BACKBONE, STARTING AT THE HEAD AND SLIDING CLEAN TO THE TAIL. DO ONE SIDE, FLIP THE FISH, DO THE OTHER. SIMPLE AS THAT.

PORTIONS

SOMETIMES ONE BIG FILLET IS JUST TOO MUCH—ESPECIALLY IF IT'S JUST YOU OR YOU AND YOUR BABY AT THE TABLE. THAT'S WHERE PORTIONS COME IN: NICE, EVEN LITTLE RECTANGLES CUT FROM THE THICK CENTER OF THE FILLET, PERFECT SIZE FOR ONE OR TWO PLATES. SAME GREAT FLAVOR AND FLAKE, BUT NO LEFTOVERS STARING AT YOU FROM THE FRIDGE. CUT 'EM SMALLER AND YOU'VE GOT FISH TACOS, FISH STICKS, OR A QUICK PO-BOY IN FIVE MINUTES.

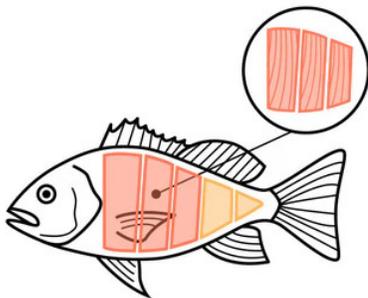
AT KRAWDADDY KREWE, WE TAKE OUR FILLETS AND TRIM OFF THE THIN BELLY, THE NAPE, AND THAT SKINNY TAIL PIECE SO EVERY PORTION IS THE SAME THICKNESS AND COOKS THE SAME EVERY TIME. JUST GOOD EATING, NO WASTE, NO FUSS.



REGULAR CUT PORTIONS BONELESS

**Expect more variability in shape and thickness*

■ - Denotes the section that regular cut portions are cut from



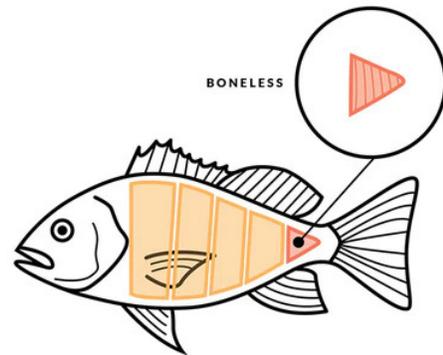
CENTER CUT PORTIONS BONELESS

**Expect more uniformity in shape and thickness*

■ - Denotes the section that center cut portions are cut from

WHEN A FILLET IS PORTIONED, YOU END UP GETTING DIFFERENT SIZES AND SHAPES OF FISH DEPENDING ON WHICH PART OF THE FILLET THE PORTION IS FROM. THE CENTER-CUT PORTION IS A PRIZED CUT OF THE FILLET BECAUSE IT'S THE MOST UNIFORM CUT, FREE FROM ANY IRREGULARITIES. IT'S THE PORTION THAT MOST HIGH-END RESTAURANTS SERVE AND IS EASIER TO COOK EVENLY.

TAIL PORTIONS ARE THAT SKINNY END OF THE FILLET RIGHT BY THE TAIL. A LITTLE THINNER AND NOT AS PERFECT-LOOKIN' AS THE CENTER CUTS, BUT THEY PACK JUST AS MUCH FLAVOR—SOMETIMES MORE. SEASON 'EM HEAVY, THROW 'EM IN A HOT OVEN OR ON THE GRILL, AND THEY CRISP UP NICE. GREAT FOR TACOS, A QUICK ROAST, OR JUST EATIN' WITH YOUR FINGERS. PLUS, YOU AIN'T WASTIN' A BITE OF WHAT THE BAYOU GAVE YOU.

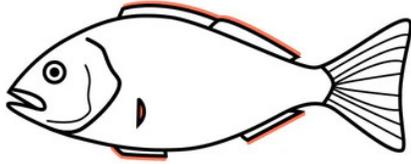


TAIL PORTION

DO FILLETS AND PORTIONS COME SKIN-ON OR SKIN-OFF?

DEPENDS ON WHAT YOU WANT. WE SELL 'EM BOTH WAYS. SKIN-ON IS A LOT OF FOLKS' FAVORITE DOWN HERE—THE SKIN KEEPS THE FILLET FROM FALLIN' APART WHEN YOU'RE BLACKENIN' IT OR HITTIN' IT HARD ON THE GRILL, PLUS IT GETS THAT NICE CRISPY EDGE THAT'LL MAKE YOU SLAP YOUR MOMMA (DON'T REALLY, SHE'D KILL YOU). REDFISH, SPECKLED TROUT, DRUM... SKIN-ON IS PURE LOUISIANA. SKIN-OFF IS CLEANER FOR PO-BOYS, TACOS, CEVICHE, OR WHEN YOU'RE BAKIN' GENTLE IN PARCHMENT. SOME FISH JUST DON'T HAVE SKIN WORTH EATIN', AND A FEW WE PULL IT ANYWAY TO KEEP ANY LITTLE PARASITES OUT—JUST BEIN' SAFE. TELL US HOW YOU COOK AND WE'LL FIX YOU UP RIGHT. SKIN OR NO SKIN, IT'S STILL FRESH OUTTA THE GULF.

WHOLE FISH



GUTTED, SCALED, GILLS & FINS REMOVED
WHOLE FISH - HEAD ON

ONE OF THE BEST WAYS TO EAT FISH—HANDS DOWN—IS TO COOK THE WHOLE THING. GETTEM LIKE HE CAME OUT THE WATER—GUTS, GILLS, SCALES, EVERYTHING STILL IN THERE, OR HAVE HIM CLEANED HIM UP NICE: GUTS GONE, GILLS PULLED, SCALES OFF, FINS TRIMMED. ALL THE MESSY WORK'S DONE, BUT YOU STILL GET THAT HEAD, TAIL, AND BONES THAT MAKE THE FLESH TASTE LIKE PURE GOLD WHEN IT HITS THE GRILL OR THE FRYER.

WHY COOK A WHOLE FISH? HERE'S THE TRUTH:

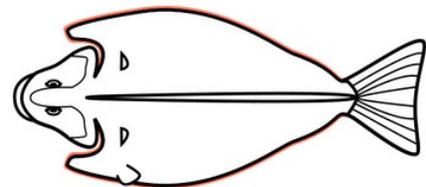
- THROWS ON THE GRILL OR IN THE OVEN LIKE IT WAS BORN FOR IT—THE BONES KEEP EVERYTHING TOGETHER.
- STAYS JUICY AS CAN BE; THEM BONES AND SKIN LOCK THE MOISTURE IN.
- STUFF THE BELLY WITH LEMON, GARLIC, HERBS, OR A LITTLE CRABMEAT AND THAT FLAVOR GOES STRAIGHT TO THE FLESH.
- ALMOST ZERO WASTE—EAT THE CHEEKS, PICK THE COLLAR, THEN TOSS THE BONES IN A POT FOR STOCK.
- LOOKS BADASS ON THE PLATTER; FOLKS LOSE THEIR MINDS WHEN YOU BRING OUT A WHOLE GRILLED REDFISH.
- THAT MEAT SITTIN' RIGHT BETWEEN THE CRISPY SKIN AND THE RICH BACKBONE TASTES BETTER THAN ANY FILLET EVER COULD.

WHOLE FISH AIN'T FANCY—IT'S JUST THE BEST WAY WE'VE BEEN DOIN' IT FOREVER.

BUTTERFLIED

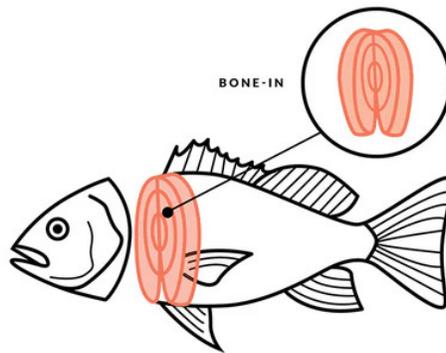
A BUTTERFLY CUT IS THEM TWO FILLETS STILL HOOKED TOGETHER BY THE SKIN—LIKE THE FISH OPENED UP LIKE A BOOK. DOWN HERE IT'S ONE OF OUR FAVORITE WAYS TO COOK DAMN-NEAR THE WHOLE FISH. EVERYTHING LAYS FLAT, SO THE MEAT HITS THE HEAT EVEN AND COOKS PERFECT EVERY TIME. THAT MAKES IT KILLER FOR PAN-FRYING IN A LITTLE BUTTER AND GARLIC TILL THE SKIN GOES CRISP. MOST THE BONES ARE ALREADY GONE, AND YOU CAN STUFF THAT MIDDLE WITH CRABMEAT, SHRIMP, OR JUST LEMON AND HERBS BEFORE YOU CLOSE IT UP. QUICK, PRETTY, AND TASTES LIKE YOU KNOW WHAT YOU'RE DOIN'.

TOP VIEW



BONELESS
GUTTED, SCALED, GILLS & FINS REMOVED
BUTTERFLIED WHOLE FISH

STEAKS



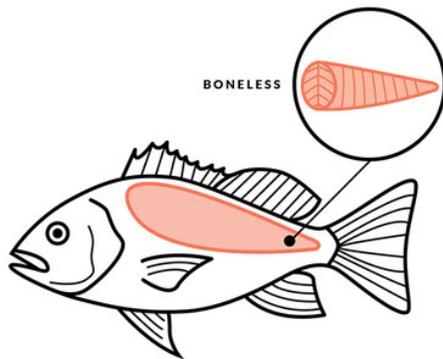
STEAKS

FISH STEAKS ARE THICK CROSS-CUTS TAKEN STRAIGHT ACROSS THE BACKBONE—NOTHING LIKE A FILLET THAT RUNS ALONG THE SPINE. YOU ONLY GET REAL STEAKS FROM THE BIGGER FISH: TUNA, SWORDFISH, BIG KING MACKEREL, MAHI, OR A MONSTER JACK CREVALLE OVER TEN POUNDS. EACH SLICE STILL HAS A SECTION OF SKIN, A PIECE OF BACKBONE RIGHT IN THE MIDDLE, AND USUALLY SOME OF THAT RICH BELLY FLAP. WHY COOK WITH STEAKS?

- YOU CAN GRILL, BLACKEN, BROIL, OR PAN-SEAR THEM—WHATEVER YOU FEEL.
- THAT THICKNESS LETS YOU GET A HARD SEAR OUTSIDE WHILE THE CENTER STAYS JUICY.
- THEY DON'T DRY OUT NEAR AS EASY AS THINNER CUTS.
- HONESTLY, A THICK TUNA OR SWORDFISH STEAK ON THE GRILL IS BETTER THAN ANY RIBEYE AND COOKS IN HALF THE TIME.

FIRE UP THE PIT, GIVE IT A QUICK KISS OF SMOKE AND PEPPER, AND YOU'RE EATING LIKE A KING IN TEN MINUTES FLAT.

LOIN



LOIN

THE LOIN IS THE PRIME, THICK, BONELESS CHUNK OF THE FISH—NO TAPER, NO BONES, JUST PURE MEAT. ON BIG BOYS LIKE YELLOWFIN OR SWORDFISH, “LOIN” MEANS THOSE FAT CENTER LOGS: THE TOP LOIN (LEAN AND FIRM) AND THE BELLY LOIN (RICHER, A LITTLE OILIER). ON SMALLER ROUND FISH LIKE A BIG SPECK OR RED, THE LOIN IS JUST THE THICK UPPER PART OF THE FILLET UP NEAR THE HEAD. EITHER WAY, IT'S THE MONEY CUT. THROW IT ON A SCREAMING-HOT GRILL WITH NOTHING BUT SALT, PEPPER, AND MAYBE A LITTLE GARLIC BUTTER AT THE END. SEARING IT QUICK IS BEST, BUT YOU CAN PAN-SAUTÉ OR BAKE IT TOO.

IT'S STEAK FROM THE WATER, PLAIN AND SIMPLE.

CHEEKS AND COLLARS

MOST CASUAL SHOPPERS SKIP 'EM, BUT ANYBODY WHO KNOWS FISH SWEARS THE CHEEKS AND COLLARS ARE THE BEST PARTS ON THE BONE. CHEEKS ARE THOSE TWO LITTLE ROUND (OR OVAL) NUGGETS YOU PULL FROM RIGHT BEHIND THE EYES. FIRM BUT SILKY, SWEET AS CAN BE. ONE OR TWO BITES EACH AND THEY'RE GONE; THAT'S WHY YOU FIGHT OVER THEM. COLLARS ARE THE THICK CHUNK RIGHT BEHIND THE HEAD, FROM THE TOP OF THE BACK ALL THE WAY DOWN TO THE BELLY. IT'S THE FISH'S "SHOULDER," LOADED WITH FAT AND COLLAGEN. GRILL OR BROIL THEM HARD TILL THE SKIN BLISTERS AND THE MEAT STAYS JUICY; YOU'LL BE GNAWING THE BONES LIKE IT'S BARBECUE.

DOWN HERE WE DON'T THROW AWAY FLAVOR. EVERY PART OF THE FISH HAS A JOB, AND THE CHEEKS AND COLLARS ARE THE BLUE-PLATE SPECIALS—IF YOU KNOW WHERE TO LOOK.