**Video Title:** Get Hooked on Sustainable Seafood: How Barton Seaver Turned Bait into a Sold-Out Entree (video #3)

**Video Link:** <https://www.youtube.com/watch?v=Sld3EsRniCY>

**Transcript:**

Barton Seaver: It's not just the seafood that sells, oftentimes it's the story behind it that gets it to jump off that menu.

In one of my restaurants, we were facing a busy Thursday night, hundreds or reservations on the books and my seafood, it hadn't shown up yet, and here I am in a bind. I've gotta write my menus, I've gotta serve all these diners, I gotta train my staff. Oh my gosh, what am I gonna do?

So my fish finally shows up, it wasn't what I was expecting. I open up the box and was like, "What is this?" So I called the local fisherman who sold me the fish, and I said, "Hey, what did you send me?" He said, "Well, we had a bad day of fishing so I sent you all the leftover bait." There on my hands, I had about 100 lbs of flying fish. So, I called all the line cooks off and we started fileting up all these little fish. I took these filets, marinated them, lemon zest, little bit of tarragon, olive oil. I rolled them up like [inaudible 00:01:09] and threaded them onto rosemary skewers. I grilled them over the sultry part of a wood grill, fire spiced with oak and peach wood. I put all this over a bed of braised summer squash, and zucchini, and a vedalia onion and juniper broth, with a little bit of herb salad on top.

You know what I told my servers? The truth. I told them exactly what had happened that day and I watch as, by 7:00 PM, my servers had sold out every single plate of flying fish that we had. People weren't buying just the fish, they were buying the story. And to this day, I have requests for more.

To learn more about sustainable seafood and how it can impact you, and your operations, visit restaurant.org. And always, a big thank you for U.S Foods for sponsoring these videos on sustainable seafood.