

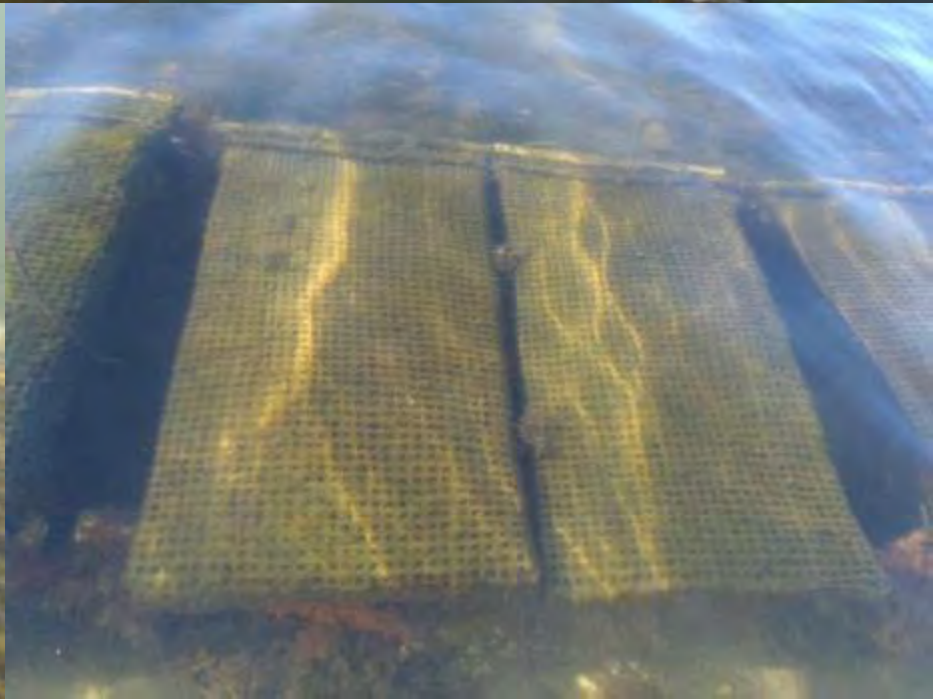


Marketing Matunuck  
Perry Raso  
Matunuck Oyster Farm  
Maryland Aquaculture Conference













# Markets

- Retail
- Wholesale
- Open air markets
- Community events (fundraisers, fairs, food shows)
- Catering (weddings, graduation parties, etc.)
- Juvenile oyster seed
- Restoration
- Agritourism

























## RAW BAR

**Matunuck Oysters 1.75**  
*Potter Pond Estuary, Rhode Island*

- Ninigret Oysters 1.75**  
*Charlestown Pond, Rhode Island*
- East Beach Blondes 1.75**  
*Charlestown Pond, Rhode Island*
- Salt Pond Selects 1.75**  
*Point Judith Pond, Rhode Island*
- Cedar Island Oysters 1.75**  
*Point Judith Pond, Rhode Island*
- Rome Point Oysters 1.75**  
*Narragansett Bay, Rhode Island*
- Watch Hill Oysters 1.75**  
*Winnepaug Pond, Rhode Island*
- Kumomoto Oysters 2.25**  
*Please ask your server*
- Pacific Coast Oysters 2.25**  
*Northern California*

**Oyster Sampler 20.95**  
*Assortment of a dozen local oysters*

- Littlenecks 1.75**
- Cherrystones 1.75**
- Jumbo Shrimp 2.50**
- Half Lobster Tail 4.95**
- Whole Lobster Tail 8.95**

## STARTERS

**Matunuck Oysters Rockefeller 11.95**  
*Pernod, spinach, bacon, bread crumbs, and fresh herbs*

- Point Judith Calamari 9.95**  
*Spicy greens, cherry peppers, fried capers, and citrus aioli*
- Steamed Mussels 9.95**  
*White wine, herb butter, and garlic crostini*
- Fall River Stuffedies 5.95**  
*Two House-made stuffed quahogs with chourico and cherry peppers*
- Fried Oysters 10.95**  
*Cayenne-dusted with chipotle remoulade*

**Pan-Roasted Littlenecks & Grilled Chourico 10.95**  
*White beans, tomatoes, garlic, and white wine broth*

**Grilled Oysters 9.95**  
*Five Salt Pond Select Oysters grilled with zesty garlic herb butter*

**Fried Whole Belly Clams 12.95**  
*House-made slaw and chipotle remoulade*

## SOUPS

## LOBSTERS

*Served with mashed potatoes, chef's vegetables, and drawn butter. Larger sizes available, please ask your server*

**Baked-Stuffed Lobster 26.95**  
*1 1/2 lb lobster, lazy man-style, stuffed with lobster, scallops, shrimp, and seafood stuffing*

**Boiled 1 1/4 lb Lobster 20.95**

**Boiled 1 1/2 lb Lobster 24.95**

**Boiled 2 lb Lobster 27.95**

## MARKET FRESH FISH

**Swordfish 18.95**  
*Grilled and topped with lobster tomalley butter. Served with asparagus and mashed potatoes*

**Atlantic Salmon 15.95**  
*Grilled with a horseradish dijonaise, grilled asparagus, and mashed potatoes*

**Atlantic Cod 15.95**  
*Broiled with chef's vegetables and basmati rice*

## ENTREES

**Steak Au Poivre 19.95**  
*Pan-seared 12 oz peppered ribeye steak topped with a brandy and green peppercorn cream sauce, served with mashed potatoes, and chef's vegetables*

**Seared Scallops 18.95**  
*Pan-seared scallops over a lemon zest and caper risotto with grilled asparagus*

**Fish & Chips 13.95**  
*Local beer-battered cod, hand cut French fries, cole slaw, tartar sauce, and malt vinegar*

**Fried Oysters 13.95**  
*Served with house-made cole slaw and French fries*

**Linguine & Clams 15.95**  
*Rhode Island littleneck clams, white wine, garlic, extra virgin olive oil, and fresh herbs*

**Chicken Parmesan 15.95**  
*Hand-breaded chicken breast with house-made marinara and parmesan cheese over your choice of pasta*

**Oyster Stew 15.95**  
*A hearty cream stew with whole shucked Matunuck Oysters and frizzled leeks*

**Frutti di Mare 17.95**  
*Shrimp, scallops, calamari, and mussels in a clam and tomato broth over linguine*

**Fried Whole Belly Clams 18.95**  
*Served with house-made slaw & tartar sauce*

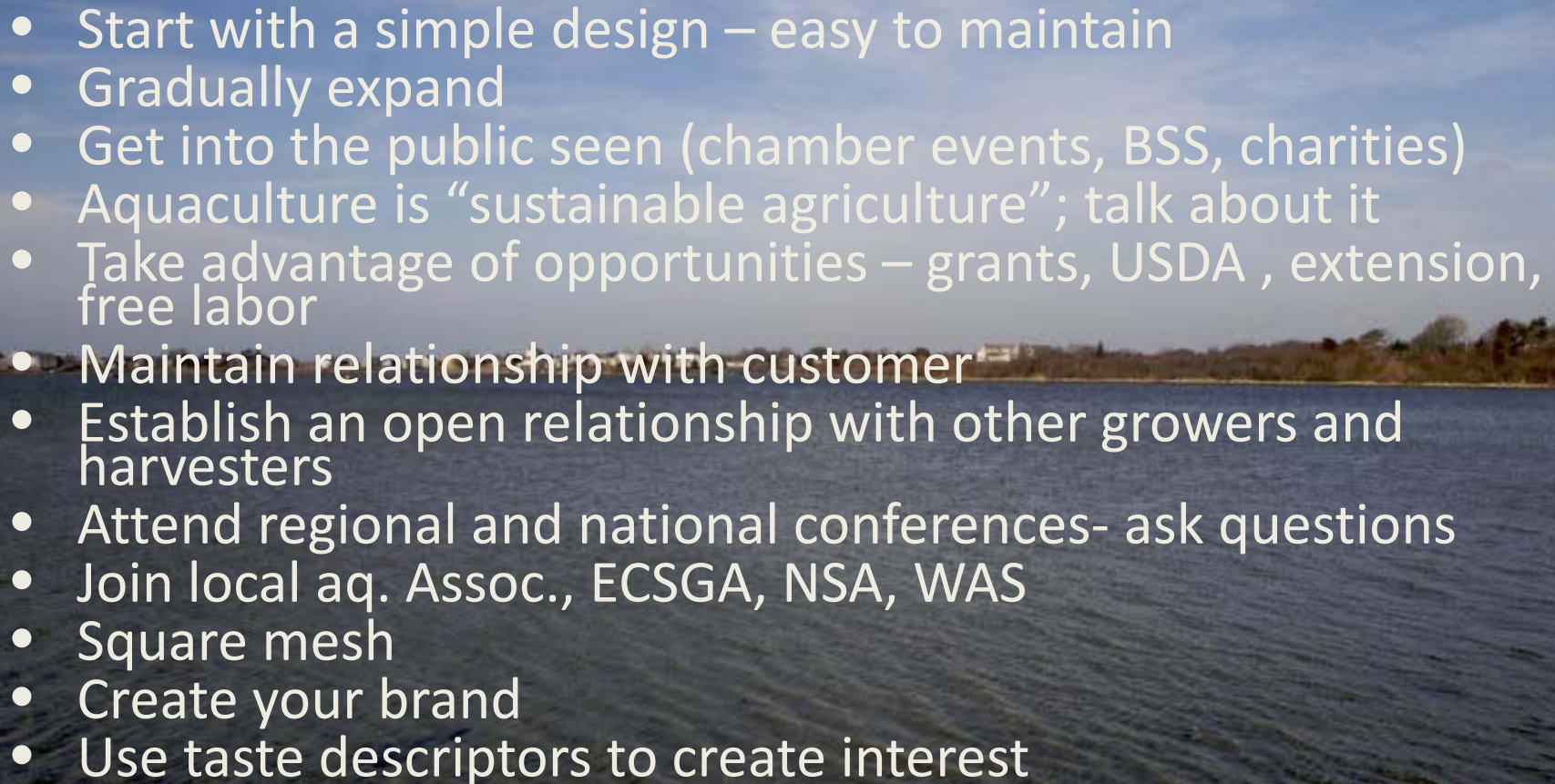
## SANDWICHES

*All sandwiches served with choice of house-cut French fries or side house salad*







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- Start with a simple design – easy to maintain
  - Gradually expand
  - Get into the public seen (chamber events, BSS, charities)
  - Aquaculture is “sustainable agriculture”; talk about it
  - Take advantage of opportunities – grants, USDA , extension, free labor
  - Maintain relationship with customer
  - Establish an open relationship with other growers and harvesters
  - Attend regional and national conferences- ask questions
  - Join local aq. Assoc., ECSGA, NSA, WAS
  - Square mesh
  - Create your brand
  - Use taste descriptors to create interest