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

Mattapoisett Oysters 1.75
Mattapoisett Pond, Rhode Island

East Beach Oysters 1.75
East Beach Pond, Rhode Island

Salt Pond Oysters 1.75
Salt Pond Pond, Rhode Island

Raccoon Island Oysters 1.75
Raccoon Island Pond, Rhode Island

Rome Point Oysters 1.75
Rome Point Pond, Rhode Island

Watch Hill Oysters 1.75
Watch Hill Pond, Rhode Island

Kumamoto Oysters 3.00

Pacific Coast Oysters 2.25
Northern California

Oyster Sampler 20.00
Assortment of a dozen local oysters

Littlenecks 1.75

Clamshells 1.75

Jumbo Shrimp 3.25

Half Lobster Tail 4.85

Whole Lobster Tail 9.00

**STARTERS**

Matunuck Oysters Rockefeller 11.50
Parmesan, spinach, bacon, bread crumbs, and fresh herbs

Point Judith Calamari 8.05
Spicy green; cherry peppers, fried capers, and citrus aioli

Steamed Mussels 6.50
White wine, fennel bulb, and garlic

Pail River Clams 8.00
Two house-made steamed clams with chowdah and cherry peppers

Fried Oysters 10.00
Georgian-dusted with chipotle remoulade

Pan-Roasted Littlenecks & Grilled Chorizo 10.00
White onion, tomato, garlic, and chile lime

Grilled Oysters 9.50
Two Salt Pond Steamed Oysters grilled with spicy garlic herb butter

Fried Whole Belly Clams 12.85
House-made slaw and chipotle remoulade

**LOBSTERS**

Served with steamed potatoes, chef's vegetables, and drawn butter. Larger sizes available. Please ask your server.

Baked-Stuffed Lobster 26.00

Boxed 1 1/2 lb Lobster 29.00
Boxed 2 lb Lobster 27.80

**MARKET FRESH FISH**

Swordfish 18.00
Grilled and basted with lobster butter sauce. Served with asparagus and mashed potatoes.

Atlantic Salmon 12.00
Grilled with a horseradish dijon, grilled asparagus, and mashed potatoes.

Alaskan Cod 10.95
Grilled with chef's vegetables and bearnaise sauce.

**ENTRÉES**

Sautéed Au Poivre 19.95
Pan-seared 17 oz. from the 100% dry-aged sirloin steak topped with a brandy and green peppercorn cream sauce served with steamed potatoes, chef's vegetables.

Seared Scallops 18.95
Pan-seared scallops over a lemon cast and caper relish with golden asparagus.

Fish & Chips 13.95
Deep-fried battered cod, hand cut French fries, cole slaw, tartar sauce, and malt vinegar

Fried Oysters 13.00
Served with house-made cole slaw and French fries

 Linguini & Clams 15.00
Shrimp, basil, diced tomatoes, white wine, garlic, sundried tomato oil, and fresh herbs

Chicken Parmesan 15.00
Pan-seared boneless chicken breast with house-made marinara and parmesan cheese served on your choice of pasta

Oyster Stew 15.00
A hearty stew served with white in-season Matunuck Oysters and potato tavern

Porchetta 17.00
Shrimp, scallions, calamari, and mussels in a classic and tomato broth pool caponata

Fried Whole Belly Clams 18.00
Served with house-made slaw and tartar sauce

**SANDWICHES**

All sandwiches served with choice of house-made potato chips or house salad
• 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