

# Citarella®

THE ULTIMATE GOURMET MARKET

## PREPARED FOODS

Gefilte Fish  
Chopped Chicken Liver  
Potato Kugel  
Matzoh Ball Soup  
Braised Beef Brisket

## MEATS

Prime First-Cut Brisket  
Prime Beef Filet Roast  
Leg/Rack/Crown Roast of Lamb  
Organic & Natural Chickens

## SEAFOOD

Whitefish  
Pike  
Carp

## CATERING

Whole Poached Salmon  
Party Platters  
Dessert Platters

## PASTRY

Flourless Chocolate Cake  
Macaroons  
Holiday Specials

## PASSOVER MENU 2010

The Perfect Holiday Meal  
Always from Citarella



*Taste our Difference*



# Happy Passover

The holiday tradition starts with Citarella.

For holiday orders, please call 212-874-0383 or 631-726-3636.

## Passover Favorites

### Traditional Gefilte Fish \$7.99 Lb

New York's Best Gefilte Fish - as good as your Grandmother's. Fresh Whitefish and Pike are combined with onions and delicately poached with carrots in aspic for an unmatched taste.

### Our Seder Plate \$14.99 Ea

Hard boiled Egg, Lamb Shank Bone, Haroseth, Horseradish, Parsley, Watercress

### Haroseth \$6.99 Lb

Freshly chopped Apples and crunchy Walnuts are combined with cinnamon and red wine to make this holiday treat.

### Matzoh Ball Soup \$4.99 Ea

Just like Grandma's, we start with our freshly made free range Chicken Stock. We then add fresh vegetables and light, fluffy Matzoh Balls.

### Matzoh Ball (four pack) \$4.99 Ea

### Chopped Chicken Liver \$3.99 Ea

We use only delicate Liver morsels from all-natural free range Chicken and sauté them with onions before chopping and seasoning for a classic taste.

### Pickled Herring (Cream or Brine) \$4.99 Ea

Flavorful chunks of Herring Fillets in sour cream and vinegar with a touch of sugar.

### Matzoh Stuffing \$6.99 Lb

Using broken up Matzoh, onions, celery, and our freshly made free range Chicken Stock, this tasty side dish can easily become the main dish.

### First-Cut Prime Beef Brisket \$5.99 Lb

We hand select all of our PRIME Beef to ensure only the highest quality. Our expert Butchers carefully hand trim our Beef to create our First-Cut Beef Brisket.

### Lamb Shank \$6.99 Lb

Our premium Lamb Shank is perfect for braising to create aromatic savory holiday dishes.

### Flourless Chocolate Cake \$18.99 Ea

Luxuriously rich and creamy chocolate ganache-style cake finished with dark Cocoa Powder.

### Assorted Coconut Macaroons \$8.99 Ea

Light, delicate clouds of Coconut are intensely satisfying, but not too sweet.

"You could start a love story in Citarella. It's just a hotbed of people making incredible decisions about what to eat and how to cook it. It warms your heart."

~Nora Ephron, Writer & Director



## Seafood Department

Freshest Selection \* Most Variety

Our expert Fishmongers are happy to help you with the freshest and largest variety of seafood around. We will happily grind your Whitefish, Pike, or Carp for your own homemade Gefilte fish. We even have Onions that we can include as well.

Whitefish	\$7.99 Lb
Pike	\$8.99 Lb
Carp	\$3.99 Lb
Boned Shad	\$9.99 Lb
Shad Roe	\$Mkt Price
Scottish Salmon Fillet	\$11.99 Lb
Organic Salmon Fillet	\$19.99 Lb
Black Cod Fillet	\$22.99 Lb
Halibut Fillet	\$25.99 Lb
Halibut Steak	\$19.99 Lb
Grey Sole Fillet	\$29.99 Lb
Tuna Steak	\$18.99 Lb

## Full-Service Butcher

Prime \* Dry Aged \* Custom Cut

Our expert Butchers age, quarter, steak, cut and bone over 300 of the finest prime cuts of meat, poultry and game in the country.

Kosher Chicken (3 1/2 Lb)	\$3.99 Lb
Citarella Natural Chicken (3 1/2-4 Lb)	\$2.49 Lb
Citarella Natural Roasting Chicken (5-6 Lb)	\$3.99 Lb
Citarella Organic Chicken (3 1/2-4 Lb)	\$4.49 Lb
Soup Chicken (5-6 Lb)	\$2.49 Lb
Capons (8-10 Lb)	\$5.99 Lb
Cornish Hens (1 1/2 Lb-1 3/4 Lb)	\$4.99 Lb
Citarella Natural Chicken Livers	\$2.99 Lb
Schmaltz (Rendered Chicken Fat)	\$5.99 Ea
Citarella Free Range Turkey (8-30 Lb)	\$2.49 Lb
Kosher Turkey (10-16 Lb)	\$3.99 Lb
Organic Turkey (10-16 Lb)	\$5.99 Lb
Citarella Turkey Breast (4-7 lb or 10-12 Lb)	\$4.99 Lb
Prime First-Cut Beef Brisket	\$5.99 Lb
Beef Filet Roast (4 Lb)	\$29.99 Lb
Standing Beef Rib Roast (2-7 Ribs)	\$18.99 Lb
Flanken Beef Short Ribs (3/4 Lb)	\$7.99 Lb
Shoulder of Veal Roast (5 Lb)	\$12.99 Lb
Breast of Veal (6-8 or 12-16 Lb)	\$4.99 Lb
Veal Tenderloin	\$29.99 Lb
Rack of Veal (5 Ribs)	\$29.99 Lb
Rack of Lamb	\$13.99 Lb
Semi-Boneless Leg of Lamb	\$7.99 Lb
Butterflied Leg of Lamb	\$9.99 Lb
Crown Roast of Lamb (16 chops)	\$120.00 Ea
Boneless Shoulder of Lamb (5-6 Lb)	\$8.99 Lb
Lamb Shanks	\$6.99 Lb
Lamb Shank Bone-No Charge with Purchase	

We also have a large selection of Game for that special holiday treat - Duck, Guinea Hen, Partridge, Pheasant, Poussin, Rabbit, Quail, Squab, and Venison.

Prices are subject to change. All items are subject to availability. Not responsible for typographical errors.

We have a passion for food and are dedicated to bringing you the best selection of fresh foods and gourmet groceries. Let us help you make that memorable meal with our freshest seafood and highest quality meat, incomparable produce, delicious chef-prepared foods, tempting desserts and professional catering. Taste our difference.



- The Citarella Family

## Appetizing Department

### Traditional Classics

Our silky & flavorful Smoked Salmon, Sable, Whitefish, Trout and Tuna are hand-sliced by our experts to produce the most even and beautifully thin slices.

Eastern Nova Smoked Salmon	\$33.96 Lb
Scottish Smoked Salmon	\$33.96 Lb
Maine Smoked Salmon	\$33.96 Lb
Scottish Smoked Salmon ( ¼ Lb or 1 Lb Pkg)	\$7.99/ \$24.99 Ea
Kipperd Baked Smoked Salmon	\$31.96 Lb
Grav Lox Salmon	\$33.96 Lb
Belly Lox Salmon	\$33.96 Lb
Grav Lox Scottish Salmon (1/4 Lb Pkg)	\$7.99 Ea
Chubbs	\$15.99 Lb
Whitefish Whole/Half	\$14.99 Lb
Smoked Tuna	\$31.96 Lb
Sable	\$39.96 Lb
Sturgeon	\$43.96 Lb
Smoked Trout	\$12.99 Lb
Chopped Chicken Liver (8 Oz)	\$3.99 Ea
Pickled Herring-Cream or Brine (8 Oz)	\$4.99 Ea
Herring Spread	\$4.99 ½ Pint
Whitefish Salad (8 Oz)	\$6.99 Ea
Baked Salmon Salad (8 Oz)	\$5.99 Ea
Smoked Salmon Salad (8 Oz)	\$6.99 Ea
Salmon Caviar (4 Oz/7 Oz)	\$10.99/\$18.99 Ea

## Catering Department

### Chef Prepared \* Freshly Made

Let our Catering Department simplify your life during the holiday season.

Small Platters feed up to 10 people  
Large Platters feed up to 15 people

#### PARTY PLATTERS

Garden Crudite Basket	\$45.00/\$65.00
International Cheese (w/Matzoh Basket)	\$95.00/\$145.00
Smoked Fish (w/Matzoh Basket)	\$170.00/\$255.00
Smoked Salmon (w/Matzoh Basket)	\$160.00/\$240.00
Whole Decorated Poached Salmon (8 or 12 Lb)	\$119.99/\$179.99
Filet Mignon	\$170.00/\$255.00
Fruit	\$45.00/\$65.00

#### PASTRY PLATTERS

Chocoholic's Delight	\$45.00/\$65.00
Chocolate Dipped Strawberries	\$50.00/\$75.00

Catering Orders need to be placed at least 48 hours in advance by 12 PM.

### Need Holiday Help?

Let our culinary team design your holiday meal.  
Call us at 212-874-0383 or 631-726-3636.



## Chef Prepared Foods

### Freshly Made \* Old World Recipe

Our Executive Chef Fedele Bruno works with our high-quality seafood, meats, produce, and ingredients to make the most delectable, mouth-watering prepared foods. Stock up and take the credit for a delicious meal...we won't tell.

#### APPETIZERS / SOUPS

Matzoh Ball Soup	\$4.99 Pt
Matzoh Balls (Four Pack)	\$4.99 Ea
Chicken Stock	\$2.99 Pt
Mushroom Barley Soup	\$4.99 Pt
Traditional Gefilte Fish	\$7.99 Lb
Crudite with Dip (LG/XLG)	\$8.99/\$19.99 Ea
Beef Salad	\$6.99 Lb
Cucumber Salad	\$5.99 Pt
Egg Salad	\$4.99 Pt
Fruit Bowl	\$12.99 Ea

#### ENTREES

Braised Lamb Shank	\$9.99 Lb
Braised Beef Brisket	\$6.99 ½ Lb
Brisket Gravy	\$5.99 Pt
*Whole Beef Filet Roast (4 Lb)	\$36.99 Lb
Demi Glace	\$5.99 Pt
*Roasted Turkey (12 Lb or 18 Lb)	\$59.99/\$89.99 Ea
*Roasted Turkey Breast (4-7 Lb or 10-12 Lb)	\$48.99/\$83.99 Ea
Turkey Gravy	\$4.99 Pt
Roasted Chicken (2-2 ½ Lb)	\$3.49 Lb
Cornish Hens with Matzoh Stuffing (1-1 ½ Lb)	\$4.99 Lb
Decorated Whole Poached Salmon (8-12 Lb)	\$119.99/\$179.99 Ea
Dill Sauce	\$4.99 Ea

\* Orders for (\*) Prepared Foods need to be placed at least 48 hours in advance by 12 PM.

#### ACCOMPANIMENTS \*\*

Red and White Horseradish	\$3.99 Ea
Haroseth	\$6.99 Lb
Matzoh Stuffing	\$6.99 Lb
Potato Pancakes	\$6.99 Lb
Apple Sauce	\$3.99 Pt
Tzimmes	\$6.99 Lb
Oven Roasted Rosemary Potatoes	\$6.99 Lb
Potato Kugel	\$4.99 Ea
Stuffed Cabbage	\$6.99 Lb
Sautéed String Beans	\$7.99 Lb
Grilled Mixed Vegetables	\$6.99 Lb
Poached Asparagus	\$9.99 Lb
Sautéed Brussel Sprouts	\$6.99 Lb
Poached Pears	\$6.99 Lb
Barley & Mushroom	\$6.99 Lb

\*\* Please order in 1 pound increments.

See Back Cover for Pastry and Gift Ideas ➔

Taste our Difference



# Citarella

THE ULTIMATE GOURMET MARKET

## Pastry Department

Chef Prepared \* Artisan

Our Executive Pastry Chef Carolina Perego is focused on creating desserts that are about real flavors and satisfying textures. Using only the finest ingredients, we offer an extensive array of fresh baked goods.

*Flourless Chocolate Cake	\$18.99 Ea
*Assorted Coconut Macaroons	\$8.99 Ea
*Chocolate Dipped Strawberries	\$2.99 Ea
*Chewy Chocolate Cookie	\$2.49 Ea
*Vanilla Crème Brulee	\$6.99 Ea
Honey Cake	\$7.99 Ea
Chocolate Babka	\$9.99 Ea
Cheesecake **	\$18.99 Ea

The above (\*) Pastry items do not contain flour.

\*\* Does not contain flour, but does have cornstarch.



## Citarella Gift Baskets

Gourmet \* Thoughtful Collections

For the holidays, we offer tempting gourmet baskets that are overflowing with sumptuous, tasty, mouth-watering treats. Purchase in store or call 212-874-0383 to ship via Federal Express anywhere within the continental U.S.

Citarella's Gourmet	\$79.00/\$139.00
Snack Attack	\$99.00/\$149.00
Sweets Essential	\$69.00/\$119.00
Taste of Italy	\$79.00/\$129.00
*International Cheese	\$89.00/\$139.00
*Morning's Delight	\$79.00/\$129.00
*Nature's Treat	\$69.00/\$119.00
*Citarella Deluxe	\$289.00
*Citarella's Finest with Caviar	\$479.00
*Citarella's Finest without Caviar	\$329.00

\*Perishable Gift Baskets require 48 hours advance notice by 12 PM.

## The Citarella Story



Established in 1912, Citarella continues to be a family-run business that has grown from a venerable seafood shop in to one of the top food destinations in Manhattan and the Hamptons behind the driving passion and vision of our owner Joe Gurrera. Over time, Joe expanded Citarella's selection to include the highest-quality prime meats -- all hand picked and dry aged, the finest produce, chef prepared foods and pastries, artisan cheeses, charcuterie, and a stellar array of gourmet grocery products. Today, Citarella and our 700 employees are proud to be recognized as the ultimate gourmet market ready to serve you. You can shop for any of our products at one of our 7 locations or visit us online at [www.Citarella.com](http://www.Citarella.com).

"One of the best markets in the city...where fish, meats, poultry & produce are arrayed like jewelry..."

~New York Times

## Citarella Locations

### New York City (212-874-0383)

21 35 Broadway at 75<sup>th</sup> Street  
1313 Third Avenue at 75<sup>th</sup> Street  
424 Sixth Avenue at 9<sup>th</sup> Street  
461 125<sup>th</sup> Street at Amsterdam Avenue

### Hamptons (631-726-3636)

2209 Montauk Hwy, Bridgehampton  
2 Pantigo Rd, East Hampton  
760 Montauk Highway, Watermill

### Online-Continental U.S.

[www.citarella.com](http://www.citarella.com)



## The Citarella Family

25 years ago, Citarella purchased a wholesale fish company - *Lockwood & Winant*, to eliminate the middleman to offer the freshest fish available at the fairest price. In 2007, we opened *Meat without Feet* which is a seafood supplier to leading restaurants. Between the two wholesale fish businesses, we are one of the biggest players at the Fulton Fish Market in Hunt's Point. In 2005, we opened in East Hampton *Tutto Italiano*, a traditional Italian salumeria offering authentically chef-prepared food. *Tutto Italiano* also has an experienced Pizzaiolo - Pasquale Langella --making expert thin-crust pizza and fresh hot mozzarella. In the fall of 2008, we opened our *FULTON* Restaurant on the Upper East Side celebrating the legendary Fulton Fish Market. Executive Chef Jeremy Culver's tempting mix of new, innovative dishes and updated classics has made *FULTON* the destination for market-fresh seafood lovers.

Lockwood & Winant 

The New Fulton Fish Market  
Hunt's Point, NY  
718-620-8400



MEAT WITHOUT FEET

The New Fulton Fish Market  
Hunt's Point, NY  
718-893-0066

TUTTO ITALIANO  
by Citarella

74 Montauk Highway  
East Hampton, NY  
631-324-9500

FULTON



205 East 75th St.  
New York, NY  
212-268-6600

212-874-0383

[www.citarella.com](http://www.citarella.com)

631-726-3636