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SPECIAL

FISHERIES MARKETING BULLETIN

BUREAU OF COMMERCIAL FISHERIES • U.S. DEPARTMENT OF THE INTERIOR



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ISSUED BY THE BUREAU OF COMMERCIAL FISHERIES, U. S. FISH AND
WILDLIFE SERVICE, AS A PART OF ITS CONTINUING CONSUMER EDUCATION
PROGRAM IN COOPERATION WITH THE FISHING INDUSTRY

Shrimp, "glamour girl" of the fishing industry, is now in plentiful supply with all forecasts indicating a continuation of this condition. It brings to the American public an opportunity to take advantage of eating more of this delicacy in its many appealing forms -- fresh, frozen, breaded and canned. Prices are down to the lowest point in years and retail sales are soaring. The timing is now perfect for tie-ins with your other menu items. We suggest you jump on this sales "bandwagon" with this popular seafood.

Special emphasis is being placed on shrimp, sparked by the recent joint industry-Government promotion "Fish 'n' Seafood Parade" which peaked October 19-25 and the "Shrimp Fiesta," October 1959. Industry and Government will continue to emphasize shrimp in the months ahead, and shrimp will be given wide publicity during the Lenten promotion "It's Fish 'n' Seafood Time."

Uniform sizes in shrimp (whether peeled, deveined, canned or breaded) mean you have portion control at your fingertips and portion control means profit control.

To bring the public the assurance of quality, the industry has adopted voluntary standards on breaded shrimp and is now in the process of announcing standards for frozen headless shrimp.

There are so many ways of serving shrimp to fit all budgets that the menu requirements of even the most critical customer can be satisfied. Along with service, atmosphere and consumer appealing prices -- menu variety pleases even the most discriminating customer.

Shrimp is a natural for your menu, particularly at today's prices. For your use during the months ahead, the home economists of the Bureau of Commercial Fisheries have prepared these kitchen tested recipes.

SHRIMP-MACARONI CASSEROLE

Portion: 2/3 cup

Ingredients	25 Portions	50 Portions	100 Portions
Cooked, peeled, cleaned shrimp, fresh or frozen	1 pound 8 ounces (1 $\frac{1}{4}$ quarts)	3 pounds (2 $\frac{1}{2}$ quarts)	6 pounds (1 $\frac{1}{4}$ gallons)
Tomatoes	1 pound	2 pounds	4 pounds
Uncooked macaroni	1 pound	2 pounds	4 pounds
Boiling water	2 $\frac{3}{4}$ quarts	1 gallon 1 $\frac{1}{2}$ quarts	2 $\frac{3}{4}$ gallons
Salt	$\frac{3}{4}$ ounce (1 $\frac{1}{2}$ tablespoons)	1 $\frac{1}{2}$ ounces (3 tablespoons)	2 $\frac{1}{2}$ ounces (1/3 cup)
Butter or margarine	1 $\frac{1}{2}$ ounces (3 tablespoons)	3 ounces (1/3 cup)	6 ounces (3/4 cup)
All-purpose flour, sifted	2 ounces ($\frac{1}{2}$ cup)	4 ounces (1 cup)	8 ounces (2 cups)
Salt	$\frac{1}{2}$ ounce (1 tablespoon)	1 ounce (2 tablespoons)	2 ounces ($\frac{1}{3}$ cup)
Powdered mustard	2 teaspoons	1 $\frac{1}{3}$ tablespoons	2 $\frac{2}{3}$ tablespoons
Hot milk	1 quart	2 quarts	1 gallon
Grated cheese	1 pound 6 ounces (1 quart 1 $\frac{1}{2}$ cups)	2 pounds 12 ounces (2 $\frac{3}{4}$ quarts)	5 pounds 8 ounces (1 gallon 1 $\frac{1}{2}$ quarts)
Grated cheese	4 ounces (1 cup)	8 ounces (2 cups)	1 pound (1 quart)

1. Thaw frozen shrimp. Cut into $\frac{1}{2}$ -inch pieces.
2. Wash and slice tomatoes, crosswise, allowing 1 slice for each serving.
3. Add macaroni to boiling, salted water and stir. Cook for 14 to 16 minutes. Drain. Rinse with water to remove excess starch.
4. Melt butter. Blend in flour, salt, and mustard. Stir into hot milk. Cook for 5 to 10 minutes or until thick, stirring constantly. Blend in the cheese.
5. Combine macaroni, cheese sauce, and shrimp.
6. Pour into well-greased baking pans (about 12 by 20 by 2 $\frac{1}{2}$ inches), about 1 gallon or 8 pounds per pan.
7. Arrange tomatoes over top of shrimp mixture; sprinkle with cheese.
8. Bake in a moderate oven, 350° F., for 40 minutes or until cheese is melted.

SHRIMP SALAD

Portion: 5 ounces

Ingredients	25 Portions	50 Portions	100 Portions
Cooked, peeled, cleaned shrimp, fresh or frozen	3 pounds 12 ounces (3 $\frac{1}{4}$ quarts)	7 pounds 8 ounces (1 gallon 2 $\frac{1}{4}$ quarts)	15 pounds (3 gallons 3/4 quart)
Chopped celery	2 pounds 10 ounces (2 quarts 2 $\frac{1}{2}$ cups)	5 pounds 4 ounces (1 gallon 1 $\frac{1}{4}$ quarts)	10 pounds 8 ounces (2 gallons 2 $\frac{1}{2}$ quarts)
Chopped sweet pickle	9 ounces (1 3/4 cups)	1 pound 2 ounces (3 $\frac{1}{2}$ cups)	2 pounds 4 ounces (1 3/4 quarts)
Mayonnaise or salad dressing	12 ounces (1 $\frac{1}{2}$ cups)	1 pound 8 ounces (3 cups)	3 pounds (1 $\frac{1}{2}$ quarts)
Salt	2 teaspoons	1 $\frac{1}{2}$ tablespoons	1 $\frac{1}{2}$ ounces (3 tablespoons)
Lettuce	1 pound	2 pounds	4 pounds
Lemon wedges	25	50	100

1. Thaw frozen shrimp. Cut large shrimp in half.
2. Combine celery, pickle, mayonnaise, salt, and shrimp; toss lightly.
3. Clean, wash, and separate lettuce leaves.
4. Portion with a No. 6 scoop (2/3 cup) onto lettuce.
5. Garnish with lemon.

SHRIMP SUBMARINE SANDWICH

Portion: $7\frac{1}{2}$ ounces

Ingredients	24 Portions	50 Portions	100 Portions
Cooked, peeled, cleaned shrimp, fresh or frozen	1 pound 8 ounces ($1\frac{1}{4}$ quarts)	3 pounds 2 ounces ($2\frac{1}{2}$ quarts)	6 pounds 4 ounces (1 gallon $1\frac{1}{4}$ quarts)
Lettuce	1 pound	2 pounds	4 pounds
Tomatoes	2 pounds	4 pounds	8 pounds
Onions	4 ounces	8 ounces	1 pound
Butter or margarine	4 ounces ($\frac{1}{2}$ cup)	8 ounces (1 cup)	1 pound (2 cups)
Prepared mustard	1 ounce (2 tablespoons)	$2\frac{1}{2}$ ounces ($\frac{1}{4}$ cup)	$4\frac{1}{2}$ ounces ($\frac{1}{2}$ cup)
Submarine rolls, 12 inches each	12	25	50
Salt			
Cheese	1 pound 8 ounces 24 slices (1 ounce each)	3 pounds 2 ounces 50 slices (1 ounce each)	6 pounds 4 ounces 100 slices (1 ounce each)
Mayonnaise or salad dressing	12 ounces ($1\frac{1}{2}$ cups)	1 pound 8 ounces (3 cups)	3 pounds ($1\frac{1}{2}$ quarts)

1. Thaw frozen shrimp. Cut in half, lengthwise.
2. Clean, wash, and separate lettuce leaves.
3. Wash and slice tomatoes, crosswise, allowing 2 slices for each serving.
4. Wash and peel onions. Slice onions, crosswise, allowing 1 slice for each serving. Separate into rings.
5. Soften butter. Add mustard and mix well.
6. Cut rolls in half, lengthwise. Spread bottom half with mustard-butter.
7. Cover with lettuce, tomatoes, and onion rings. Sprinkle with salt. Cover with cheese and shrimp.
8. Spread mayonnaise on top half of rolls. Cover sandwich. Slice crosswise.

SHRIMP COCKTAIL

1 tablespoon sauce
Portion: $\frac{1}{4}$ shrimp

Ingredients	25 Portions	50 Portions	100 Portions
Cooked, peeled, cleaned shrimp, fresh or frozen	1 pound 11 $\frac{1}{2}$ ounces (1 quart 2 $\frac{1}{2}$ cups)	3 pounds 12 ounces (3 $\frac{1}{4}$ quarts)	7 pounds 8 ounces (1 gallon 2 $\frac{1}{4}$ quarts)
Lettuce	1 pound	2 pounds	4 pounds
Catsup	9 ounces (1 cup)	1 pound 2 ounces (2 cups)	2 pounds 4 ounces (1 quart)
Vinegar or lemon juice	1/4 cup	1/2 cup	1 cup
Chopped celery	2 ounces ($\frac{1}{2}$ cup)	4 ounces (1 cup)	8 ounces (2 cups)
Horse-radish	1 tablespoon	2 tablespoons	1/4 cup
Salt	3/4 teaspoon	1 $\frac{1}{2}$ teaspoons	1 tablespoon

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1. Thaw frozen shrimp.
2. Clean, wash, and separate lettuce leaves.
3. Place lettuce in each cup; add shrimp. Chill.
4. Combine catsup, vinegar, celery, horse-radish, and salt. Chill.
5. Place approximately 1 tablespoon sauce on shrimp just before serving.



