

Citarella[®]

THE ULTIMATE GOURMET MARKET

PREPARED FOODS

Gefilte Fish
Chopped Chicken Liver
Potato or Noodle Kugel
Matzoh Ball Soup
Braised First-Cut Prime 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
Vanilla Meringue Cake
Holiday Specials

ROSH HASHANAH & YOM KIPPUR MENU 2010

The Perfect Holiday Meal
Always from Citarella





Happy Rosh Hashanah & Yom Kippur

The holiday tradition starts with Citarella.

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

Holiday Favorites From Our Kitchen

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.

Round Plain/Raisin Challah \$5.99 Ea

Representing the circle of life, our Round Challah is hand rolled and freshly baked everyday by us.

Matzoh Ball Soup \$4.99 Pt

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 Balls (Four Pack) \$4.99 Ea

Our light and fluffy Matzoh Balls are such a favorite that we offer a convenient 4-pack as well.

Chopped Chicken Liver (8 Oz) \$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 (8 Oz) \$4.99 Ea

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

Tzimmes (16 Oz) \$6.99 Ea

Our chef prepared blend of sweet potatoes, carrots, apricots, peaches, raisins, apples, pears, prunes, and orange zest.

Braised Prime Beef Brisket \$6.99 ½ Lb

Our expert Butchers carefully hand trim our Prime Beef to create our First-Cut Beef Brisket which our Executive Chef then slowly braises for a perfect flavor, juiciness, and tenderness. Be sure to order extra Brisket Gravy.

Decorated Whole Poached Salmon

8 Lbs \$119.99 or 12 Lbs \$179.99

We do the work for you, lightly poaching the whole salmon removing the skin and bones, but leaving the head and tail on. Decorated with lemons and cucumber slices.

Honey Cake \$7.99 Ea

Our freshly baked Honey Cake has a great honey flavor with a touch of vanilla, cinnamon, allspice, and cloves.

Flourless Chocolate Cake \$18.99 Lg

Luxuriously rich and creamy chocolate ganache-style cake finished with dark cocoa powder.

Vanilla Meringue Cake \$19.99 Ea

4 layers of light and fluffy vanilla sponge cake with freshly made Chantilly cream. Topped with flambéed Italian meringue, our Vanilla Meringue Cake is a refreshing treat and not too sweet.



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. We also offer Whole Fish Heads for the holiday celebration.

Whitefish	\$7.99 Lb
Pike	\$8.99 Lb
Carp	\$3.99 Lb
Whole Norwegian Salmon	\$8.99 Lb
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

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.

First-Cut Prime Beef Brisket \$5.99 Lb

Prime Beef Filet Roast (4 Lb)	\$29.99 Lb
Standing Prime Beef Rib Roast (2-7 Ribs)	\$18.99 Lb
Flanken-Prime Beef Short Ribs (3/4 Lb)	\$7.99 Lb
Citarella Natural Chicken (4 Lb)	\$2.49 Lb
Citarella Natural Roasting Chicken (5 Lb)	\$3.99 Lb
Citarella Organic Chicken (3 - 3½ Lb)	\$4.49 Lb
Soup Chicken (5-6 Lb)	\$2.49 Lb
Capon (8-10 Lb)	\$5.99 Lb
Cornish Hen (1 Lb-1½ Lb)	\$4.99 Lb
Citarella Natural Chicken Livers	\$2.99 Lb
Citarella Free Range Turkey (10-20 Lb)	\$2.49 Lb
Citarella Turkey Breast (5-7 lb or 10-12 Lb)	\$4.99 Lb
Schmaltz (Rendered Chicken Fat)	\$5.99 Ea
Shoulder of Veal Roast (Boneless 5 Lb)	\$12.99 Lb
Breast of Veal (6-8 or 12-16 Lb)	\$4.99 Lb
Rack of Lamb (8 chops)	\$13.99 Lb
Semi-Boneless Leg of Lamb (7-8 Lb)	\$7.99 Lb
Butterflied Leg of Lamb (5-6 Lb)	\$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

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.

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

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 PRIME first-cut brisket, incomparable produce, delicious chef-prepared foods, tempting desserts and professional catering.

Enjoy and thank you for your support.

- *The Citarella Family*

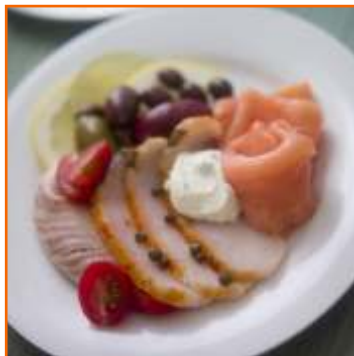


Appetizing Department

Traditional Classics

Break the Yom Kippur fast with Citarella. We have it all including whitefish, chubbs, kippered salmon, smoked trout, smoked tuna, sable & sturgeon and An assortment of bagels, challah and delicious spreads and salads.

Eastern Nova	\$33.96 Lb
Grav Lox	\$33.96 Lb
Maine	\$33.96 Lb
Scottish	\$33.96 Lb
Grav Lox Scottish Salmon (1/4 Lb Pkg)	\$7.99 Ea
Scottish Smoked Salmon (1/4 Lb or 1 Lb Pkg)	\$7.99/ \$24.99 Ea
Chopped Chicken Liver (8 Oz)	\$3.99 Ea
Pickled Herring-Cream or Brine (8 Oz)	\$4.99 Ea
Herring Spread (8 Oz)	\$4.99 Ea
Whitefish Spread (8 Oz)	\$6.99 Ea
Baked Salmon Spread (8 Oz)	\$5.99 Ea
Smoked Salmon Spread (8 Oz)	\$6.99 Ea
Tuna Salad (16 Oz)	\$11.98 Ea
Egg Salad (16 Oz)	\$4.99 Ea
Creamy Potato Salad (16 Oz)	\$4.99 Ea



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

Traditional Gefilte Fish	\$7.99 Lb
Red or White Horseradish	\$3.99 Ea
Crudite with Dip (LG)	\$8.99 Ea
Fruit Bowl	\$12.99 Ea
Matzoh Ball Soup	\$4.99 Pt
Matzoh Balls (Four Pack)	\$4.99 Ea
Chicken Stock	\$2.99 Pt
Chicken Noodle Soup	\$4.99 Pt
Mushroom Barley Soup	\$4.99 Pt

ENTREES

Braised Prime First Cut Beef Brisket \$6.99 1/2 Lb

*Whole Prime Beef Filet Roast (4 Lb)	\$36.99 Lb
Braised Lamb Shank	\$9.99 Lb
*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
Rotisserie Chicken (2-2 1/2 Lb)	\$3.49 Lb
Cornish Hens with Stuffing (1-1 1/2 Lb)	\$4.99 Lb
Brisket Gravy	\$5.99 Pt
Turkey Gravy	\$4.99 Pt
Demi Glace	\$5.99 Pt

ACCOMPANIMENTS**

Potato Pancakes \$6.99 Lb

Barley & Mushrooms	\$6.99 Lb
Israeli Couscous	\$6.99 Lb
Kasha Varnishka	\$7.99 Lb
Matzo Stuffing	\$6.99 Lb
Oven-Roasted Rosemary Potatoes	\$6.99 Lb

Tzimmes (16 Oz) \$6.99 Ea

Apple Sauce	\$3.99 Pt
Cranberry Conserve (16Oz)	\$6.99 Ea
Noodle or Potato Kugel	\$4.99 Ea
Poached Pears	\$6.99 Lb

Sautéed String Beans \$7.99 Lb

Baked Stuffed Acorn Squash	\$5.99 Lb
Poached Asparagus	\$9.99 Lb
Beef Salad	\$6.99 Lb
Beets Al Forno (Roasted)	\$6.99 Lb
Sautéed Brussels Sprouts	\$6.99 Lb
Stuffed Cabbage	\$6.99 Lb
Grilled Mixed Vegetables	\$6.99 Lb
Potato Puree	\$4.99 Pt

** Please order in 1 pound increments.

Catering Department

Chef Prepared * Freshly Made

Let our Catering Department simplify your life during the holiday season. We offer assorted Hors d'oeuvres and Platters.*

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	\$95.00/\$145.00
Smoked Fish	\$170.00/\$255.00
Smoked Salmon	\$160.00/\$240.00
Decorated Whole Poached Salmon (8 or 12 Lb)	\$119.99/\$179.99
Dill Sauce (6 Oz)	\$4.99 Ea
Filet Mignon	\$170.00/\$255.00
Sesame Chicken Finger	\$40.00/\$60.00
Vegetarian	\$120.00
Seasonal Fruit	\$45.00/\$65.00

PASTRY PLATTERS

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

* Catering Orders and Orders for (*) Prepared Foods need to be placed at least 72 hours in advance by 12 PM.

See Back Cover for Pastry and Gift Ideas ➔

Citarella

THE ULTIMATE GOURMET MARKET

Pastry Department

Chef Prepared * Artisan

Our Executive Chef Carolina Perego uses the best ingredients to bake fresh daily over 60 different types of tarts, cakes, pies, mousses, tea cakes, cupcakes, lemon

Apple Strudel	\$7.99 Lb
Pear Frangipane Tart	\$16.99 Lg
Apple Tart	\$16.99 Lg
Mixed Berry Tart	\$18.99 Lg
Chocoholic	\$19.99 Lg
Chocolate Flourless	\$18.99 Lg
Maracaibo	\$26.99 Lg
Mocha	\$19.99 Lg
Vanilla Meringue	\$19.99 Lg

HOLIDAY SPECIALS

Chocolate Babka	\$9.99 Ea
Honey Cake	\$7.99 Ea
Teiglach (16 Oz)	\$12.99 Ea



Need Holiday Help?

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

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
*Chocolate Goodies	\$69.00/\$119.00

*Perishable Gift Baskets require 48 hours

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.

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

~New York Times

New York City (212-874-0383)

2135 Broadway at 75th Street
1313 Third Avenue at 75th Street
424 Sixth Avenue at 9th Street
461 125th 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



The Citarella Family

Over 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 Hunts 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
Hunts Point, NY
718-620-8400



MEAT WITHOUT FEET

The New Fulton Fish Market
Hunts 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
212-288-6600

212-874-0383

www.citarella.com

631-726-3636