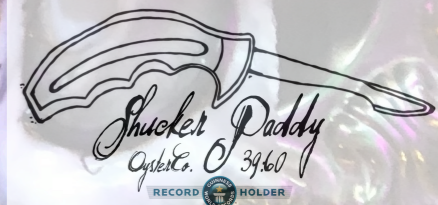


ShuckerPaddy - P.A.McMurray Hospitality

# The Oyster Program





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Patrick McMurray aka @ShuckerPaddy

Oyster Shucker, Oyster Sommelier, Educator

Oyster Bar Management through Education, Training  
& Storytelling

Oyster Bar & Restaurant Design Build

Events & Social Media

Consultation - connect with Paddy

[ShuckerPaddy.ca](http://ShuckerPaddy.ca)

[ShuckerPaddy@yahoo.ca](mailto:ShuckerPaddy@yahoo.ca)

# 01 - The Oyster Bar

Any Restaurant can serve Oysters - and should - but The Oyster Bar is where Shellfish lovers meet and the Oyster reigns supreme.

- Menus - Seasonal, Wild & Cultured to fit every budget
  - 5 Species - mild to complex, with heritage and tasting notes
- Oyster Bar - Sourcing Oysters, Sauces, Toppings, and techniques
- Seafood Towers - beyond the Oyster - to all Shellfish and FinFish
- From the kitchen - Cooked menu items,
- From the Bar - Cocktails, Spirits, Wine, Bubbles, Beers -
- Take away & Delivery - an important part of any food service
  - Oysters included
- Retail - T-shirts, Aprons, Hats, Knives, Books and related Oyster Gear
- Catering and Events - your party - their house,
  - Oysters Everyday Promotions & Events
- Shell UpCycling - projects - Oyster Bars produce a lot of Shells -
  - Let's make them work for you - and the Environment



**Menus** - Oyster Bar, Happy Hour, Brunch, Lunch, Dinner, LateNight, and even Overnight(24 hours)

**Oysters** - 5 Species - Showcasing the Seasonal, Year 'round favourites and Rare & Wonderful. Tasting notes, and Oystery information for the Crew & Customers.

**Sourcing Oysters** - Direct from Growers, Local and National Distributors to get the Oysters at the best price possible.

**Sauces & Toppings** - Starting with the Basics, and creating bespoke Sauce and topping combinations - but always with Oysters - Less is more

**Techniques & Plating** - Make the Oyster plates look Instagram Worthy

**Seafood Towers** - Beyond the Oyster - Big & Bougie - Lobster, Crab, Scallops, Clams, Mussels & More

**From the Kitchen** - Chowder, Grilled, Smoked & Fried

**From the Bar** - Pairing Wines, Spirits, & Craft Beers - Cocktails & Oystery Infusions

**Catering & Events** - 7-12-365 - Daily Oyster to Monthly events - Oysters drive promotions all year long



Patrick works with you and your team - to create the best Oyster Experience for your guests - and your business

Team Education - Online Courses - Specific to the Oyster and Position, from Service staff , Kitchen and Shuckers

Team Training - The Specific How to's and on site training

Sourcing Oysters - Patrick works with your Seafood Suppliers' lists, as well as direct sourcing wherever possible. Weekly Recommended Oyster Lists are produced for your team to order from.

Shucker's Log, and Stock Rotation provide feedback to fine tune the ordering process, and seasonal menus.

Design & Build - Patrick has 30+ years of Scratch - Build experience and will help design the Oyster Bar or Restaurant Add on Oyster Station for best work efficiencies, and guest experience.

## 02 Shucking The Ability

“Any Monkey with a sharp stick can open Oysters...” Pete - Starfish Bartender

Shucking is the ability to open Oysters and other shellfish cleanly first, then quickly. In France the title of L'Ecailler is bestowed upon those Shellfish Chefs who are able to work this station.

It does take training. Starting with the basics as an Online Class, then personal training and techniques - World Champion Oyster Shucker, and B.Kinesiology UofT - Paddy knows Training.

- Training lessons skills - Online & in person
- Google Class learning & reference links
- Oyster bar efficiency design & build
- Shucking up a Show for your customers
- Seafood tower - 40 ingredients - more than just Oyster...
- 
- Social Media & Marketing - starts with a Good Shuck. A well shucked, and designed plate of Oysters - works for your business through Photos and Storytelling.



# 03 Oyster Sommelier The Knowledge

“We speak of Oysters the way Sommeliers Speak of Wine - Species, Region, Farmer... to tell the Oyster’s story of Merroir” - Paddy

The OysterSommelier  
Knowledge & Menu/Oyster List Maintenance/Management

A Shucker Shucks...

The Oyster Sommelier, like a Wine Sommelier is better suited for Storytelling aka sales, Education - for Crew & Customers alike, and Management of the Product - from sourcing, working with Chef and Bartenders, to Oyster rotation and Shucking for guests...

- Regionally diverse
- Working with established wholesalers
- Finding new supply - seasonal
- Creates menus & Crew/training information
- Organizing Menu remotely - coordinate with Chefs
- Zoom/Google Training & Scheduled visits
- The Oyster Calendar 7-12-365
- Knowledge training with ShuckerPaddy Certificate Courses

Paddy can be that Oyster Sommelier remotely - working with your team from anywhere.





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# 04 Oyster Bar Management

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## The Art of Oystering

The Ebb and Flow of the tides will tell you when to adjust your sails ... and Oyster menu - Paddy

Working with The Restaurant's team, Paddy can help create and co-ordinate the Oyster bar Menu, training, and promotions throughout the year.

Seasonal Ordering

Year-long Favourites

Suppliers

Handling

Service - Cold&Hot

Shell Recycling

The Shucker's Log

Events Education & Training

# 05 Weekends with Paddy

ShuckerPaddy is available to pop in, and make some magic -

## Weekends with Paddy

- Scheduled visit to establishment Friday-Sunday
- Training crew - during the day
- Shucking on the Bar - evenings
- Tutored tasting events - afternoons with clients
- Special events - Oyster Festival

## Weekends start on Thursday...

Thursday - Arrival & Shucking on the Oyster Bar

Friday - Crew Training, Customer Happy Hour Lessons, Dinner &

Oyster Bar service

Saturday - Special Event - Oyster Festival - or Oyster Lessons &

Shuckerday Night Live

Sunday - Oystery Bubbly Brunch & Departure

Social Media & Promotions - @ShuckerPaddy works with your SocialMedia team - and on his own - to produce Pictures, videos, and Bespoke promotional material







## 06 Concepts

The Everyday Oyster - 7-12-365

Restaurants pay rent all day, everyday  
- and your menu should work for you

Concepts - Oysters are grown Globally - wherever Ocean touches land - Super Sustainable Ocean Protein that can be included in just about any menu and restaurant concept.

- Restaurants - Local Oyster, Global Flavour
- Pubs - Historically correct Pub Fare
- QSR - The Original Fast Food
- FoodTruck
- Caterers
- EventPlanners
- Retail - Grocery, FishShop, ButcherShop
- Hotel - Lobby, Bar, Restaurant & Events
- Stand Alone bespoke, or add on to existing establishment
- Spas & Health Clubs
- Golf Clubs & Sports Arenas
- Oyster Growers, Wholesalers, and Distribution

ShuckerPaddy can work on your concept, and offer ShuckerPaddy Tried & True concepts - Starfish, CeiliCottage, and more...



# 07 About ShuckerPaddy

I Shuck therefore, I Am...

Looking for an Oyster Program, Consultation, Training or from Scratch Build - Connect & Lets Get Shucking!

Restaurant Life - since 1984

Oyster Bar - Starfish 2001-2015

Publican - The Ceili Cottage 2008-2018

Author - The Oyster Companion

Inventor - ShuckerPaddy Oyster Gear

Educator - Centennial College, OysterMaster Guild, ShuckerPaddy & TheOysterWorld since 1992

Events - ShuckerPaddy Oyster Co. TheMasters, BostonSeafoodShow, Restaurants Canada, Ambiente, Global Seafood Alliance, Comox Shellfish Fest, Scottish Shellfish Festival & More...

Design & Creative - Starfish, CeiliCottage, Oyster Festivals, Rodney's OysterHouse, Flex Mussels, PhoPas, Good Catch,

Availability - Consultations everywhere

Contact - [shuckerpaddy@yahoo.ca](mailto:shuckerpaddy@yahoo.ca)



ShuckerPaddy  
Patrick McMurray  
World Champion  
Oyster Shucker  
@ShuckerPaddy



39:60

World Champion Oyster Bar  
Pop-Up Events

#### Social Media

@ShuckerPaddy  
@TheOysterCompanion  
@ShuckerPaddyOysterCo  
@TheCeiliCottage  
@StarfishOyster  
@ShuckerClub  
<https://linktr.ee/ShuckerPaddy>  
Oysterlicious with ShuckerPaddy  
Podcast - <https://anchor.fm/shuckerpaddy>

#### ShuckerPaddy Consultations

Toronto & Worldwide  
-Oyster/Raw Bar Design/Build  
-Crew Training/ Corporate Events  
-Culinary Education  
-Menu Design / Sustainability  
-Events and Programming  
-ShuckerPaddy OysterGear  
[www.shuckerpaddy.ca](http://www.shuckerpaddy.ca)  
[ShuckerPaddy@yahoo.ca](mailto:ShuckerPaddy@yahoo.ca)

How to Shuck Oysters  
<https://youtu.be/Ndg1rX8wKpA>



Toronto born and bred, the son of two teachers, and antique dealers, Patrick McMurray has always been brought up around food, travel, and a strong work ethic. Patrick's family travelled Europe and the UK every summer. Dining out to try new and wonderful tastes, and learned about food from other cultures. Patrick entered into the restaurant trade at the age of 16, and really hasn't looked back, despite a degree in Physical and Health Education - Kinesiology UofT'92

#### WORLD OYSTER SHUCKING CHAMPION

After shucking, and honing his skills for a number of years in Toronto, Patrick won the World Championships of Oyster Opening - Galway, Ireland 2002, the only Canadian to win this most illustrious shucking contest, in over 60 years. Patrick also holds three Guinness Book Records for shucking oysters, 39 in one minute, part of Team Canada - 8840 Oysters in one hour, and personally 1114 Oysters in one hour.

#### INVENTOR

SHUCKERPADDY OYSTER GEAR - 1997 - PRESENT

To win contests, you have to have proper equipment and technique. With the Kinesiology theories in mind, Patrick invented his World famous PistolGrip oyster knife, and shucking technique, that provides a faster, safer, and cleaner oysters. The pistol grip knife is now produced by Swissmar for worldwide distribution, along with the Shucking Tray System & All Canadian Shuckin'Puck

#### AUTHOR

The Oyster Companion 2018 - Firefly Books.

Stories, instruction, and descriptions Patrick's book works like a beginners guide to Oystering, and thus led to Patrick's Consulting, teaching, instructing and promoting of Oysters, RawBar, and sustainable seafood around the world. The Art of Oystering is an Oyster 101 program that has been taught from Europe to Asia, and promotes for WWF Canada, and OceanWise. "Been there, Shucked that!"

#### OYSTER SOMMELIER 1992-present

With his vast knowledge of Oysters, Shucking ability, and teaching skills, Patrick ins known in the OysterWorld as an Oyster Sommelier, and lends his expertise to a large Seafood Wholesaler in Toronto - Seacore. Patrick is responsible for helping organize the Oyster and shellfish list, acquiring new and exciting Oysters, train the sales team, and assist restaurants and retail shops in menu design, and Shucker training.  
- FLEX MUSSELS NYC - Ecailler, OysterSomm & Oyster Bar Management 2022

#### RESTAURATEUR & PUBLICAN since 2001

Patrick has built, owned and managed two successful restaurants in Toronto. Starfish Oyster Bed & Grill 2001-2014 and The Ceili Cottage 2008-2018  
Starfish specialized in Sustainable Seafood served in a casual bistro setting. Fresh fish, local vegetables, steak, lobster and of course, oysters. One of Toronto's Top 10 Restaurants -early 2000's  
The Ceili Cottage is Patrick's Irish "Local", an East End local pub with great food, patio, and music, designed and built by Patrick in an "Auld Car Garage".

#### SPEAKER, PRESENTER, SHUCKING CONTEST JUDGE & TV APPEARANCES.

With his Shucking abilities and knowledge in the OysterWorld, Patrick has been known to present insightful and entertaining stage, and television performances. Speaker at the Global Aquaculture Alliance, Seafood Show North America, Scotland's National Shucking Championship, Martha & Snoop Potluck Dinner, Gordon Ramsay's The FWord Live, and more.

#### CULINARY EDUCATOR & COORDINATOR FOOD MEDIA & FOOD TOUISM -

CENTENNIAL COLLEGE 2017-present  
Instructor, Coordinator and Teacher of Food Theory, Sustainability, Entrepreneurship at the Centennial Collage School of Culinary, Hospitality & Tourism

#### SOCIAL MEDIA & MARKETING Manager- ATLANTIC AQUA FARMS - March 2021-present

Patrick is working in Social Media Marketing - creative promotional plans, Social Media posts, and Oystery Events!

39 Oysters in 60 seconds - Team Canada 8840 oysters in 60 minutes - 1114/OPH - Oysters Per Hour  
The World is Your Oyster - I'm just here to Shuck it for you!

