

The Tulsa market

In Tulsa, Okla., the lines have been blurry for years. The Midwestern city is home to several well-established seafood markets that also offer sit-down meals and other value-added services.

Take Bodean, for example. What started as a simple full-service fish market has now grown to include not only a restaurant and 120-foot full-service case featuring everything from tuna steaks to tabouli, but also a wholesale business serving about 60 accounts.

The market's demonstration kitchen is packed during Thursday evening cooking classes. A takeout counter serves fish and chips, fish tacos and other specialties between 11 a.m. and 5 p.m. each day. The catering menu is extensive, and bread baked fresh daily is sent to all three of the family's restaurants, including the one next door.

In another part of town, White River Fish Market is also doing the balancing act between foodservice and retail. Since 1932, White River's full-service market has offered retail seafood. A sit-down restaurant was added in the late 1940s. Other operations include restaurant takeout, wholesale sales and a breaded-shrimp processing business.

Unlike at Bodean, White River's restaurant and market are in the same room. A 28-foot full-service counter displaying catfish, gumbo and other seafood identifies the retail part of the operation. The focal point of the 5,000-square-foot room, though, is the restaurant.



The full-service counter at White River features best-selling items like shrimp and catfish.

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Locals and out-of-town businesspeople pack White River Fish Market every day at lunch. The full-service retail counter is in the background.

