

Jack Serfass

EXECUTIVE CHEF/CO-OWNER, NAPLES TOMATO,
ASSISTED BY PASTA CHEF MATT SERFASS

Everglades farm-raised tilapia roasted on an alder wood plank with a tomato, truffle and balsamic vinaigrette sauce, served with broccoli rabe and potatoes with caramelized onions.



What He Believes

“Take something ordinary and make it special.”

Table Talk

Reuben: I love that presentation on the wood. I’ve cooked food on wood forever, but I never thought of serving on it. (All sniff appreciatively at the alder.)

Jack: You don’t even have to put anything on the plank.

Wade: This is definitely a winner. I’d have thought the wood smoke would have overpowered the delicate taste of the tilapia, but it was perfect.

Reuben: I think tilapia’s a very underrated fish.

Jack: Tilapia’s such a blank canvas—

Reuben: —it does absorb the flavors very well.

Danny: It really keeps its texture. [This dish] is almost hot dog-like—and I mean that in a good way.

Wade: [The tomatoes] are an explosion of flavor. (Looks again at the wood.) How did you find [the planks]?

Jack: About five hours on the Internet.

Wade: I would recommend this to anyone; it’s a fabulous dish. If I were going to re-create it at

home for myself, my personal preference is spicy.

Danny: People say, “You can’t make it too hot for me.” Oh, yeah, I can.

