

the grapevine



BICESTER T. 01869 365600 | CAMBRIDGE T. 01480 225990 | EVESHAM T. 01386 881384
LONDON T. 0207 498 4000 | SCOTLAND T. 0141 552 3424 | WIGAN T. 01942 407300

www.freshdirect.co.uk

The monthly publication for customers and staff of Fresh Direct

August 2010 - Edition #28

Coopers Produce merges with Fresh Direct UK Ltd.

We are thrilled to announce that Sarah Cooper joined us on 1st July 2010

Sarah joins our excellent team of senior managers as Managing Director at our new depot in Wigan. Sarah has a vast wealth of experience in the fresh produce industry. Along with this exciting new introduction we would also like to welcome Sarah's senior business partner David Simmons as Head of Procurement North/West. Likewise David is bringing with him a wealth of knowledge and experience, with over 30 years of involvement in fresh produce and chilled foods.



Sarah Cooper can be contacted on:
t. 01942 407 300
m. 07876 142 565
e. sarah.cooper@freshdirect.co.uk

David Simmons can be contacted on:
t. 01942 407 300
m. 07870 596880
e. david.simmons@freshdirect.co.uk

GOOD

- 1 Peas
- 2 Raspberry
- 3 Charentais Melon
- 4 Peaches
- 5 Nectarines
- 6 Bunched carrots
- 7 Courgettes
- 8 Runner Beans
- 9 Celery
- 10 Sweet corn



NOT so good

- 1 Parsnip
- 2 Swede
- 3 Plums
- 4 Lemon
- 5 Carrots
- 6 Asparagus
- 7 Celeriac
- 8 Artichoke
- 9 Apples
- 10 Oranges



Keep a look out for more news updates! <http://www.freshdirect.co.uk/newsblog.aspx>

Did you know we also sell...

- Cooking wine
- Olive oil & Chillies
- Mayonnaise
- Cooking oil
- Palm Sugar
- Onion Marmalade
- Loads of wet salads
- Greek Yogurt
- Maldon Sea salt
- Charmoula spice
- Pumpkin seeds
- Hoi sin Sauce
- Princes Gate Water
- Sachets - condiments

For more information contact our sales teams on

Bicester: 01869 365 700
Cambridge: 01480 225 990
Evesham: 01386 881 384
London: 020 7498 4000
Scotland: 0141 552 3424
Wigan: 01942 407300





Dear Customer,

Now that the World Cup has come and gone we will have to wait another four years for 32 hopeful nations to congregate in Brazil to repeat the much-hyped spectacle, but what has always fascinated me is the way people in this country reduce their culinary standards for the duration of England's participation in the event. From a survey of almost 2000 people in 17 cities across the UK taken prior to the World Cup it was calculated that Brits would eat 47 million extra takeaways while downing an extra 211 million pints of beer during the tournament. An amazing 42% of the adult population would eat more junk food such as pizza, crisps and burgers while 47% would consume more alcohol. Perhaps this reflects a desire on the part of the greater population to eat products of a quality commensurate with the slop being served up by the national team on the pitch.

On the flip side of the coin there is a decline in the consumption of healthier foods, particularly fruit and vegetables, up to eight pieces of fruit less per capita during the competition and this is quite noticeable in the dip of sales that suppliers such as ourselves experience every four years. Fewer people visit restaurants, and there is also an increase in tobacco use during the tournament. So, if Wayne Rooney was upset when the fags and booze turned to slags and boos after his team's dismal showing against Algeria he needn't have worried as, unlike his team-mates he was not destined to leave South Africa empty-handed. Wayne picked up the award for the tournament's ugliest player in an online poll; quite an achievement when you consider he was up against the likes of Dirk Kuyt, Carlos Tevez and Franck Ribery!

Among the 17 cities included in the eating habits survey was Edinburgh. If researchers were puzzled by the fact that predictions for that city's consumption were similar to those for cities south of the Border maybe the best explanation came from a member of the tartan army who explained that, after Scotland's failure to qualify, his countrymen now had 31 teams to support...

Anyway, now that we have all had our fill of overpaid footballers underperforming, let's hope that the greater part of the population will get back to thinking about their five-a-day. Until the Olympics at least...

Regards,

David Burns, Managing Director



fresh late summer recipes

Blackberries Roll in filo with sweetened ricotta cheese and mint leaves, then deep fry till golden and crisp, serve with apple puree to dip. Blackberries are also good friends with game, especially pigeon, served as a starter of roasted breasts, bitter leaves, walnuts and crisply fried leeks.



Kohlrabi Always the poor cousin to other members of the brassica family, but well worth a shot.

Try shredding on a mandolin and sweet pickling to accompany fatty meats and terrines.

Cooked till tender Kohlrabi has a wonderful taste reminiscent of broccoli, try tossing with toasted garlic ciabatta crumbs, and crumbled crispy pancetta.



Samphire — Delicious as a late summer alternative to its landlubber relative, simply boiled in plain water and served with hollandaise sauce. Great with capers, dill, lemon and fish (of course!).

Use with poached eggs on sourdough toast as a vegetarian brunch dish, or as a fantastic garnish to salt marsh lamb.





We are continually looking for better ways to operate, to improve service, reduce costs and our impact on the environment. We have just completed a lighting replacement exercise in our Inspiration depot, lighting will be better for checking quality of produce, and we are forecasting a 42% reduction in energy bills for the lighting over the next three years including capital expenditure. Every little helps! That's got a ring to it hasn't it!?



Contact. **Mike Hirons** | Commercial Director | Fresh Direct | Bicester | t. +44 1869 365600 | e. mike.hirons@freshdirect.co.uk



With the Asparagus season finishing in June, Fresh Kitchens production has increased further on seasonal lines such as **Roasted Onions** and **Butternut Squash, Courgettes** and **Peppers**.



Contact. **Adam Isted** | Head of Fresh Kitchen | Bicester | t. +44 1869 365790 | e. adam.istead@fresh-kitchen.co.uk



Yellow Date

We really are at the peak of **Peachiness** right now with **Yellow, white flesh, flat** and **blood flesh** all available. **Baby coloured carrots** are tender and young. **Baby Golden** and **Candy beetroot** are sweet and cuddly. **Golden on Branch dates**. Freeze them for a day and defrost for instant ripeness - yes they are magic dates.



Blood Peaches / Nectarine



Contact. **Martin Levy** | Director of Sales – Gourmet | Bicester | t. +44 1869 365797 | e. martin.levy@freshdirect.co.uk



Fresh Direct Local Scotland recently supplied the Scottish Open at St. Andrews, and even the players themselves were eating our product! On a different note, we also have two new dry goods available now, **Fennel Pollen** and **Dill Pollen**. Two great products that have loads of uses. Please ask if you would like some recipe ideas.



Contact. **James Mackie** | Head of Scotland | Fresh Direct Local | t. +44 141 552 3424 | e. james.mackie@freshdirect.co.uk



Manning and Sons **local Plums** started the last week of July and will last for about 6 weeks, following on with **Local Apples** at the end of August. **Blueberries** coming in from the leading regional growers at Lutton Farm. **Local Leeks** and **Celery** from Nightlayer Farm. On the more delectable side we have **Marsh Samphire, Crab Apples, and Wild Blackberries**. Plus our usual full range of **cheese, dairy products** etc.



Contact. **Kamal Dhariwal** | Head of Cambridge | Fresh Direct Local | t. +44 1480 225990 | e. kamal@freshdirect.co.uk



We have direct supply of the best **English cherries**, straight out of Kent. Beautifully dark red and full of flavour. Also from Kent we are sourcing excellent **Fraise Du Bois**. The market is full of fantastic European stone fruit at the moment. **French apricots** being my personal favourite or possibly a **French flat peach**? **English peas, broad beans** and **runner beans** are bang in season. While the hot weather is with us there is no better combination than **charantais melons** direct out of Rungis and a few slices of the finest Parma ham!



Contact. **Nick Fowler** | Managing Director | Fresh Direct Local | London | t. +44 207 498 4000 | e. nick.fowler@personalcatering.co.uk



Strawberries, raspberries, blueberries

Lutton Farm is a 175ha soft fruit farm situated on the border between Cambridgeshire and Northamptonshire. They aim to produce roughly 1000 tonnes of strawberries, raspberries and blueberries in 2010.

Strawberries: Driscoll Jubilee, Elsanta, Driscoll Eldorado, Driscoll Camarillo, Sonata. **Raspberries:** Driscoll Maravilla. **Blueberries:** Various varieties inc. Ozark Blue, Blue Crop, Duke, Nui, Liberty and Aurora



Peas, stick beans & broad beans

DADGE are a family run business Est 1989. Contract grown crops using growers in the Pershore, Evesham & Worcester local areas. The stick beans, broad beans and the peas are all grown in the Stourport area. Season June until End of September, although the UK stick beans will be grown using a late variety to extend the season into November.



Pak Choi



Cherry Farms has been producing oriental vegetables since 1987 with a produce portfolio that includes over 20 different varieties, the most popular being **Pak Choi (Bok Choy)**. Other leading vegetables include **Choi Sum, Kai Choi (Chinese mustard), Kai Lan (Chinese Broccoli), Chinese Celery** and **Tong Ho**.

David Lam, Bedfordshire - www.cherryfarms.co.uk

fresh new product development

Meet our chef Duncan Parsonage

Spuds! Leaves! Herbs! In addition to these product recognition sessions with our sales team, we're in the initial stages of preparing a premium range of hot/cold serve Mediterranean rim/mezze style dishes.



For example:

- Tunisian style cous cous with chick peas and spices
- Greek/Cypriot style chargrilled veg mix with Halloumi and mint
- Italian fennel, lemons and pasta with pine nuts
- Spanish style rice with smoked paprika, red peppers, red onions and sherry vinegar
- Grilled mushrooms with aubergine, garlic and tahina dressing
- Roasted ratatouille niçoise finished with fruity olive oil

fresh Stories

World Karate Championships in Brazil!

Fresh Direct helped sponsor **Mitchell Roberts** who won 1 Silver & 1 Bronze medal and his sister **Hollie** won an amazing **3 Gold medals!**

Congratulations and good luck, as they now head off to Romania at the end of September to represent England in the European Cup.



sodexo Golf day - Fresh Direct were the winning team!

Who would of thought operations, sales and transport could pull it off? Congratulations to Nick, Nick, James & James (Jim) (If you're names not Nick or James, you're not allowed to play!)



Fresh Academy & Cooper School, Bicester

Robert (Bob) Lacy enjoyed a week's work experience with **Our chef Duncan**, to start him on his pathway to become the next Michelin star chef!

Fringford Pre-school Fun Day!

Fresh Direct support local Oxfordshire school - Donating easy peeler oranges and apples - all gratefully received and eaten by the children and their families!



For further news visit www.freshdirect.co.uk