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MARKET OUTLOOK

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APRIL 27, 2017

Pure Acai



SUNCREST HYDROPONIC LETTUCES

A recent statewide shortage of leafy greens is causing the lettuce market to be priced well above normal. As an alternative, Produce Plus is happy to introduce **Pescadero Growers**, a greenhouse grower in **Half Moon Bay, CA** with 55,000 square feet of lettuce production, specializing in **Bibb and Red Romaine**. Greenhouse production **offers relief to chefs** and produce buyers who can't find reliable, year-round, local sources. Pescadero Growers is a **Suncrest Certified Grower**, using Deep Water Culture (DWC) Hydroponic technology, growing its lettuce on rafts in large tanks of nutrient-rich water. **Bay Area chefs** from **The Ritz Carlton, Madera on Sand Hill, Chez TJ, and The Fairmont**, to name a few, have praised Suncrest lettuce for its **pristine quality** and **unique, consistent, exceptional flavor**. A contributing factor to the distinct quality of Suncrest lettuce is that it's grown in a controlled greenhouse environment. Water temperature, PH levels, nutrients and oxygen are carefully balanced for optimal growth, nutrition, and flavor. The water tanks are continuously sterilized, filtered, and tested regularly for pathogens and other potential hazards. It only takes 1 gallon of water to grow a head of lettuce using DWC technology, versus 16-38 gallons in the field. On average, it takes 28 days to harvest. The final product is usually shipped within hours of harvest. Suncrest lettuce is grown with its roots in water causing the leaves to become **super-hydrated**. This allows the lettuce to **stay fresh for 2-3 weeks** in the refrigerator, **reducing spoilage** and labor costs. Suncrest lettuce is **100% free of synthetic pesticides and GMOs**. Produce Plus is proud to be the **exclusive source**, outside of the San Francisco market, for the following: **Bibb Lettuce**



- soft buttery leaves with a **clean, fresh taste** and zero waste with **100% yields**. It is similar to Butter lettuce but with larger leaves, excellent for salads and wraps. Arrives packed loose, not in clam shells. 24 heads, \$43.75. **Red Romaine**- medium heads with **beautiful, crisp red tip leaves** and **less bitter flavor** than regular romaine, perfect for a Caesar salad. 24 heads, \$43.75.



We have recently received requests from customers for Produce Plus to carry a premium Acai product, and we listened. We now offer an **Acai (pronounced "ah-sigh-EE")** from Amazon Planet. Their Acai is **wild-harvested** and sourced directly from local farmers based in the **Amazon Rainforest** where Acai groves are an important part of the fragile ecosystem. The acai fruit looks a lot like a blueberry, but unlike the pulpy flesh of the blueberry, acai is a hard, inedible seed covered by a very thin, edible skin **packed with nutrients**. In the Amazon acai is more than a fruit based drink, **it is a food**. Because it combines well with nearly any ingredient, Amazon natives eat several bowls of acai per day, either unsweetened as a savory sauce accompanying fish, meat or shrimp, or sweetened as a stand-alone meal. We offer **frozen 100g (3.5oz) pouches** with 64 pouches per case, \$58.75. Amazon planet's acai maintains the taste of real acai - a **velvety, natural, dark-chocolaty taste** because it is free of additives or filler juices. The mild and creamy acai packs are neither sweet, nor tart, and are certified Kosher, gluten free, and organic with 0g of sugar.

CORDILLERA CHOCOLATES



Produce Plus now offers a variety of premium chocolates from **Cordillera Chocolate**, a fair-trade producer in **Columbia**. The ninth largest producer of cocoa in the world, the acidity of Columbian soils contributes **floral and fruit notes** to the cocoa grown there. Cordillera

chocolates were specially conceived to cater to the needs of culinary professionals, and works well in both sweet and savory applications. Cordillera Chocolate combines the artisanal secrets of the best Columbian cocoa cultivations with advanced production processes, guaranteed by quality certifications. Cordillera **grows, harvests and processes**



two types of cocoa beans, **Criollo** and **Tritinario**. These cocoa beans are known to be higher quality and less bitter than Forestero beans, which are widely used in the conventional chocolate industry. Cordillera Chocolate has a **delicious flavor and aroma, high shine and soft consistency**. During the conching process, the ideal conditions of whipping, temperature, and time are carefully selected to perfect the flavors and textures highlighted in the final product. We offer the following: **53% Cacao Semi Dark Chocolate Discs** (Tayrona)- hints of nut and vanilla complement each other with gentle notes of berry. It is soft but complex, and filled with flavor shades of cinnamon, berry, hazelnut and coffee highlighted one after another. 11# box, \$58.55. **59% Cacao Dark Chocolate Discs** (Galeras)- stands out for its balance between chocolate nutty flavors, as well as fruity and flowery aromas. The after taste is similar to the soft flavor of coffee with vanilla hints. 11# box, \$58.55. **65% Cacao Dark Chocolate Discs** (Sumapaz)- balanced flavor with fruity and floral aromas with smooth bitter notes. 11# box, \$58.55. **36% Cacao Milk Chocolate Discs** (Purace)- the perfect blend of nuts and vanilla flavors, integrated with well defined caramelized dairy flavors and aromas, the product of a select process of refining and conching. 11# box, \$58.55. **White Chocolate** (Sierra Nevada)- soft and balanced with intense milky notes that bring out the distinguished aroma of Columbian cacao. 11# case, \$55.25. **Turndown Chocolates**- 1/4 ounce bite size chocolate to offer as an extra treat for your guests, with turn down service in hotels or bill service in restaurants. 1,000 count case, \$98.75. **Confectionary Coating**- available in **dark or white chocolate**, perfect for sauces, glazing, and dipping. 11# container, \$48.35. **Cocoa Powder** (Macuira)- cocoa with high content of cacao butter. 4.4#, \$27.75. **Cocoa Nibs** (Tamesis)- 22/24 Dutch processed, roasted cacao bits with a distinct cocoa flavor. 2.2#, \$22.25.



LOCAL FARMS

Del Rio Botanicals

- Fava Beans- 10#
- Fava Greens- 2#
- Custom Salad Mix w/petals and herbs-2#
- Braising Mix- 4#
- Nettles- **GAPPING
- Arugula-4#
- Red Mustard Frisee- 2#
- Avocado Leaves- 50 count
- Beet Greens- 2# (preorder)



County Line Harvest

- Baby Scarlett Queen Turnips- 24 ct
- Baby Mixed Lettuce- 24 ct
- Lola Rosa- 24 ct
- Baby Red Romaine- 24 ct
- Bloomsdale Spinach- 4#
- Dino Kale- 12 ct
- Baby Red Beets- 24 ct
- Baby Gold Beets- 24 ct
- Baby Chioga Beets- 24 ct
- Baby Tokyo Turnips- 24 ct
- Green Chard- 12 ct
- Rainbow Chard- 12 ct
- French Breakfast Radish- 24 ct



California Endive Farms

- Belgian Endive-10#
- Red Endive-8#
- Mixed Case-8#
- Coraline Chicory-3#



J. Marchini Farm-

- Green Almonds- 5# case
- Castel de Franco- 12ct
- Radicchio-12ct
- Treviso-10ct
- Fennel-12ct



Dragon Gourmet Mushrooms-DGM

- Oyster Mushrooms-5#
- Eryngii/King Oyster-5#
- White Beech-5#
- Brown Beech-5#
- Shiitake-5#



Sausalito Springs

- Organic Watercress-2#



Maciel Farms

- Fava Beans- 25# case, or by the pound
- Artisan Lettuce Mix- 24 count

Visit our website for a full listing of items that require a pre-order!



Buy Local, Buy Fresh, Buy the Best

