



Baldor

FALL | WINTER 15

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1 What We're Loving
3 Baldor Life
A recap of what we've been up to while we're off the clock
7 Get to Know Baldorfood.com
What to expect from our new, transactional website through the end of 2015

9 D R I N K

Our homage to bartenders, caterers, banquet halls and
— anyone else who is knee-deep in holiday cocktail parties this time of year

11 The Walk-In: Mixologist

Check out what some of our favorite bartenders are ordering from Baldor.

15 Spotlight on Great Performances

Veteran NYC caterer, Liz Neumark, talks about her highs, her lows and the strangest request she has ever gotten from a client.

17 Fake It 'Til You Make It

Pre-made hors d'oeuvres for those of us who don't have a team of 50 prep cooks to make those tiny quiches

19 A Perfect Pairing

Charlie Bird sommelier, Grant Reynolds, schools us in pairing wines with classic fall ingredients.

23 E A T

— Because what else is there to do this time of year?

25 So Fancy

*Baldor's warehouse is fully stocked with caviar, dry-aged prime rib, white truffles
and pretty much every other lux ingredient you can think of.*

35 The Walk In: Chef

We're always curious about what our chefs are ordering. Find out what Esca and Il Buco have been picking up recently.

39 Let Them Eat Cake

Holiday pastry ingredients that will make you feel like Marie Antoinette

41 The Walk In: Pastry

Guess which item the pastry department at Jean Georges and Big Gay Ice Cream both swear by?

43 S H O P

— To all the groceries, butchers, specialty shops and online retailers--
— This one's for you.

45 Christmas at Balducci's

Baldor's own Emily Balducci recalls holiday season madness at her family's iconic NYC specialty shop.

47 Introducing Urban Roots Roasting Kits

A new addition to the Urban Roots line that's sure to fly off the shelf this holiday season

49 Brooklyn's Finest

We can't get enough of Brooklyn-based Sfoglioni's handmade pastas

56 Item Directory

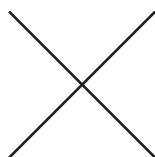
Like what you saw in this issue? Look up item codes for the products featured here.

57 More Information

Find out about new services and how to learn more about Baldor.

58 Contact Us

All the information you need to get in touch



What We're **L O V I N G** Right Now

Welcome to the fall/winter edition of our biannual magazine. We normally open the issue with a letter about our plans for the season. But, really, enough about us. We want to hear from you. We checked in with some of our favorite chefs and farmers along with our CEO, TJ Murphy, to hear what's on your radar for the holiday season and beyond.



Jeremiah Stone

Contra, Wildair
Chef + Owner

What are you watching?

Waiting for Game of Thrones!

What are you listening to?

Ryan Adams – 1989
A\$AP Rocky - At. Long. Last. A\$AP

Favorite holiday dish?

Stuffing

Favorite cold weather ingredient?

Sunchoke

Favorite dish you ate in NYC recently?

A lamb larb at Uncle Boons

Drink of choice?

Negroni

Top item on your holiday wish list?

A leather jacket



Sunchoke

TJ Murphy

Baldor Specialty Foods
Owner + CEO

What are you watching?

Mr. Robot, I have kind of a love/hate with the show which I think means it's really good.

What are you listening to?

Whatever Alt Nation plays on Sirius

Favorite holiday dish?

Restaurant: give me your best wild mushroom and/or truffle dish.
Home Cooked: we do a whole, prime, dry-aged, bone in rib roast or strip roast on Christmas day. I crave that all year.

Favorite cold weather ingredient?

Citrus and bitter greens

Favorite dish you ate in NYC recently?

Squash carpaccio at Santina

Drink of choice?

Old Fashioned

Top item on your holiday wish list?

A Yeti Cooler



Rose Radicchio

Casey Spacht

Lancaster Farm Fresh
Director

What are you watching?

Nature connection all around me

What are you listening to?

Currently – Sacred... Lakota Songs

Favorite holiday dish?

Pumpkin Pie

Favorite cold weather ingredient?

Spicebush Berries and Hickory Nuts

Favorite dish you ate in NYC recently?

Reynard – Everything.

Drink of choice?

My homemade Chaga Chai tea
from our farm, Lancaster Farmacy

Top item on your holiday wish list?

SNOW...I love it



Hickory Nuts



Satsuma Mandarin

We had a pretty busy summer around here—we offered items from a longer list of farms than ever before and local sales hit record levels. In between coordinating local pick-up routes, making deliveries and sourcing new products, we even found a little time to have fun. Check out what we’ve been up to when we’re not taking late night orders or making second runs!

BALDOR



Curious which items Leiti sourced for her soup?
Check back when our blog launches this winter for a full list of secret ingredients.



#hsusoup

In September, Baldor teamed up with Heritage Radio host, Leiti Hsu, to throw a Taiwanese beef noodle soup extravaganza at NYC restaurant Khe-Yo. The evening featured a deadly punch made with Martin Miller's gin alongside hibachi-grilled clams from Khe-Yo's chef, Phet Schwader. But, the real showstopper of the night was Leiti's recipe for traditional beef noodle soup from her family's native Taiwan. Not only was the spicy soup a total crowd-pleaser, but it was made with almost 100% Baldor ingredients.

#tomatotuesday

Our tomato program was no joke this season. At the height of summer, we had more than twenty varieties available for local tomatoes alone. We really had no choice but to show them off. Thus, Tomato Tuesday was born. We packed our sprinter van with everything from heirloom Magic Mountain tomatoes to Jersey Beefsteaks and handed them out for free to lucky Baldor customers. Don't worry if you missed it this year—we're pretty sure Tomato Tuesday will become an annual tradition.



North Fork Tour and Picnic with fresh&co

Working in food distribution is (ahem) no picnic. But, every so often, an opportunity arises that makes all the hard work worth it. In June, Baldor teamed up with the fast casual innovators over at fresh&co to explore farms on the North Fork of Long Island. We visited Koppert Cress to learn about the latest microgreen growing techniques and ended the day with a tour of Satur Farms followed by a picnic lunch prepared by owner and former chef, Eberhard Muller.



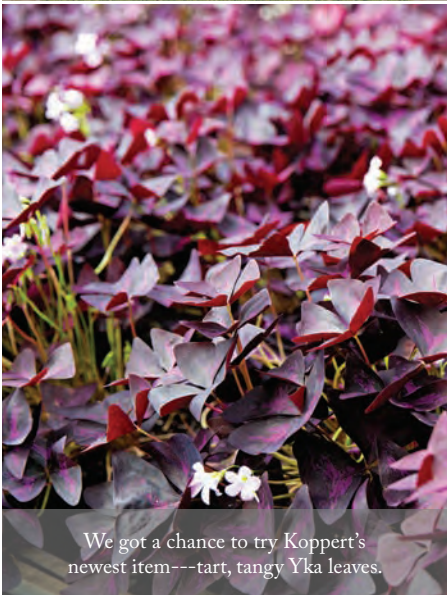
Micro Bull's Blood beets grow in enormous adjustable trays in Koppert Cress' greenhouse.



Apple blossoms from Koppert Cress are actually a type of edible begonia.



Team Baldor in the fields at Satur Farm's North Fork location.



We got a chance to try Koppert's newest item---tart, tangy Yka leaves.



Satur Farm grows blanched frisee in the traditional European style, protecting it from the sun to maintain its pale color and delicate flavor.



Satur Farm plowing their fields.



Edible Schoolyard NYC

To celebrate the launch of our website, Baldor partnered with Edible Schoolyard NYC. Through the end of 2015, a portion of the proceeds from each order placed online will go to supporting ESYNYC's classrooms at schools throughout the city. So, start placing those online orders! Reach out to your sales person today to set you up for on-line ordering or contact us at info@baldorfood.com.



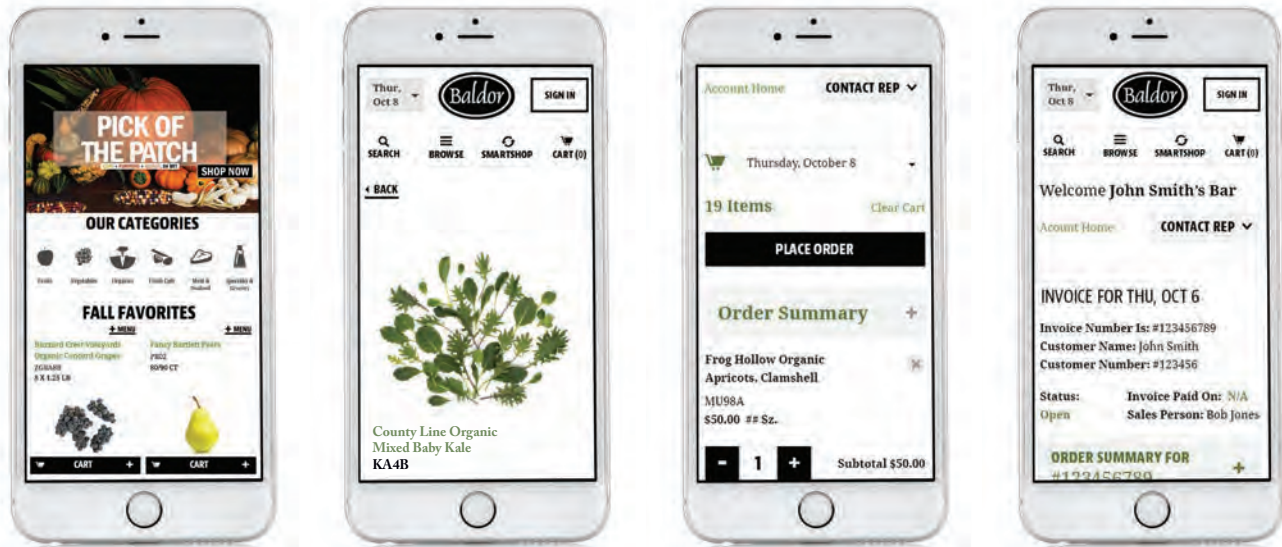
EDIBLE
SCHOOLYARD
NYC



baldorfood.com

WEB 2.0

This fall, our website is getting even more awesome!
Read on for a list of key updates and new features.
We're constantly making improvements to your
online ordering experiences! Here are some of
our favorite new features.



WE'VE GONE M O B I L E

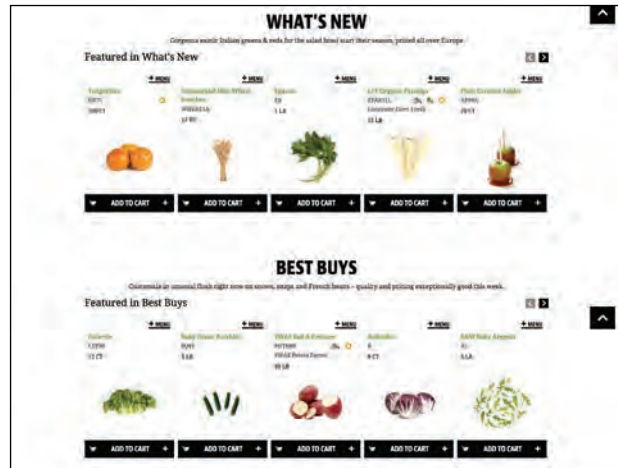
Baldorfood.com is now mobile responsive! It will automatically adjust for optimal display on desktop monitors, tablets and smartphones. It will be even easier to view product images, build menus, and add to cart from your iPhone or tablet in the kitchen. So, browse our offerings any time and place last minute orders on the go.

Calling All Food Nerds



NEWS FROM THE FARM

Bookmark our *News from the Farm* page to stay in the loop. Receive market and weather reports weekly directly from our buying department. We'll tell you when rains in California are affecting the price of romaine or when commodities are transitioning throughout the country so that you can make better informed purchasing decisions.



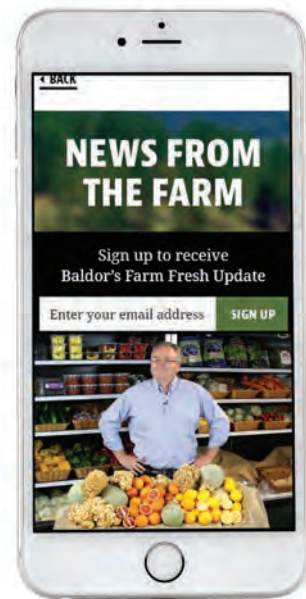
Shop brand new items, bargain buys, and those last call items that are on their way out.



STATS:

Buyer / Originally From The UK / Favorite Fruit : Honeycrisp Apples
25 Years In The Produce Biz

Enjoy these features and more by setting up an online-ordering account! Just send us an email at info@baldorfood.com!



Every week, our resident produce expert, Pat Ahern, gives us market updates in our News from the Farm episode. He'll give you the good, the bad, and the ugly on what's going on in the market. He'll also highlight some of our best products in house!



Khe-Yo managing partner, Nick Bradley, recently mixed us a couple of perfect autumnal cocktails. Turns out that bourbon, spiced pear, maple syrup and sage is pretty much fall in a glass.

DRINK.

In a moment of uncharacteristic clarity, Mike Tyson once noted that “everyone has a plan until they get punched in the face”. This sums up how we feel about the holiday season—no matter how well you’re organized, it’s never entirely possible to keep the chaos at bay. With this in mind, we created a section dedicated to holiday cocktail parties and large, catered events.

While everyone takes a pummeling this time of year, those who prep and pass the hors d’oeuvres may have it the worst. We hope that the following pages provide some tricks, time-savers and maybe even some inspiration in the process.



Mixologist

Consistently ranked among the best in NYC, these bars are both credited with ushering in the mixology renaissance. Naturally, we couldn't resist peeking into their order histories to see what they source from Baldor. We thought you'd be curious too.

DEATH + COMPANY NYC

INGREDIENTS:

limes + lemon + oranges + cucumbers + castelverrano olives + edible orchids



**APOTHEKE
NYC**



INGREDIENTS:

lavender + marjoram + peach puree, perfect puree + pomegranate seeds + red habanero peppers



The holidays are high cocktail season—time for elegant drinks made with the best ingredients. Natalie's fresh-squeezed juices infuse drinks with true citrus flavor and a bonus splash of nutrition.

Natalie's Orchid Island Juice Company has been squeezing America's best tasting Florida juices for over 25 years. As a women-owned and family operated company, Natalie's never compromises on quality or freshness. Their juices are squeezed to order using only the highest quality fruits and vegetables sourced from Florida growers.

Natalie's has won more than eight national awards for taste and nutrition from media outlets like Cook's Illustrated, Woman's Day, Good Housekeeping, Real Simple, Cook's Country, Bon Appetit and The Today Show.



Sunkist Growers Inc. was established in 1893 and is the world's largest and oldest citrus marketing organization. Today Sunkist Growers is owned by more than 6,000 citrus growers in California and Arizona, most of whom are small family farmers. Sunkist distributes the finest oranges, lemons, grapefruits and other specialty citrus around the world. They also specialize in a wide variety of unusual citrus heirlooms. Some of our favorites include:

Moro blood orange / Cara Cara navel orange / Meyer lemon
Pummelo / Minneola tangelo



Spotlight on Great Performances

Liz Neumark is a force of nature. As the founder and CEO of New York catering company, Great Performances, she set the gold standard in holiday event production. We recently caught up with her to discuss her likes and dislikes, tips for maintaining serenity and that one time she catered a dinner for two at the top of The Statue Liberty.

In the kitchen with Liz Neumark

Cecilia Estreich:

How many parties does Great Performances cater during a typical holiday season?

Liz Neumark:

No such thing as a typical season! In the past 10 years we have seen enormous shifts in the party culture. While some companies still have large scale events, we see a trend away from the good old mailroom to boardroom gatherings. Companies look to incorporate their cultural values into events. The party experience itself has become more interactive around hospitality as well as entertainment. How many parties? On a busy day, we cater as many as 20. But, when we book a very significant event, we say no to additional parties so we can concentrate our energies.

CE: When did you cater your first holiday season event? Who was the client?

LN: In the 1980's we did the holiday parties for the NBA when they were a much smaller organization. It was like a family event. And it was quite something to watch them grow over the years until they needed a hotel destination.

CE: What is the most valuable lesson you have learned since then?

LN: When we started, caterers lost money year round and made money over the holiday season. That has completely changed as the industry matured. We need to be financially successful year round and develop a strong core business because when the economy tumbles, and it does, employee holiday parties are the first expenditures to get cut.

CE: In your opinion, what is the perfect event size?

LN: I love the intimacy of a small dinner party of 10-20 people, but there is something spectacular about a mega-event with complex logistics that come together seamlessly. A sweet spot for people really connecting is in the 200-250 range. I mean, even for the best networkers, how many people can you talk to in a 3-hour window?

CE: What is your favorite venue in New York for an event?

LN: The Great Performances kitchen! That's where people get comfortable and really connect. I think we all see it at home – everyone gathers in the kitchen! But our kitchen isn't a commercially available spot, of course. My life at GP is a blend of deep relationships with some of the most interesting cultural institutions, all of which have great event space. Choosing would be like picking a favorite child. I can't!

CE: What are your top three favorite fall/winter ingredients?

LN: Brussels sprouts, late season greens, winter squash.

CE: What are your top three favorite passed hors d'oeuvres?

LN: Portabello Cannoli with Parmesan Reggiano and Chive / Burrata Peperonata Tart / Green Goddess Panisse

CE: What are the top three most requested hors d'oeuvres at Great Performances?

LN: Mozzarella Cup with Sun Dried Tomatoes / Bar-b-que Short Ribs on Roasted Poblano on Stone Ground Grit Cake / Mini Chicken Taco

CE: What is the most lavish request you have ever gotten from a client?

LN: Outfitting our entire service staff in custom made dress ware with full hair and make-up stylists. Or maybe the champagne aerialists pouring upside down while suspended mid air. Or a dinner for two at the Statue of Liberty!

CE: What is the strangest request you have ever gotten from a client?

LN: To turn the pat of butter into a logo creation. Or serving a multi-course hot meal out of a room the size of a postage stamp?! (Welcome to my world!)

CE: Is there a catering-world trend that you wish would go away?

LN: The obsession with celebrity chef food.

CE: Any that you wish would come back?

LN: Not multi-tasking every moment! Personal notes and phone calls to talk about real food, real moments.

CE: Is there one event that stands out in your mind as the ultimate, most perfect holiday season party Great Performances has ever thrown?

LN: We did a Nutcracker theme party and had a flash mob of waiters dress up as the mice (masks and all), bringing out drinks and food to launch the festivities. It was a fun and completely unexpected moment. Everyone still talks about it.

CE: The most disastrous?

LN: My best disasters were not holiday time! I will say though that a snowstorm on a busy day is quite the monkey wrench for our delivery fleet!

CE: Any words of advice for a young caterer trying to survive the holiday rush?

LN: This too shall pass! The more you mess up, the more you will learn. Take notes, review and try not to make the same mistake twice.



FAKE
IT
'TIL
YOU
MAKE
IT

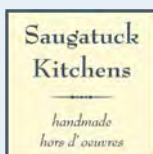
Pre-made hors d'oeuvres from
TMI Trading, Dufour and Saugatuck Kitchen are so exceptional
that no one will ever be able to tell that your team didn't slave over them for hours!

Dufour Pastry Kitchens



Baldor's partnership with Dufour Pastry Kitchens in the Bronx stretches all the way back to the 1980's. The company has been women-owned and operated since it was founded. Their savory finger foods include artichoke cheesecakes and 4-cheese & roasted garlic puffs. Start a holiday meal with champagne and their mushroom truffle risotto in phyllo or venison wellington. The company also makes time-saving pâte sucrée and pâte brisée tart shells along with award-winning puff pastry sheets.

Saugatuck Kitchens



Who better than a trained chef to understand the high standards in a professional kitchen? Saugatuck Kitchens is a family-owned and operated hors d'oeuvres manufacturer in Stratford, Connecticut. Founded by CIA grads, David and Sonia Wells, the company specializes in appetizers with an international flair.

Their appetizers are made by hand using fresh, all natural ingredients and their selection is constantly evolving to reflect the latest food trends. Saugatuck offers a full line of vegetable and cheese hors d'oeuvres including unusual combinations like manchego and quince tart, paella bites and porcini risotto balls.

Put your best foot forward by letting Saugatuck hors d'oeuvres star in your next cocktail party or buffet spread.



Did you know that Baldor also carries a full line of frozen dim sum to serve as appetizers for both casual and elegant events? Made by Twin Marquis of Brooklyn, this line is an authentic selection of dumplings, wontons and rolls that are so versatile they can be pan-sauteed, steamed or microwaved with fabulous results.

Unlike most commercial dim sum products, Twin Marquis' dumplings are ultra-thin yet sturdy enough to keep the abundant, savory fillings intact. Try their spectacular edamame dumplings or other varieties like chicken lemongrass, sui mei or kale and vegetable dumplings.

the perfect pairing

Wine suggestions for our favorite fall ingredients from Charlie Bird Sommelier, Grant Reynolds.

For a young guy from Lake Placid, Grant Reynolds has impressive wine credentials. He began his career at acclaimed Colorado restaurant, Frasca Food and Wine, before working his way through a harvest season at Domaine Dujac and staging at Noma. By the time he landed his current role at Charlie Bird, he was already a certified Master Sommelier at the ripe, old age of 24.

Our praise of Grant is also a little biased—the wine list at Charlie Bird is one of our all-time favorites. With this in mind, we recruited him to suggest wine pairings for some of our best items of the season.

As anticipated, his selections did not disappoint.



N° 1

OSETRA
CAVIAR

-
Savart
L'Accomplie
NV

-
Available
@ Grand Cru Selections

N° 2

ULTRA BABY
CHICORY MIX

-
Ronco del Gnemiz
Friulano San Zuan
2013

-
Available
@ Vignaioli Selection

"Nothing new here...
A leaner, brighter style
of Champagne should
always be served with
great caviar."



N° 1



"A safe and common
play, when thinking
of food and wine
pairings, is to match
a region's ingredients
with its wines. Friuli is
the homeland of bitter
greens. The bitter,
almond-like flavor of
their whites is the
essential match."



N° 2

N° 3
SASKATCHEWAN
CHANTERELLE

-
Wenzlau Vineyard
St. Rita Hills Estate
Pinot Noir
2012

-
Available
@ Polaner

N° 4
MATSUTAKE
MUSHROOMS

-
Domaine Olivier
Merlin Macon
La Roche Vineuse
2013

-
Available
@ Grand Cru Selections

"Chanterelles can handle meatier, richer sauces well. Often, they need a red wine to balance out their flavor. Wenzlau makes exciting, elegant wines from California-herbaceous, light, and focused. Pinot and chanterelles is a classic match."

"Wines from the Macon offer great value while still maintaining the texture and complexity of white burgundy. The earthiness of the mushrooms plays off the salty, nutty, freshly acidic nature of these wines."



N° 5
QUINCE

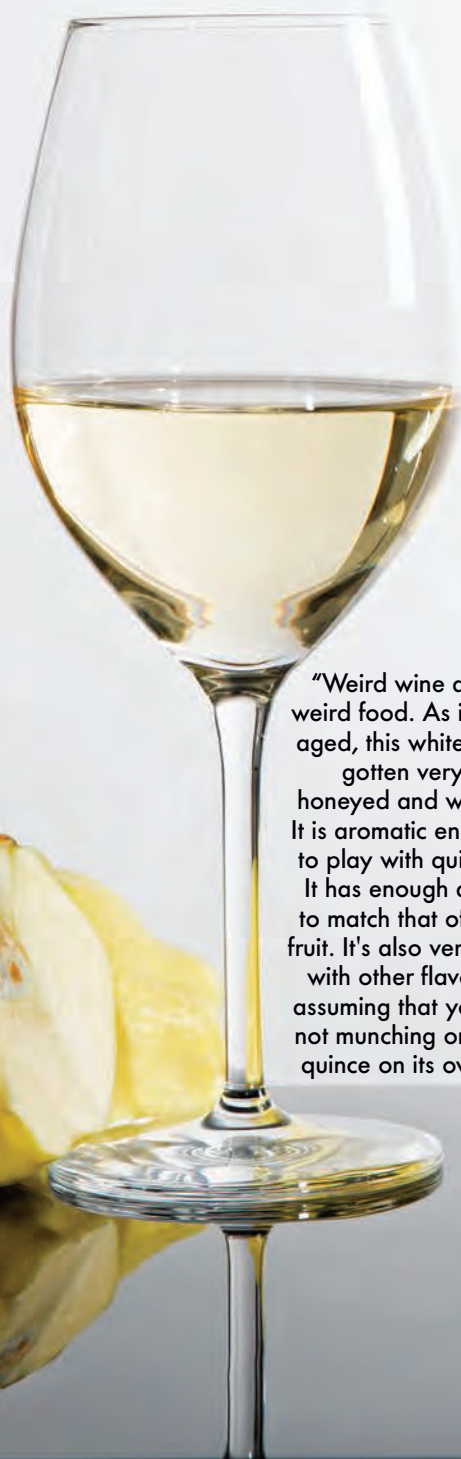
-
Caves Sao
Joao Beiras
Poco do Lobo
1995

-
Available
@ Skurnik Wine+Spirits

N° 6
68% DARK TCHO
CHOCOLATE

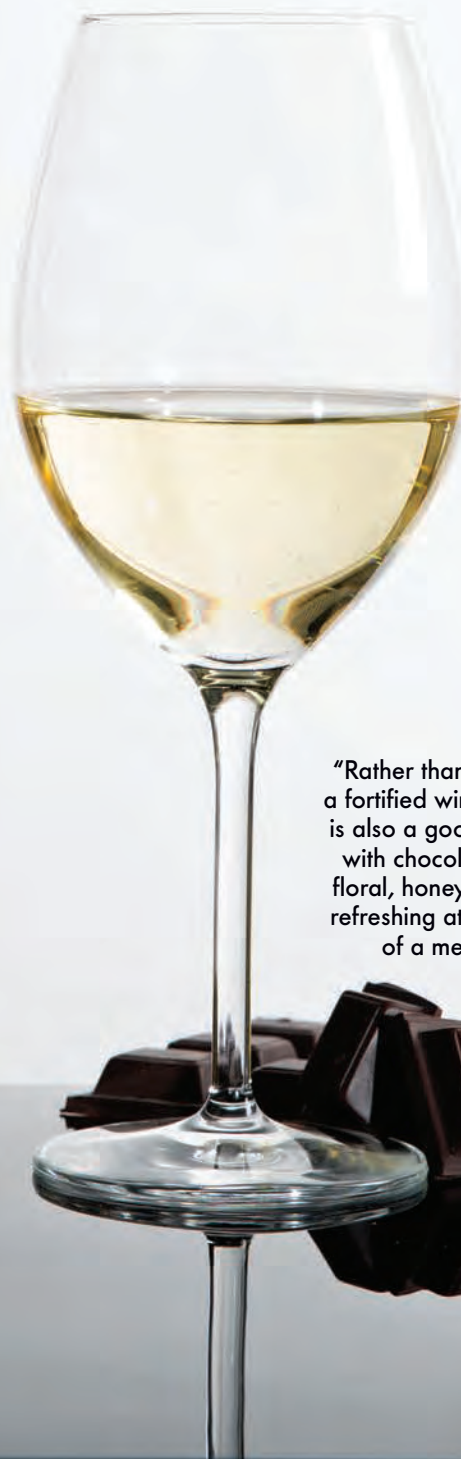
-
Királyudvar Cuvee
Ilona Tokaji
2008

-
Available
@ Polaner



"Weird wine and weird food. As it has aged, this white has gotten very honeyed and waxy. It is aromatic enough to play with quince. It has enough acid to match that of the fruit. It's also versatile with other flavors, assuming that you're not munching on the quince on its own."

N° 5



"Rather than port or a fortified wine, Tokaji is also a good match with chocolate. It's floral, honeyed, and refreshing at the end of a meal."

N° 6



EAT.

It's that time of year, folks. For this section, we focus on the fancy side of our product line—the side that makes you toss your food cost concerns to the wind and put caviar on the menu. We'll take you through our most unique, luxurious and delicious ingredients and show you the inventive ways our customers are using them. We're proud to be your trusted source for everyday staples, but around this time of year, we kind of just want to party. Let the festivities begin!

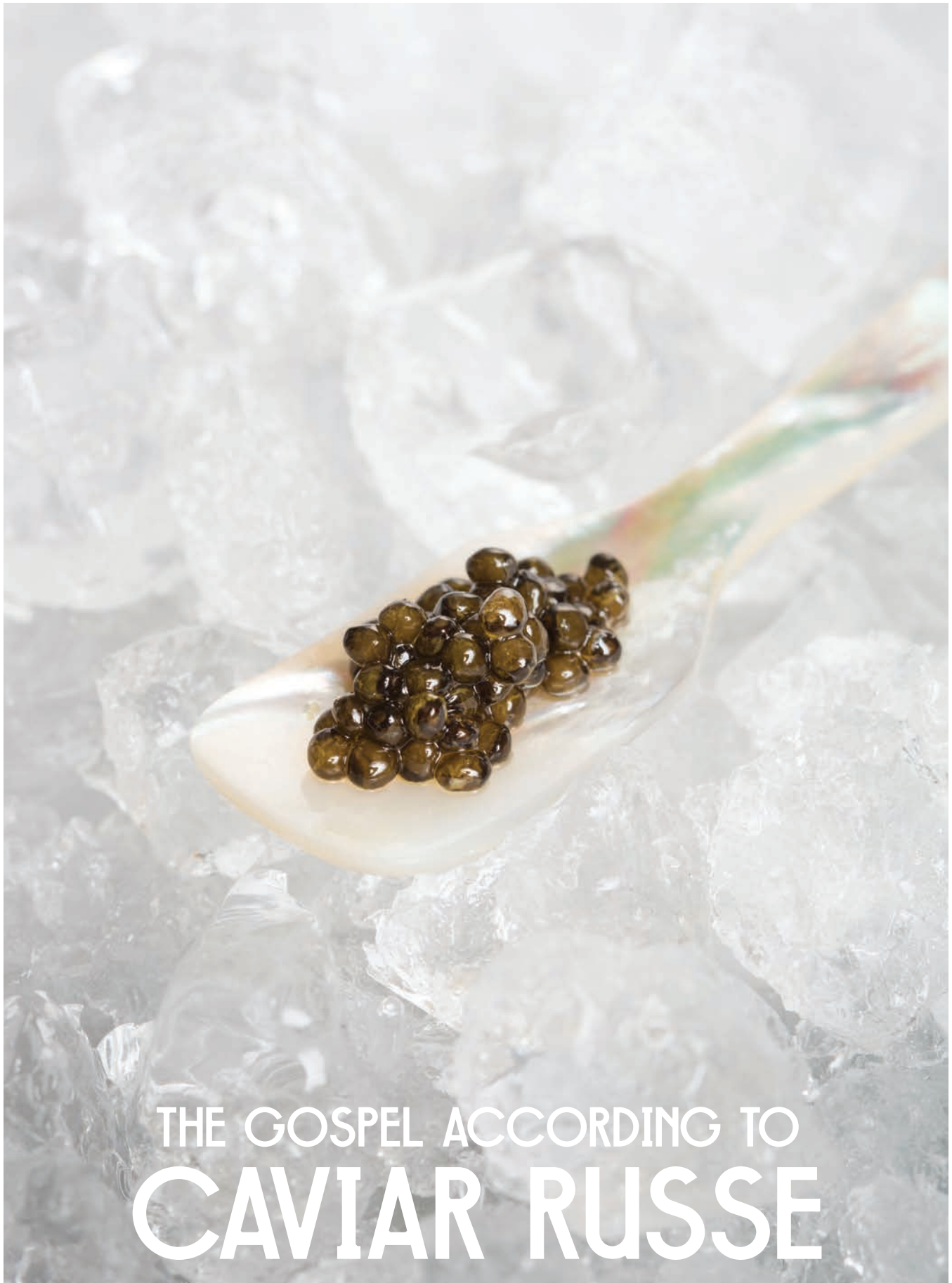
So

Break out your truffle slicer and prepare to make it rain. Since there's no better time of year to enjoy the finer things, we want to give you a full rundown of Baldor's luxury list. We caught up with a caviar expert, a master butcher and some of our favorite foragers to bring you the ultimate guide to Baldor's fanciest products. Just be forewarned, the following section may create an uncontrollable urge to fill your menus with white truffles and dry-aged steaks.



FANCY







At Baldor, we've been selling caviar since we were the small wholesale branch of iconic Greenwich Village retailer, Balducci's. After being in the game so long, we take our sturgeon roe very seriously. So, when it came time for us to team up with a caviar house, we were not messing around. We needed a partner with uncompromising standards who also shared our passion for food.

Enter Caviar Russe. Not only do these guys source caviar fit for a Russian Czar, but they also operate a Michelin starred restaurant. We asked owner, David Magnotta, how to buy, store and serve caviar. In addition to providing a wealth of information, he also left us with some caviar service philosophy that we couldn't wait to share.

T H E B A S I C S

1 _ S E L E C T I O N

While there are many varieties and price points to choose from, this basic terminology will help you make your selection.

Malossol: Simply the roe of sturgeon that, when lightly salted in the age-old Caspian tradition known as "Malossol", becomes caviar.

Osetra (Acipenser Gueldenstaedtii): These eggs are firmer in contrast to Beluga and have a nutty flavor. Golden Osetra caviar is a rare form of Osetra that is golden yellow in color and has abundantly rich flavor.

2 _ S T O R A G E

Unopened caviar will keep for 7-10 days in the coldest part of your refrigerator. Remember—a little leakage from an unopened tin is normal! Once you open that tin, be prepared to serve it all.

S E R V I C E C O M M A N D M E N T S

1 _ B E Y O U R S E L F

David loves a formal caviar service as much as the next guy. But, if you don't run a restaurant where the waiters wear cummerbunds, there's no need to serve your caviar in Waterford Crystal. Instead, design a service that reflects your restaurant's identity.

2 _ C O N S I D E R A C A V I A R S U P P L E M E N T

Not everyone has the clientele to sell a \$150 caviar service. But, most diners will consider a more affordable supplement for special occasions. Even if you do serve the 1%, it's a smart move to offer a supplement to ensure that your caviar moves on a consistent basis.



get wild

wild mushroom + truffle calendar

Sep.

SASKATCHEWAN CHANTERELLE

late August -> mid September

These Canadian chanterelles are widely recognized as the season's best--perfect buttons, apricot-y hue and flavor, an overall dream of a mushroom.

LOBSTER MUSHROOM

late August -> mid September

These mushrooms live up to their name--bright orange, with a flavor that is vaguely reminiscent of seafood. Their hearty texture holds up to even the longest, slowest braise.

MATSUTAKE MUSHROOM

late August -> November

Also known as Pine mushrooms, these meaty, bullet-shaped fungi are a favorite in Japan.

CAULIFLOWER MUSHROOM

late August -> October

A cream colored mushroom with an intricate, lacy shape and a herb and wildflower aroma.

FRIED CHICKEN MUSHROOM

September -> October

A wild cousin of the Hon Shimeji mushroom, the Fried Chicken mushroom has soft, chewy texture and meaty flavor.

CHICKEN OF THE WOODS MUSHROOM

September -> October

These unusual, shelf-like mushrooms are dense and almost woody. Best when brined or braised to soften their fibrous texture.

DOMESTIC CHANTERELLE

November -> January

Workhorse chanterelles from the West Coast are typically affordable enough to use wherever a wild mushroom is required. They're also available for long enough that they can be reliable menu staple.

YELLOW FOOT MUSHROOM

November -> February

Yellowfoot chanterelles have a wet texture and thin shape that makes them perfect for wild mushroom mixes.

HEDGEHOG MUSHROOM

late October -> February

Similar in appearance to a chanterelle, Hedgehog mushrooms are differentiated by their spikey underside.

DOMESTIC PORCINI

November

While we love all porcini, we wait all year for domestic porcini from the West Coast. We particularly love the fruity, woodsy ones from Mt. Hood.

FRESH BLACK WINTER TRUFFLES

November -> February

The most highly sought after of all black truffles, the tuber *Melanosporum* has black-purple color and pungent aroma.

Oct.

FRESH BLACK BURGUNDY TRUFFLE

late September -> December

Similar in appearance to a black winter truffle, black burgundy truffles have a delicate flavor that is best enjoyed freshly grated.

BLACK TRUMPET MUSHROOM

October -> February

This mushroom has a rich, smokey flavor and pleasantly fruity aroma.

WHITE TRUFFLE

October -> December

The Maserati of fresh truffles, the white truffle has an aroma that defies categorization--a little like gasoline with a malty, yeasty finish. One of the chemical components that gives the white truffle its aroma is also a typical component in human sweat and breath, giving them their...ahem...carnal appeal.

OVOLI (CAESAR MUSHROOM)

limited weeks in October

This mushroom has a flavor that is reminiscent of chestnuts and hazelnuts.

In Italy, it's typically shaved raw and served with olive oil.

EUROPEAN PORCINI MUSHROOM

late September -> October

These pale brown mushrooms have a woodsy aroma that is perfect in fall stews and pastas.

VIOLET CHANTERELLE

late November -> December

Also known as Pig's Ear chanterelles, this mushroom's meaty texture holds up so well that they can be par-boiled and stored frozen for months.

SOUTH AFRICAN PORCINI

November -> December

The South African porcini is the beauty queen of the wild mushroom world.

Aesthetically perfect, this mushroom is also impervious to the worms that other porcini are sometimes plagued with.

EUROPEAN CHANTERELLE

December -> March

Once domestic chanterelles wind down, chanterelles from Europe are an excellent substitute.

Nov.

Dec.

Vegetable



F o r w a r d

As a produce company, we're thrilled to see chefs explore the luxurious potential of the humble vegetable and we can't get enough of vegetable-focused tasting menus these days. With this in mind, we made sure to include love for our specialty produce offerings. In the winter months, our purchasing team kicks into high gear, sourcing unique, seasonal favorites from around the world. In our opinion, beautiful vegetables are as fancy as it gets.

West Coast Program

Our buyers have longstanding relationships with small farmers on the West Coast and we rely on them to send us heirloom veggies and specialty crops when nothing is available locally. Some of our favorite growers include:

COUNTY LINE HARVEST

These guys are the first name in organic goodness from California. They grow a vast array of heirloom greens and vegetables. Look out for celtuce, baby mustard greens, red-veined arugula and baby mixed chicories from them.

BABE FARMS

This farm has been growing baby sized vegetables since many of us were babies ourselves. A pioneer in the farming community, they led the market in specialty vegetables. We love their baby romanesco & mixed colored cauliflower, baby mixed beets and baby white turnips.

RIPE TO YOU

Since 1988, this farm has been growing unique citrus varieties like etrog citron, yuzu, kaffir lime, nagami kumquats and more.

Other Great West Coast Items:

SEA BEANS | WASABI ROOT | FINGER LIMES | HIDDEN ROSE APPLES | GREEN GARBANZOS

INTL Specialty Program

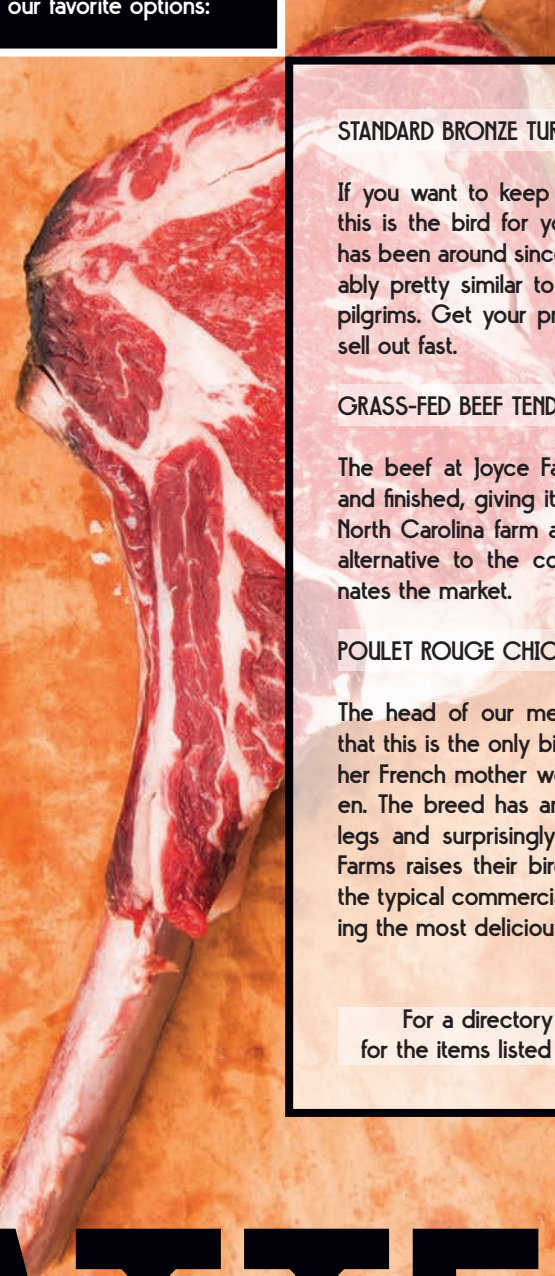
To truly deliver the best of the best, our international specialty buyers focus on importing crops not commonly grown in the United States.

Throughout the season we stock unique items like:

ITALIAN HEIRLOOM CHICORIES
(CASTELFRANCO, PUNTARELLE AND MORE)
ITALIAN CHESTNUTS
SICILIAN TAROCCO BLOOD ORANGES
ISRAELI SHARON FRUIT
FRENCH CROSNEs



MEAT



You thought we were going to discuss fancy ingredients without talking about our meat program? Please. This time of year, our meat specialists are hard at work sourcing heritage birds, dry-aged prime rib and foie gras to ensure that your festive protein needs are covered. Here are some of our favorite options:

STANDARD BRONZE TURKEY, NORTHWIND FARMS:

If you want to keep it real this Thanksgiving, this is the bird for you. The Standard Bronze has been around since the 1700s and is probably pretty similar to what was eaten by the pilgrims. Get your pre orders in early—they'll sell out fast.

GRASS-FED BEEF TENDERLOIN, JOYCE FARMS:

The beef at Joyce Farms is 100% grass fed and finished, giving it a terroir unique to their North Carolina farm and making it a healthier alternative to the corn-fed beef that dominates the market.

POULET ROUGE CHICKEN, JOYCE FARMS:

The head of our meat department has said that this is the only bird on the US market that her French mother would recognize as chicken. The breed has an elongated breast, long legs and surprisingly dark, rich meat. Joyce Farms raises their birds to more than double the typical commercial processing age, creating the most delicious chicken on the market.

For a directory of product codes for the items listed here, turn to page 56.

MATTERS



DAVE PASTERNAK ESCA_NYC

Chef

Both of these restaurants are Italian, but they could not be more different. While Esca serves refined seafood in an elegantly appointed Midtown restaurant, Il Buco focuses on rustic dishes that your Tuscan grandma might make. Nevertheless, each always has an inventive use for our favorite seasonal ingredients.

INGREDIENTS:

sorrel + seabean + spigarello + black mission figs + wild maine blueberries
rebochini mushrooms (white elf) + saskatchewan chanterelles + mixed edible flowers



**JOEL HOUGH
II BUCO_NYC**



INGREDIENTS:

lemons + seabans + micro mint + micro cilantro + red onions + prune plums + lacinato kale
baby artichokes + serrano peppers + shishito peppers + watermelon radish + lobster mushrooms

Bella

Bella

The season of extravagance is upon us and nothing tastes more luxurious or indulgent than foie gras. Bella Bella Foods in Sullivan County is the premier producer of Hudson Valley Foie Gras and Baldor is their leading purveyor. All of Bella's duck products are hormone and antibiotic-free. Bella Bella's humane husbandry program and strict sanitary standards make them a leader in responsible foie gras production. The family-owned and operated company developed a proprietary system for hand feeding to replace the traditional "gavage" method of feeding. Their production facility is spotlessly clean and predominantly run by female workers.

Bella Bella produces grade "A" and grade "B" foie gras as well as fresh duck legs, regular and smoked Moulard duck breasts, rendered duck fat, duck leg confit and smoked duck drumettes.



Fresh Origins

Fresh Origins grows a broad assortment of picture-perfect micro greens with stunning flavors to match. Every tray is seeded by hand, cut to order and packed to order. Tiny red radishes, round and shiny as Christmas bulbs, micro star flowers and red and green nests of micro spectrum sprigs are among the many festive offerings for garnishing holiday dishes and drinks.

Owner David Sasuga spent twenty years growing flowering plants before he moved into microgreens. It was the most natural transition in the world for him. The care and attention needed to propagate flowering plants and his love of beautiful flora inspired his move into the edible garnishes. Today, chefs can't live without them. Ultra delicate micros thrive when transport time is minimal, so Fresh Origins air-ships directly to you from their west coast facility. Super-fresh and brightly colored, they have unlimited potential to freshen up any plating.



LET THEM EAT

CAKE



There's no way to explain wintertime decadence without mentioning pastry. If you can think of another season with as many songs and stories about sweets, we'd like to hear it (speaking of which, if you can explain "figgy pudding", we would like to hear that too). Our pastry specialist has spent months making sure that we have everything you could possibly need to survive the season. Almond paste? Candied lemon-rind? Chestnuts? We're fully stocked.

Our recent partnership with acclaimed specialty purveyor Swiss Chalet has made our pastry offerings even more extensive. As their exclusive distributor in the Northeast and Mid-Atlantic, we now carry all the incredible pastry lines in their portfolio.

FELCHLIN

Max Felchlin is one of the only manufacturers in Switzerland that still produces chocolate through traditional methods.

LA ROSE NOIRE

La Rose Noire is a prestigious Hong Kong boulangerie, pâtisserie and confectioner specializing in the highest quality tart-shells and macarons.

DARBO

Darbo has a history that spans more than 100 years of experience and expertise in processing the very best quality fruit and honey products.

PONTIER

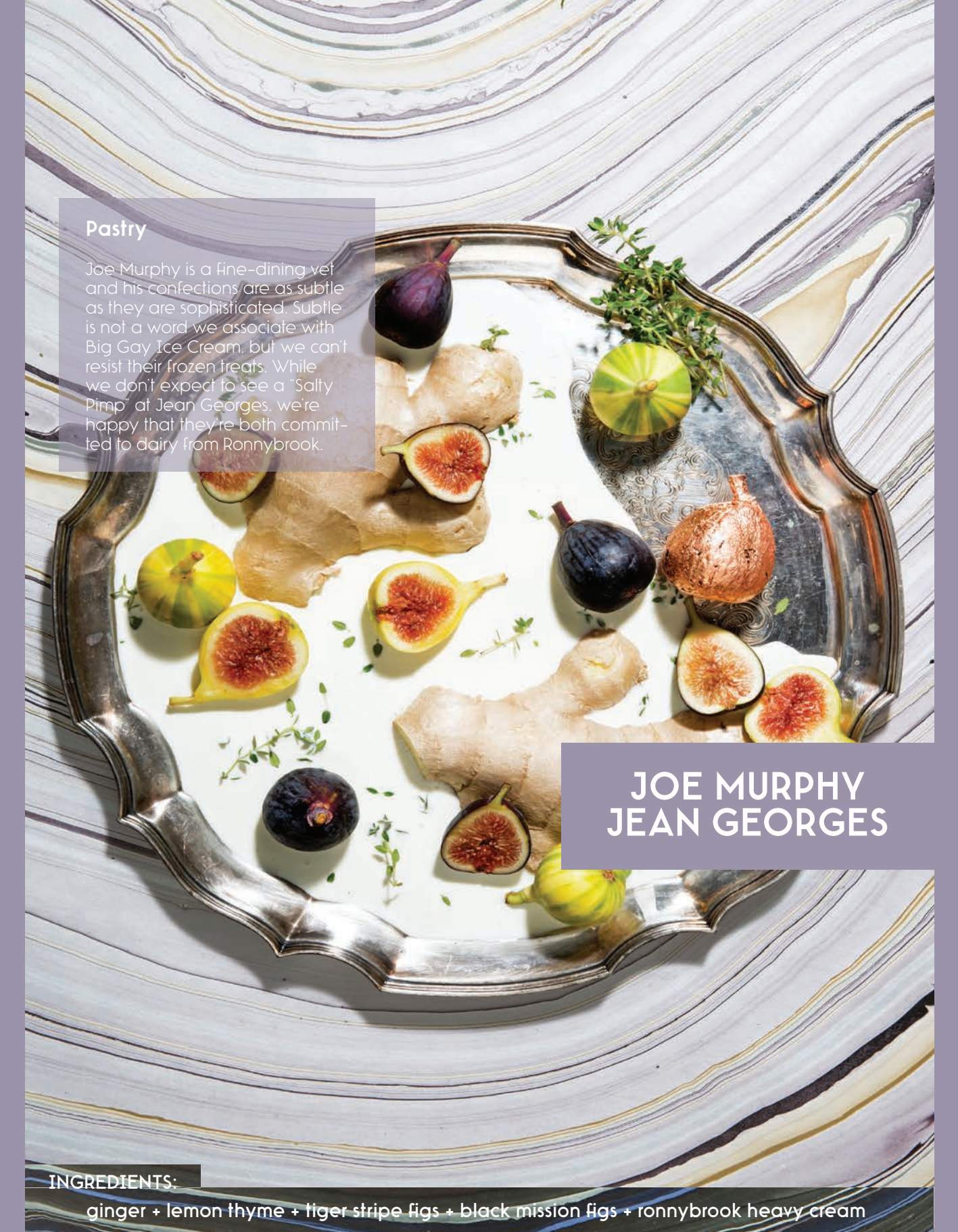
Since 1946, Ponthier has been producing a complete gourmet range of fruits like IQF-frozen whole fruits, purées, coulis and preparations for desserts.

BAKBEL

Bakbel produces fine European fruit products like marmalades, fillings and compounds.

PERNIGOTTI

One of Italy's oldest and largest gelato producers, Pernigotti provides delicious bases, pastes, ripples, fruits, and decorations.



Pastry

Joe Murphy is a fine-dining vet and his confections are as subtle as they are sophisticated. Subtle is not a word we associate with Big Gay Ice Cream, but we can't resist their frozen treats. While we don't expect to see a "Salty Pimp" at Jean Georges, we're happy that they're both committed to dairy from Ronnybrook.

JOE MURPHY
JEAN GEORGES

INGREDIENTS:

ginger + lemon thyme + tiger stripe figs + black mission figs + ronnybrook heavy cream



DOUGLAS QUINT + BRYAN PETROFF
BIG GAY ICE CREAM



INGREDIENTS:

lemons + bananas + ronnybrook whole milk vanilla/chocolate ice cream mix



SHOP

At Baldor, our roots are in retail. As the former wholesale branch of the iconic NYC specialty shop, Balducci's, we know a thing or two about the madness that prevails in retail stores this time of year. In fact, Baldor copywriter Emily Balducci even wrote her reminiscences of working for Balducci's during Christmas for this issue. In these pages, we feature consumer-ready items in our product line that will be surefire retail sensations. From our newly launched Urban Roots organic roasting kits to hand-crafted noodles from Brooklyn pasta-maker, Sfoglioni, we've got everything you need to stock your shop full of holiday ingredients, gifts and more.

Christmas Eve at Balducci's

circa 1985



illustration by Lena Moubkina

BY EMILY BALDUCCI

Christmas Eve at Balducci's in the 1980's was like a Greenwich Village flash mob. Customers queued up before we opened, not only to get last minute gifts and assemble their holiday feast, but to be part of the Christmas spectacle, Italian-style.

Food is the centerpiece of any Italian celebration and during the holidays, even more so. Garlands, wreaths and lights help set the stage, but serving your loved ones traditional Christmas foods is the height of familial regard.

In the retail world at that time, Christmas decorations appeared and holiday music cranked up the day *after* Thanksgiving. The only advance preview at Balducci's was the panettone shipped from Italy mid-November. Italians start baking the traditional Milanese springform cake in October. Andy Balducci discovered Muzzi panettone during one of his food trips to Italy and declared theirs to be the best. Employees who were feeling especially festive would work overnight to hang the newly arrived shipment across the ceiling. Shoppers entered the next day under a canopy of green and gold Muzzi boxes, a subtle announcement that Christmas was coming.

The store was only about 5,000 square feet and the lower level housed 3 offices, the main kitchen, two walk-in refrigerators and a freezer, the break room, employee lockers, bathrooms and all grocery and container storage. That didn't leave much room for assembling gift baskets and catering platters, but that's where production took place. Desk tops, counters and upturned milk crates were turned into workshop platforms with cellophane wrap, doilies and packing peanuts spilling everywhere. Cashiers became basket designers overnight, donning Santa hats and blow-drying their masterpieces while humming holiday tunes, enjoying the respite from the mayhem upstairs.

It's not enough to say everyone worked hard Christmas week and even harder Christmas Eve. We became one with the tsunami that was underway. Though it was hard to sleep the night before, the feeling of shared purpose was galvanizing. Workers arrived in the morning nervous but cheerful and customers responded in kind. They kidded with us, were kinder than usual, some even bought gifts for their favorite butcher or cashier. Balducci's had been a Greenwich Village outpost since 1946, and family members were always present, greeting shoppers and working alongside the staff. The energy was contagious.

There were deli guys – kids really, still in their teens - who were so into it they volunteered to stay overnight, sleeping on burlap coffee bags piled in the basement. Mama Balducci would make them an egg sandwich in the morning with spinach and bacon on peasant bread. After she passed, the kitchen ladies would do the same. The line at that counter never ended, yet each green & white package of sliced charcuterie, foie gras or smoked salmon opened like a sleeve of jewels when you got it home. That was the aesthetic of the original Balducci's.

The pastry counter was always packed with customers during the holidays. Though we didn't bake on premise, we carried the best the city had to offer. To keep the cases full, trays laden with fresh pastry from outside vendors sailed across the counter all day long, over the heads of customers. If they felt inconvenienced they didn't complain, at least not on Christmas Eve.

Christmas season brought out the fanciful desserts that were the essence of our holiday décor. There were gorgeous glass jars from Italy filled with orange slices, chestnuts or cherries submerged in Armagnac. Brightly colored mini marzipan fruits sat in the refrigerated pastry window along with buche de noel, marrons glace and tiramisu snowmen. Chewy torrone and panforte cakes were exotic, very European and came wrapped in bright colored foil depicting scenes from Siena in the middle ages. They were ornamental as well as delicious, made great last-minute gifts and were piled high everywhere.

Andy was an advocate of the *abbondanza* school of merchandising – massive displays in every department and the more the merrier. *Abbondanza* also referred also to an abundant table filled with specialty foods. He said Christmas was “the season of extravagance” - the perfect time for promoting triple crème cheeses, lush smoked salmon and the finest caviar.

Speaking of caviar, in those days it was still plentiful from the Caspian Sea. Since office work came to a halt on Christmas Eve (as all hands were needed on deck), the main office metamorphosed into the caviar room. Three pound tins of top Iranian and Russian caviar were divided here into small glass jars of several sizes to display in our appetizing department. Anyone could do this work – you wore latex gloves, were careful not to crush the eggs and not get caught tasting. Many caviar connoisseurs emerged at Balducci's during this free-wheeling food era.

Andy was adamant that all the traditional foods he remembered from his childhood in Italy be displayed for La Vigilia di Natale (the seven fishes Christmas Eve dinner). Our Tavola Calda featured *Baccala Barese*-style (dried cod with tomatoes) and *Tomacchio* (boiled eel marinated in vinegar with red onions and pickling spices). Mamma Balducci also grilled chunks of eel and threaded them on skewers with bay leaves. We didn't sell large quantities of these regional ethnic dishes but our Italian clientele loved them and Andy felt true to his roots.

The seafood case was brimming with fresh scungilli, baby octopus (*polpetti*), *triglie*, shrimp and clams in several sizes. We kept fish heads in the walk-in for customers making traditional *Zuppa di Pesche*. Scales flew like snowflakes behind the counter as fishmongers cleaned whole body fish for the *La Vigilia* feast centerpiece.

Check-out was a marvel of efficiency, considering that PLU's didn't exist at the time. Our cashiers must be immortalized for their memorization skills as well as their speed. Since fresh produce is a market-driven commodity, prices could change every day, sometimes twice a day. In the 1980's, Balducci's cashiers were mostly young ladies from the Joffrey Ballet School on 10th street and Italian girls from the neighborhood. They arrived for their shift and studied the produce prices for 15 minutes, jotting some down on a paper bag before manning a register. When the lines got crazy they moved at warped speed, gently flinging items onto the scale, punching in the right price, ringing and bagging in one fell swoop. Customers would express their amazement at such agility which motivated the girls to go even faster.

Refrigerated trucks were parked out front dispensing roast goose, suckling pig, rib roasts, lasagna Bolognese, *pizza rustica*, shrimp cocktail and more - all cooked overnight by the kitchen staff. The scene looked like a conveyor belt of human arms sliding food platters in one door and out the other. The catering choreography continued right through closing.

Amid the hubbub, Pop Balducci, by now in his mid 80's, could be found seated at the edge of the bread department, barking at the bread girls to “speed it up” while turning to greet his beloved customers warmly. He always wore his derby hat and wool sweater and the Villagers loved to see him so stolid and tough. His son Andy would make a beeline for the produce department garbage cans when he walked in Christmas Eve morning. Despite the crowds and the chaos (or maybe because of them) he felt compelled to investigate any possible produce waste. Though these two ran a very tight ship, they knew they had to be physically present on this busiest day of the year.

Back to that line curling around the corner of 9th Street--fire codes determined how many people were allowed in at once. Store managers stood inside the entrance letting 20 or so through at a time. How to keep those standing outside happy? Andy had the office crew passing panettone slices all day long to waiting customers. This little treat went far to assuage any agitation and spread Christmas cheer, Italian-style.

Balducci's





introducing

Urban Roots Roasting Kits

*Never have enough time to make a
quality dinner for you and your family?*

Are those delivery meal kits, frozen dinners, and Asian take-out meals not fulfilling all your wishes and dreams? We hear you! That's why we have expanded our Urban Roots Roasting Kit line. We offer a beautiful rainbow (seriously, there will be an actual rainbow on the shelf) of cleaned, peeled, and chopped vegetables that are ready to cook. Items range from beautiful, dark red beets to pure white turnips and everything in between. Mix and match and build your own roasting blends because everything is cut to the same specification to make for equal cooking times. All of our Urban Roots products are prepared to order in our HACCP SQF Level 2 certified facility. Speak to your local produce department and let them know you want Urban Roots from Baldor.

Brooklyn's Finest

Sfoglini
pasta is
taking
over
NYC's
hippest
borough,
one noodle
at a time

NYC
SFOGLINI
PASTA SHOP





We used to believe that, much like pizza, even mediocre pasta was delicious. That all changed with our first bite of Sfoglini pasta. Now, we feel only shame for the time we wasted eating soggy, generic macaroni brands—oh, the wasted carbohydrates.

This Brooklyn-based producer of small batch, freshly extruded pastas uses American-grown flours and sources produce from local farms whenever possible. They also dry at low temperatures and use traditional bronze dies to give their pasta a textured, porous surface that acts as a sponge for sauce.

Founded by Steve Gonzalez and Scott Ketchum, the company is a testament to the duo's shared love of the culinary arts. Prior to starting Sfoglini, Steve Gonzalez worked as a chef and restaurant owner for 15 years. While cooking his way through professional kitchens in the US and Europe, he honed his skills as a pasta maker, ultimately heading up the pasta program at Hearth in NYC. Scott served as a creative director and graphic designer for 18 years before transitioning into his role as a pasta maker. He currently puts his design and management skills to good use by overseeing brand development, marketing and operations for the company.

We're glad they both decided to leave their day jobs and show the world that not all pastas are created equal.

BALDOR AND SUNTREAT® PRESENT:

SUMO CITRUS®

In the 1970's, a citrus grower from the Kumamoto Prefecture in Japan set out to develop a fruit which would combine the best of the easy-to-peel Japanese satsuma with the big, juicy, sweet oranges from California. It took over 30 years to perfect the growing technique, but his hard work was rewarded when this new variety became the most prized citrus fruit in Japan and Korea.

Suntreat Shipping and Packing Co saw the fruit's potential and became the exclusive grower of Sumo Citrus. They grow on their family's farms in California's Central Valley to the same exacting standards of the original Kumamoto farmer. In addition to Sumo Citrus®, Suntreat grows an exciting list of unique, California-grown citrus varieties under their Reserve Citrus® line. This collection celebrates the company's heritage as a best-in-class citrus grower with a reputation for innovation. The Suntreat Reserve Citrus® varieties are only harvested at the peak of maturity, just the way their citrus growers enjoy their fruit themselves. Some other varieties in the line include Cara Cara Navel oranges, blood oranges, Reserve Navel oranges and Gold Nugget mandarins. Finally, the company grows incredible Valencia and Navel oranges under the main Suntreat label.





Avocados from Mexico

Now that the word is out on their health benefits, the world has gone avocado crazy. We've always known the buttery flesh is pure satin on the tongue, but now we know it's also low in sugar and loaded with monounsaturated fats in concentrations similar to those present in olive oil.

These days, avocados are whirled into smoothies, spread on burgers and pureed into sauces. Surprisingly, they're even great blended into cocktails with mixers like sweet vermouth, Cointreau or condensed milk. Ever tried avocado ice cream? Another winner.

But not all avocados are created equal. Those grown in Mexico, especially in the state of Michoacán, stand head and shoulders above the rest. This is where the avocado tree originated more than 10,000 years ago. Michoacán's rich volcanic soil, abundant sunshine and timely rainfall provide the perfect microclimate for producing great tasting, creamy avocados that are always in season.

In the state of Michoacán, you can find more than 19,360 avocado orchards and a season that lasts the entire year, making it the only place on earth where avocados can bloom four times annually. With new regions coming online throughout the year, ripe avocados from Mexico can be purchased without interruption.





Délifrance is an international company creating “French style” bakery products for over 25 years. Dedicated to recreating authentic French flavors worldwide, they use only the finest ingredients including Brittany butter, cane sugar, whole grains and sea salt in all their breakfast products.

There can be absolutely no compromise on ingredients in Délifrance’s honored French pastry tradition including their ‘quick service’ breakfast line of pastries. Once pulled from the oven, Délifrance croissants and danishes deliver the authentic flavor and texture you find in any pastry stall along Paris’ Rue de Seine.

Délifrance



Montchevré is the largest goat cheese manufacturer in the United States, and continues to operate with the same core goals and values as it did when it was founded 25 years ago. In 1989, co-founders Arnaud Solandt and Jean Rossard brought four generations of unique goat cheese "savoir-faire" from the southwest region of France to the US and built the company to where it is today, supporting a network of 360+ independent family farms and offering over 75 varieties of goat cheese products. At its plant in Belmont, Wisconsin, the company combines traditional French cheese-making techniques with daily shipments of locally sourced, premium fresh goat milk to produce its highly popular cheeses. By overseeing the entire production process, the company is able to ensure a standard of quality that has won it numerous awards over the years. In addition, Montchevré's commitment to customer service has led to on going development of new products, flavors, and packaging throughout 25 years of market growth, leading to the most versatile product line available today.



Montchevré



High quality fresh herbs, exotic fruits, edible flowers, vegetables and baby leaves make Agriver one of Israel's leading export companies. Agriver has shipped various products worldwide since 1995 with representatives in New York, London, Moscow, Colombia and The Czech Republic. From fresh herbs to exotic fruits, Agriver's diverse product line makes the company a prominent player in the industry. The company is F2F accredited and sources its products from around the world in order to ensure that their customers have the highest quality products year round supply.

Columbus Food Sourcing

ITEM DIRECTORY

We hope you like what you saw in this issue! Here's a list of item codes that should make shopping the featured products easy. For a full availability list and substitution suggestions for items that are out of season, please visit us at baldorfood.com.



Death & Co.

| | | |
|------|--------|--------------------|
| p. 9 | SPO22C | Castelvetro olives |
| | OR3 | Oranges |
| | LI2A | Limes |
| | L | Lemon |
| | CU | Cucumbers |
| | FL4 | Orchids |

Apotheke

| | | |
|-------|----------|---------------------------|
| p. 10 | PP101601 | Perfect Puree peach puree |
| | POM7 | Pomegranate seeds |
| | PE92A | Red habanero |
| | LAV | Lavender |
| | M1 | Marjoram |

Fake It 'Til You Make It

| | | |
|-------|---------|---|
| p. 17 | SKR107 | Paella Bites, Saugatuck |
| | SKT105 | Manchego and Quince Tart, Saugatuck |
| | SKR103 | Porcini Mushroom Balls, Saugatuck |
| | DU10232 | Four Cheese and Roasted Garlic Puff, Dufour |
| | DU10305 | Mushroom and Truffle Risotto, Dufour |
| | DU10462 | Venison Wellington, Dufour |
| | TWIN1J | Kale and Vegetable Dumplings, TMI Trading |
| | TWIN1B | Edamame Dumplings, TMI Trading |
| | TWIN1G | Chicken and Lemongrass Dumplings, TMI trading |

A Perfect Pairing

| | | |
|-------|---------|----------------------------|
| p. 20 | SPCAV0L | Osetra caviar |
| | MES17 | Ultra mixed baby chicories |
| p. 21 | MU94 | Chanterelles |
| | MU970A | Matsutake |
| p. 22 | Q | Quince |
| | SPD4M | 68% Dark Chocolate, TCHO |

Wild Mushroom and Truffle Calendar

| | | |
|--------|--------|-------------------------------|
| pg. 29 | MU95B | Lobster mushroom |
| | MU970A | Matsutake mushroom |
| | MU94C | Chicken of the Woods mushroom |
| | TR01A | Fresh Black Burgundy truffle |
| | MU98A | Black Trumpet mushroom |
| | TR01 | White truffle |
| | MU97BA | European porcini |
| | MU94 | Domestic chanterelle |
| | MU95AB | Yellow Foot mushroom |
| | MU95 | Hedgehog mushroom |
| | TR0 | Fresh Black Winter Truffles |
| | MU941 | Violet chanterelle |

Vegetable Forward

| | | |
|-------|--------|-----------------------|
| p. 31 | POU | Sea bean |
| | H5 | Fresh wasabi root |
| | AP09 | Hidden Rose apples |
| | BEA93B | Green garbanzo beans |
| | LI91 | Finger limes |
| | NU0B | Italian chesnut |
| | OR801 | Tarocco blood oranges |
| | PER3 | Sharon fruit |
| | CRO | Crosnes |

Meat Matters

| | | |
|-------|-----------|--|
| p. 33 | MEBE109DA | Dry-aged beef rib |
| | METUR6NWH | Bronze turkey, Northwind Farm |
| | MEBNGF8 | Grass-fed beef tenderloin, Joyce Farms |
| | MEPOLR3 | Label Rouge chicken, Joyce Farms |

Esca

| | | |
|-------|--------|---------------------------------|
| p. 35 | MU991 | Nebroding (White Elf) mushrooms |
| | MU9402 | Saskatchewan chanterelles |
| | EVA193 | Eva's Garden, edible flower mix |
| | BR3M | Spigarello |
| | SO | Sorrel |
| | POU | Seabeans |
| | FIG9 | Black Mission figs |
| | BE5A | Wild Maine blueberries |

Il Buco

| | | |
|-------|----------|-------------------|
| p. 36 | PE91 | Serrano Peppers |
| | RA9 | Watermelon Radish |
| | PL40 | Prune Plum |
| | POU | Seabeans |
| | ON93A | Red Onions |
| | L | Lemons |
| | MIC99F | Micro Cilantro |
| | MIC_MIN3 | Micro Mint |
| | MU95A | Lobster Mush |
| | ART | Baby Artichokes |
| | KA2 | Lacinato Kale |
| | PE994A | Shishito Peppers |

Jean-Georges

| | | |
|--------|----------|----------------|
| pg. 41 | PAMILK9F | RB heavy cream |
| | GI | Ginger |
| | FIG20 | Tiger figs |
| | FIG9 | Mission figs |
| | TH7 | Lemon thyme |

Big Gay Ice Cream

| | | |
|--------|-------------|-------------------------|
| pg. 42 | BA | Bananas |
| | PAMILK9 | Ronnybrook Whole |
| | PAICECREAM2 | Vanilla ice cream mix |
| | PAICECREAM | Chocolate ice cream mix |
| | L | Lemons |

MORE INFO

Become A Customer

WELCOME ABOARD!

Give us a call or send us an email via the contact information listed on the following page and we'll get you set up with an account.

Stay in Touch

Want to get your hands on the hyper-seasonal produce featured here?

Interested in receiving news updates about weather conditions and seasonality right from the farmer's mouth?

Opt in to our weekly emails to receive updates like our Peak Season list and News from the Farm feature. Register by going to baldorfood.com and scrolling to the bottom of our homepage!

You can access a printable PDF list of Peak Season by visiting us at baldorfood.com/peakseason

You can also visit the News from the Farm page on our website for comprehensive information and video features from our resident expert, Produce Pat. www.baldorfood.com/news

Web Ordering

Like the sound of online ordering?

WE THOUGHT SO.

Get set up for online ordering by contacting your sales rep or reaching out to the office at info@baldorfood.com.



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QUALITY YOU CAN TRUST | SERVICE THAT DELIVERS

At Baldor, we take pride in delivering exactly what you need, exactly when you need it. We stop at nothing to provide great food and logistics that give our customers an edge.
