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A Letter from Our CEO, TJ Murphy

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This year, our objective is complete transparency. You'll see this goal in everything we do, from a transactional website with source details and farmer profiles to a mobile market that allows you to sample new items and then buy them on the spot. You'll also see it in the daily Peak Season emails and website category features that exist to keep you up-to-date on our best items of the moment. We've heard your requests for the stories behind the ingredients you buy. In response, we have built a system that creates a direct flow of information between our producers, our customers and Baldor itself.

In the following pages, we wanted to show you the ways that our community of chefs and producers is working with Baldor to simplify their lives, discover new ingredients and make incredible food. It is only because of your input and support that we have been able to design infrastructure that caters to the unique demands of our industry. At the end of the day, we innovate because you challenge us to. Now, we challenge you to use the services described in the following pages to make the best choices for your business and promote what you believe in. Together, we believe that we can build the best possible food system.



Owner and CEO TI Murphy with his daughter, hina

A Few of Our

TJ Murphy is a man who knows what he likes. Recently, he revealed to us that he spent an entire weekend scouring the five boroughs for a very particular label of preserved cherry tomatoes that he needed for a recipe. When the Marketing Department struggled to brainstorm a location to host a lunch for our newly formed Culinary Council (see page 8), TJ insisted that legendary hole-in-the-wall pizzeria, DiFara, was the perfect place. He was right. We thought we'd share some of his favorite things.

food tech concept

CAVIAR

pizza DI FARA



hurger

ALLSWELL

AGED COCKTAILS

aoaktaila



food charity **EDIBLE SCHOOLYARD**

lleg WILD FLOWERING SPRING ONIONS



pasta

SUNDAY SAUCE AT RUBIROSA



THE MEAT HOOK IN BROOKLYN

food narket



fruit

HARRY'S BERRIES







Introducing baldorfood.com 2.0

A Letter from our Marketing Director, Ben Walker

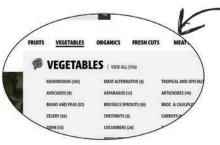
We began by throwing out the norms of traditional business-to-business digital platforms.

Then, we picked out the best features that currently exist within the e-commerce landscape. The result is an online ordering platform that represents the best of both the b2b, and b2c worlds.

Visual aesthetics played a major role in our site's redesign. We are proud of the product we sell, and we wanted it to be the focal point of baldorfood.com. As you navigate the new site, you will see that our product's beauty and appeal speaks for itself. We have also revamped the user experience by giving our customers as many different methods of browsing and product search they could need - from in-and-out service to lengthy, information packed product searching. For the first time, you'll be able to filter our list of over 4,000 items by attributes like region, category or even farm. You'll also be able to organize your purchasing strategy with our new smartshop feature.

The new website has the food industry in it's DNA. After nearly 25 years in the business, Baldor is too familiar with challenges surrounding pricing, availability and seasonality. With these challenges in mind, we set out to create a website that streamlined the ordering process and created a greater level of information, and ultimately, transparency. The very architecture of the new site is designed to keep up with the volatile and fast-paced nature of our business, and we believe it will introduce a new element of convenience to the way you source ingredients. Enjoy!





BROWSE CATEGORIES OR FEATURED ITEMS

(1)

Navigate through our large selection of quality products.



LEARN ABOUT OUR PRODUCTS

Product cards show you item details for more informed buying.





SMARTSHOP

(3)

Personalize your shopping experience by viewing your own menus, featured items, and recent orders.



SHOP BY FARM

Search by state for regionally specific shopping. Then browse our growers' selections.



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WELCOME

CULINARY COUNCIL MEMBERS

APRIL 7

DI FARA PIZZABrooklyn, NY

We've got a lot going on these days. Between our refortified local program, our new website and our efforts to combat food waste, we're so busy that we sometimes forget to pull back and really reflect on our efforts. Enter the Culinary Council--for 2015, we've enlisted the help of fourteen chefs to provide feedback on new initiatives and offer tough love when necessary. This advisory board will guide us as we roll out the website, help us onboard new farm partners and suggest projects for general improvement.

As we evolve, we believe that there is no factor more critical to our success than strengthening the dialogue we have with our customers. It is through your requests that we are able to target weaknesses in our customer service strategy and offer such a diverse range of products. Trust us when we tell you that it was not our idea to start selling unripe, green strawberries and celtuce. The 2015 Culinary Council is our attempt to formalize communication with our customers and turn your suggestions into action. As our President Michael Muzyk is fond of saying—challenge us!

the Baldor Culinary Council

John Adler | Franny's
Franklin Becker | The Little Beet
Harold Dieterle | Perilla, Kin Shop
Ryan Hardy | Charlie Bird
Anita Lo | Annisa
Ignacio Mattos | Estela
Liz Neumark | Great Performances
Dave Pasternak | Esca, Barchetta
Francois Payard | Payard
Alex Raij | Txikito, La Vara, El Quinto Pino
Ann Redding & Matt Danzer | Uncle Boon's
Lior Lev Sercarz | La Boite
Bill Telepan | Telepan
Michael White | AltaMarea Group

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We wouldn't ordinarily recommend that you get into a van with a stranger. In fact, this whole program sounds a little like the chef's equivalent of the idling vehicle with "free candy" in the back. Allow us to explain:

If you've ever wished you could inspect the porcini and taste the Tristar strawberries before placing an order, The Baldor Mobile Market is our solution. Every week, we load our trusty sprinter van with the season's finest rare, foraged or small farm items and hit the road, visiting chefs throughout the tristate area. Sound too good to be true? You're just gonna have to trust us here.



The Mobile Market's loaded up with goodies and ready to go.



Chef Matt Lambert of the Musket Room looks pretty excited about that 3lber of domestic chanterelles. He should be—they're some of the last of the season.



We struggle to make the magic happen without that first cup of coffee.



Bagel master
Dianna Daoheung
of Black Seed Bagel poses
with a case of Richter's Rhubarb.



Once you start counting Baldor trucks, they're everywhere!

WANT TO SHOP THE MOBILE MARKET? TURN TO PAGE 49



His sous chef Jake Nemmers doesn't look convinced.

with a case of Gold Nugget Mandarins outside of his restaurant, Contra. Another satisfied customer.





Chef Joel Hough of II Buco ponders the remaining assortment on the Mobile Market.

Joel poses with an armful of Oroblanco grapefruit. Don't worry-we helped him take them into the restaurant.

Not to fear! Jake and Ignacio snag a box

of black trumpet mushrooms.











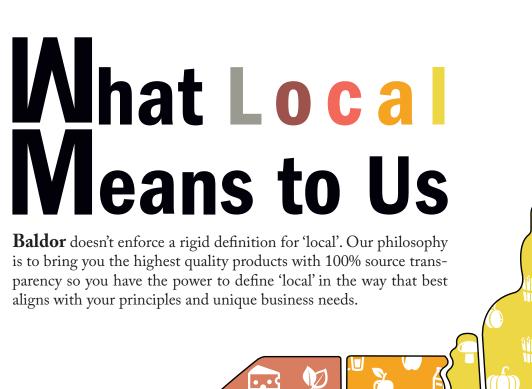


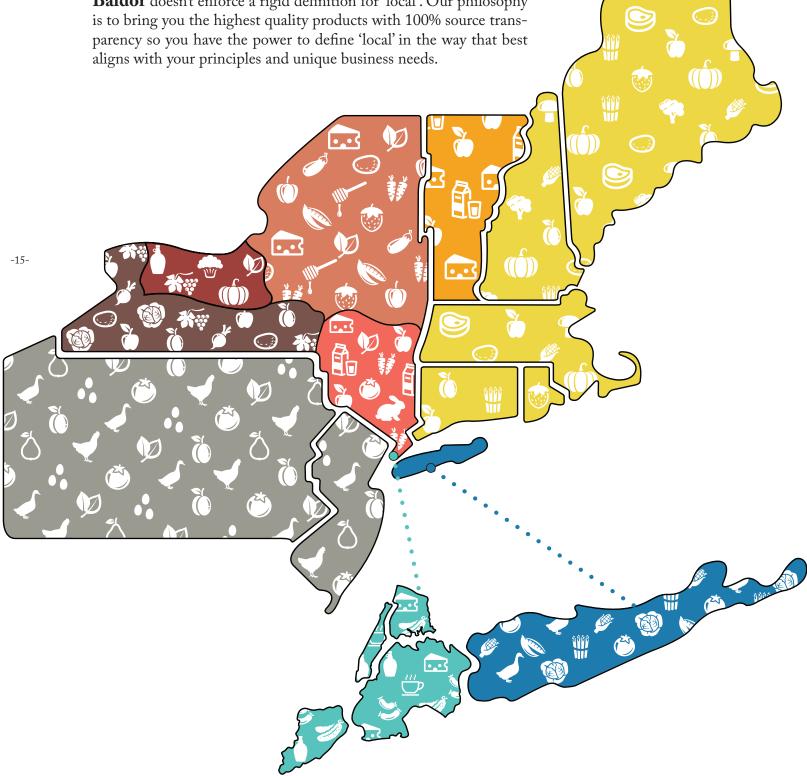
Red Jacket Orchards is a third generation, family-owned orchard located in Geneva, NY and run by the Nicholson family since 1958. Today, twin brothers Brian and Mark Nicholson manage the operation with their father Joe, and Mark sits as chairman of US Apple Association in Washington, D.C. They are champions of responsible agriculture and have been supporting sustainability since they opened 55 years ago.

While not organic, Red Jacket Orchards uses integrated pest management techniques to reduce the need for pesticides as much as possible. After establishing themselves as growers of premier apples bred for flavor, going into the business of craft-made, fresh-pressed juice was a natural progression.

The Nicholsons process their own fruit and press the cold mash into juice using the traditional "rack and cloth" method in their L.E.E.D. certified juice processing facility located in the orchard. Red Jacket does not add any enzymes or clarify their juice. Their process does not utilize heat at all until the critical step of flash pasteurization to ensure safety. It's then bottled cold, and ready for you to enjoy fresh and cold!

All the juices blend Fuji Apple juice with varietal fruit juices like raspberry, strawberry, grape, blackcurrant and cranberry. Red Jacket Orchard "Stomps" blend Fuji Apple with greater amounts of either Apricot or Tart Cherry juice. All of these cloudy, fresh juices have 50% more antioxidant power than clear juices.





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Think Big, Support Support At its foundation, Balds sophisticated logistics compa warehouses in Boston, New D.C. and a fleet of nearly 30

At its foundation, Baldor is a sophisticated logistics company. With warehouses in Boston, New York and D.C. and a fleet of nearly 300 trucks, we're in the unique position to connect regional food systems throughout the Northeast and Mid-Atlantic regions. As a result of our geographical reach, we often make deliveries in the regions where our farms are located. This enables us to backhaul from local farms on existing truck routes, minimizing our carbon footprint and

ensuring that we sell only the freshest product. Baldor also operates one of the most highly respected food safety programs in the country, allowing us to collaborate with our small farm partners on best practices in safe cooling, pest management, and water treatment. Once these farms are approved by our HACCP team, they have the potential to penetrate high volume markets with more rigorous safety standards like institutional food service operations.

NEW ENGLAND

Bella Bella Gourmet Foods / FOIE GRAS
Nodine's Smokehouse / SMOKED MEATS
Pell Farms / BERRIES
Czajkowski Farm / PRODUCE
Swazlowski Potato Farms / POTATOES
Eva's Garden / WILD FORAGED
Green Thumb Farms / POTATOES
Poverty Lane Orchards / HEIRLOOM APPLES

FINGER LAKES

Schoolyard Sugarbush / MAPLE SYRUP Pederson Farms / PRODUCE Rememberance Farms / PRODUCE Buzzard Crest / GRAPES

NEW JERSEY + PENNSYLVANI

Pete & Gerry's / CAGE-FREE EGGS
Subarashii Kudamono / ASIAN PEARS
Cassaday Farms / PRODUCE
Senat Poultry / HERITAGE BREED CHICKENS
Fralinger Orchards / STONE FRUIT
Paradise Hill Farm / HEIRLOOM CRANBERRIES
Garden State Farmer's Group / PRODUCE
Pontano & Sons / FRESH HERBS
Lancaster Farm Fresh Cooperative / PRODUCE

VERMONT

Grafton Village Cheese / FARMSTEAD CHEESES
Champlain Valley Creamery / FARMSTEAD CHEESES
Vermont Creamery / FARMSTEAD CHEESES
Champlain Orchards / APPLES

WESTERN NEW YORK

North Country / GRAINS
Eden Valley Growers / LETTUCES
Red Jacket Orchards / APPLES & FRESH JUICE

LONG ISLAND

Crescent Duck / WHITE PEKIN DUCKS
W&K Farms / SWEET CORN
Rottkamp Brothers Farm / SWEET CORN
Wells Homestead Acres / ASPARGUS
Satur Farms / PRODUCE
Latham Farms / PRODUCE

CENTRAL NEW YORK

Nettle Meadow Farm / FARMSTEAD CHEESES
Catskill Provisions / HONEY
Lucky Dog / PRODUCE
Fantasy Fruit Farm / BERRIES
Norwich Meadows Farm / PRODUCE
Greater Tater / POTATOES

HUDSON VALLEY

John Fazio Farms / RABBIT
Old Chatham Sheepherding Co. / SHEEP'S MILK CHEESE
Hepworth Farms / PRODUCE
Hudson River Fruit Dist. / APPLES, PEARS, PRUNE PLUMS
Locust Grove Fruit Farm / STONE FRUIT, APPLES
Ronnybrook / MILK & YOGURT
Hawthorne Valley Farm / RAW & ORGANIC CHEESES
5 Spoke Creamery / RAW MILK COW'S CHEESE
Coach Farm / GOAT CHEESE
Sprout Creek Farm / RAW MILK CHEESES
Northwind Farms / HERITAGE BREED TURKEYS
Eckerton Hill Farm / TOMATOES

NEW YORK CITY

Lioni Mozzarella / MOZZARELLA
Brooklyn Brine / PICKLES
Grady's Cold Brew / COLD BREW
Kelvin Natural Slush Co. / NATURAL SLUSHIES
Morris Kitchen / CLASSIC & SEASONAL SYRUPS
Twin Marquis / DUMPLINGS
Salumeria Biellese / SALUMI



PRODUCE

Produce is at the heart of what we do. While our offerings now include an extensive specialty line, it will always be our mission to source and distribute the finest produce on the planet. This commitment developed in response to an even greater goal—to offer a superior customer experience. Customer service is at the forefront of every program we design, from our Fresh Cuts unit which supplies restaurants with prepped ingredients to our list of rare ingredients like fresh sassafras.

Over the past few years, the mission of our produce division has been transformed by our commitment to expand our local program and support growers whose protocols for sustainability are in alignment with our own. Today, we work with over 50 local produce farms and have built a transactional website that will create a 100% transparent shopping experience.

AN APPLE A DAY: How First Fruits is Farming for Good

Baldor is proud to represent First Fruits Farm, a 6,000 acre orchard owned by Ralph and Cheryl Broetje. Both Ralph and Cheryl come from farming families in Washington and, in addition to their combined years of agricultural experience, they share the same commitment to social issues. In fact the Broetjes donate up to 75% of their produce profits to ministries worldwide. The self-described "marketplace ministers" have an equal dedication to "profit, people, planet and purpose".

After visiting Mexico to learn more about the culture of their harvest crew, they became dedicated to improving farm worker conditions. First, they created sustainable work for their staff by planting different apple varieties that needed to be harvested year-round. They then addressed the deplorable living conditions of their crew and invested \$5 million of their own money to design and build an affordable housing development called "Villa Hermosa". Once they built their on-site packing house and warehouse they realized the women who ran those two operations had nowhere to leave their children during the day. Next, they built an affordable daycare facility for their employees on their acreage with access to nearby libraries, schools, chapels and stores. The Broetjes now fund a community in Pasco, Washington that helps employees navigate a path to home ownership.

First Fruits is s collaborative apple marketing company owned by the growers, Broetje and Congdon Orchards. First Fruits also shares in Broetje's values of giving back 10% of their profits to non-profits each year. Employees of First Fruits form a committee and approve all charitable giving. Their "Take a Bite Out of Hunger" made a donation to a food bank in the US or Canada for every specially marked bag of apples sold. In addition, their Opal Apple program funds a Youth Make a Difference Initiative where grants are given to non-profits with youths in leadership roles.

Their passion for people and a higher spiritual calling is matched by their strict production standards. First Fruit produces superior pieces of fruit and their picking and packing methods operate at the highest possible level.















THE FUTURE OF OF VUTS

Cathy Kearney is a Renaissance woman. Not only is she the Executive Chef at the Hyatt Regency in Jersey City, but she is also a major supporter of the local food movement and a beekeeper. We recently caught up with Chef Cathy to get her perspective on the sustainable food movement and the role that a distributor like Baldor can play in making local products more accessible to groups with major buying power like the Hyatt.

We were particularly interested in the potential impact of increasing the local options offered through our processing facility, Fresh Cuts. While we currently carry kitchen-ready ingredients that are 100% traceable back to local farms under our Urban Roots Farmer Series retail line, we have not launched a source specific alternative for our wholesale customers. Cathy uses our Fresh Cuts line for all of her kitchen staples in order to save time, increase profitability and reduce waste. She has come to trust that fully prepped ingredients like leeks, peppers and carrots will arrive in her kitchen at a consistent standard of quality and cut to her specific requirements. In a kitchen that does over 400 covers a day, this level of reliability cannot be underestimated.

As she continues to transition ingredients in her kitchen to local, she will need high quality staple produce sourced from as close to home as possible. Baldor is uniquely positioned to offer her this service. In 2015, we plan to start providing our customers with an array of precut local produce varieties. We hope this plan will make it easier for major institutional buyers, food service providers and hotel groups to support local. Through Fresh Cuts, we'll be able to eliminate the hassle of inconsistent sizing and quality sometimes associated with local produce while delivering all the value and convenience for which this program is renowned. We've got the infrastructure in place to scale this project as big as it can possibly go. We just need more supporters like Cathy at the Hyatt to prove that sourcing regionally can be a logical choice for a business that operates on volume. We're confident that once you experience everything that Fresh Cuts has to offer, you'll have one less excuse to buy local.

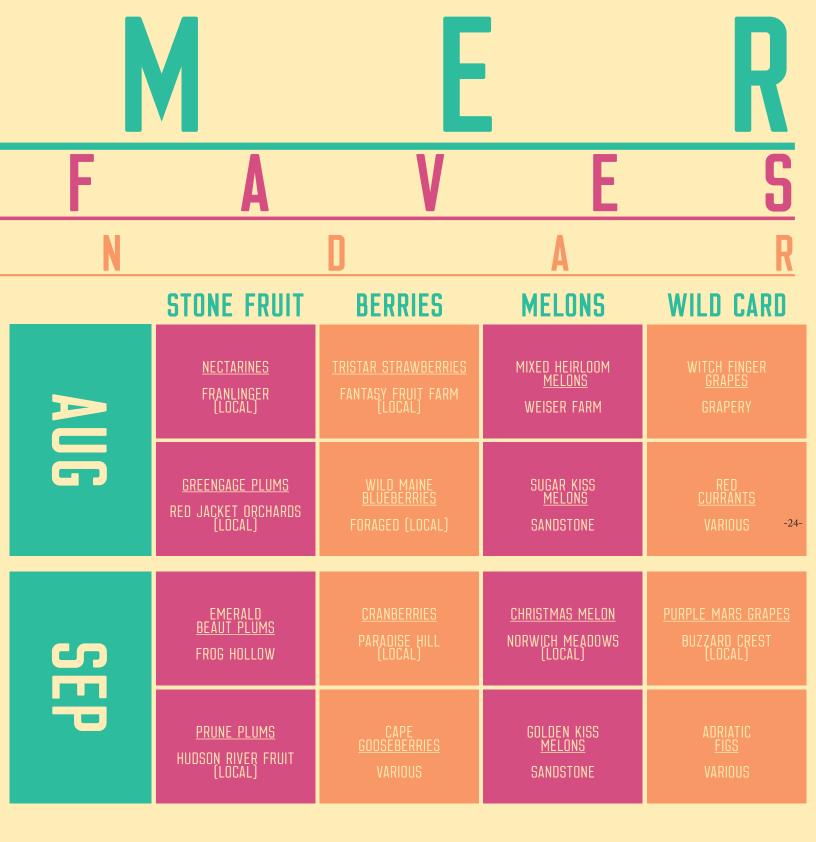








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F	R	U		T
C	A	L		Е
	STONE FRUIT	BERRIES	MELONS	WILD CARD
X X Y Y Y Y Y Y Y Y Y Y	HONEY RED <u>DINO PLUOTS</u> KINGSBURG	SEASON'S FINEST <u>BLACKBERRIES</u> DRISCOLL'S	HONEY KISS <u>MELONS</u> SANDSTONE	VERJUS GRAPES <u>ON THE VINE</u> VARIOUS
	BLACK VELVET <u>APRICOTS</u> KINGSBURG	<u>STRAWBERRIES</u> HARRY'S BERRIES	CAVAILLON <u>MELON</u> VARIOUS	PINK MUSCAT <u>GRAPES</u> VARIOUS
NUL	ORGANIC <u>SANTA ROSA PLUMS</u> FROG HOLLOW	<u>STRAWBERRIES</u> PELL FARM [LOCAL]	SUMMER KISS <u>MELONS</u> SANDSTONE	CHAMPAGNE <u>GRAPES</u> VARIOUS
	MIDNIGHT VELVET <u>Plumcots</u> Kingsburg	<u>BLUEBERRIES</u> JERSEY FRESH (LOCAL)	YELLOW <u>WATERMELON</u> VARIOUS	BROWN <u>TURKISH FIGS</u> VARIOUS
	DAPPLE DANDY <u>PLUOTS</u> FROG HOLLOW	FRESH <u>HUCKLEBERRIES</u> FORAGED	TOY BOX <u>MELONS</u> COUNTY LINE HARVEST	ORGANIC RHUBARB HEPWORTH FARMS (LOCAL)
	RASPBERRY SPLENDOR <u>PLUOTS</u> SUMMER RIPE	BLACKBERRIES JERSEY FRESH (LOCAL)	SEEDLESS <u>WATERMELON</u> VARIOUS	ORGANIC DARK ROW RED CHERRIES VARIOUS



Brussels Sprouts

Red Russian Kale



Lollipop Kale Sprouts are tiny, fork-sized clusters of pure cruciferous goodness developed by cross-pollinating Brussels sprouts with Red Russian kale through traditional (non GMO) methods. The leaves range from grey-green to purple and are connected by a crunchy, violet core. Thanks to their diminutive size and open, frilly configuration, they can be pan sautéed, steamed, wilted or stir fried whole with no prior prepping. Lollipop Sprouts have a nutty, peppery, bittersweet flavor that is nicely offset by pancetta or bacon which many chefs use as a sauté medium.



Lollipop Kale Sprouts





Sassafras?

We asked nearly 30 chefs to brainstorm dishes using this unusual ingredient.

While the flavor is familiar to anyone who has tasted rootbeer,
the fresh product grows wild and is rarely available for sale.

Sassafras Soda

TRACY OBOLSKY, NORTH END GRILL

Sassafras Sorbet JOANNA CHUN, BALDOR

Sassafras Dirty Rice NEAL HARDEN, PICKLE SHACK

Rabbit GumboBILL BRASILE, MINETTA TAVERN

Cucumber Pickles with Sassafras Brine LIOR LEV SERCARZ, LA BOITE

Scallop Crudo with Avocado, and Julienned Sassafras WILLIAM TELEPAN, TELEPAN Cured Foie Gras Terrine with Fresh Mandarin, Walnut Finacier and Sassafras Jus TIM MEYERS, CHARLIE BIRD

Sassafras and Cherry Licorice Glazed Pork Ribs with a Burdock and Kholrabi Slaw ANTONIO MORA, MALONEY AND PORCELLI

Orange/Pistachio Crusted Foie. Plum Gelee. Sassafras Caramel. Duck. Toasted Sesame.

Beet Root. Tarragon. Sassafras Cherries.

Sassafras, Long Peppercorn Panna Cotta.
Orange Marmalade. Mint.
BRIAN P CLARKE, NORTHEAST KINGDOM



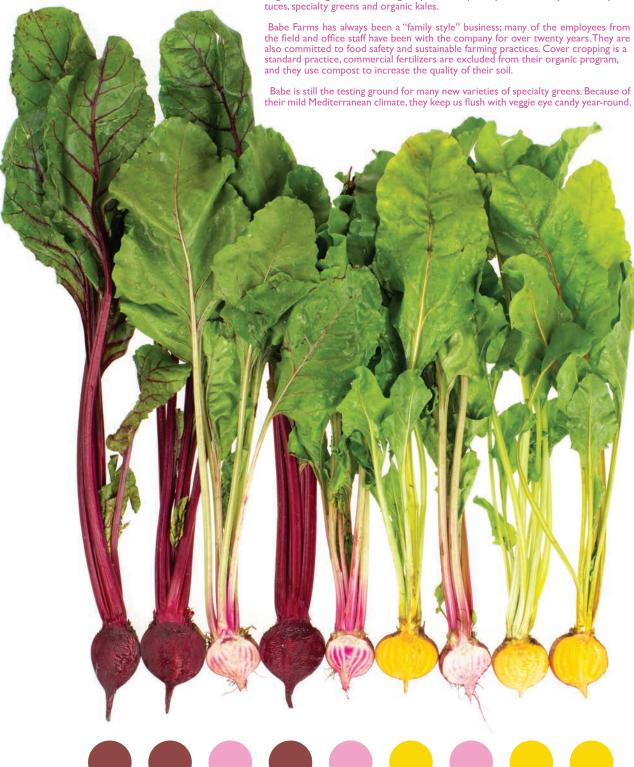




Back in the mid 80's, when baby root vegetables and tiny cauliflower heads from Babe Farms first appeared on restaurant menus and in specialty markets, they caused quite a stir among the food cognoscenti. These miniscule exotics had been popular in Europe for years but were new to the American table.

Babe Farms' mini vegetables and salad greens debuted just when our nation was on the cusp of a food revolution. The 1980's saw high-end European products imported with ever greater frequency to satisfy the newly polished American palate. At the same time, home-grown, artisan food producers were multiplying exponentially. Will Souza and his founding partners, Frank & Judy Lundberg and Greg & Cherrie Pedigo, established Babe Farms in the midst of this culinary paradigm shift.

After traveling abroad, they secured seeds for a variety of baby lettuces, spicy leaf blends and baby vegetables that they saw in European open-air markets. The coastal Santa Maria Valley of California proved the perfect climate for these varieties. They started out with delicate spring mixes and, over the years, grew into a major supplier of gourmet vegetables, including baby carrots, specialty radishes, baby roots, baby lettuces, specialty greens and organic kales.





Leading Lettuce Innovators

Continuously Improving Post Harvest Treatment

1.HARVEST

Monday through Friday (also Saturday and Sunday at times throughout the year), T&A production crews start harvesting produce when the sun rises, and sometimes until sundown.

2.PACK

Product is only harvested to order and packed directly into containers and boxes in the field. The sales team works very closely with the field taking orders from customers and communicating via phone and an internal online ordering system.

3.LOAD

Product is loaded onto a T&A truck after being harvested and boxed in the field and is then driven over to the cooler where it is then scanned into the system as received and accounted for. Product is usually loaded and driven to the cooler within 2-3 hours. This is a very quick process thanks to hand-held computer devices!

4.COOL

The 4 hour average cooling process starts! T&A has cooling devices that include a Hydro cooler, Vacuum cooler and standard cooler. All cooling devices are portable on trailers and moved between all of their growing regions throughout the year.

5.GRADE

Product is placed in designated areas in their cooler. This way, forklift drivers can easily put custom orders together. Once cooled, T&A conducts random QC inspections to ensure the highest grade product is shipped out to customers.

6.TRANSPORT

A truck checks in with T&A's dispatch office with an appointment and is loaded within 2 hours. This entire process takes an average minimum of 6 hours from harvest to loading-depending on the item and the season. Onto New York it goes! Product is slotted in Baldor's warehouse and distributed to customers in the Baldor network.

30-

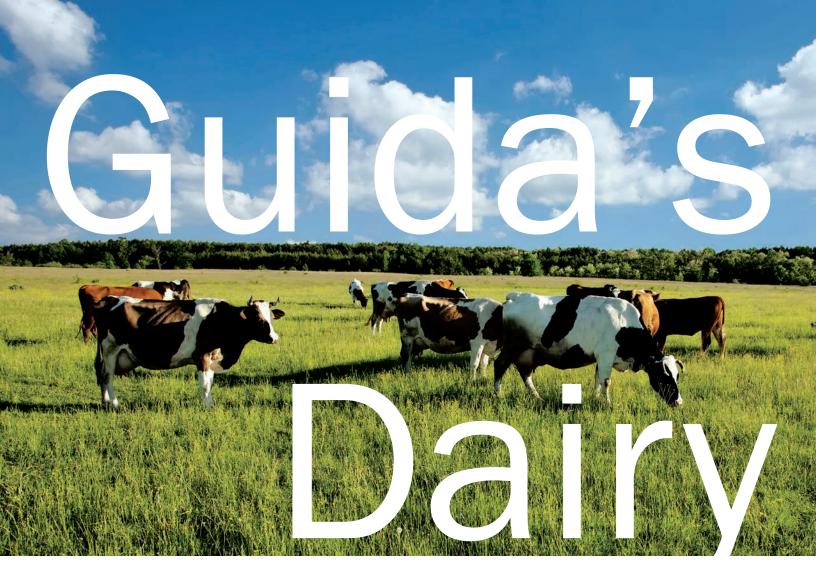


DAIRY CHESE

When we last counted, our Dairy and Cheese lines were an astonishing 842 items strong. We know, we know-- you don't think of Baldor as a dairy purveyor. Sadly, one of the most common refrains we hear from customers is something along the lines of "I had no idea that Baldor did non-produce items!"

Well, we think it's high time we got the word out. Not only is our dairy program full service, ranging from heavy cream to pasteurized egg whites, but we are also the exclusive distributor of the historic local dairy Ronnybrook.

Our cheese program is one of the most sophisticated in the area and has a heavy emphasis on local, farmstead styles. For maximum convenience, our website allows you to search the entire line by individual style, farm and geographic location so that you can assemble the ultimate cheese plate according to your preferences. Not finding what you're looking for? We have partnered with iconic retailer Murray's to build a program that allows Baldor customers to order any item from the Murray's catalogue; place your order by 5pm and you can expect it for next day delivery. Now, that's a dairy program.



Guida's was originally founded by brothers Frank and Alexander Guida in 1947. The company was owned and operated by the Guida family until three years ago when they sold the operation to Dairy Farmers of America co-op in order to make capital improvements and keep up with the growing demand for local milk.

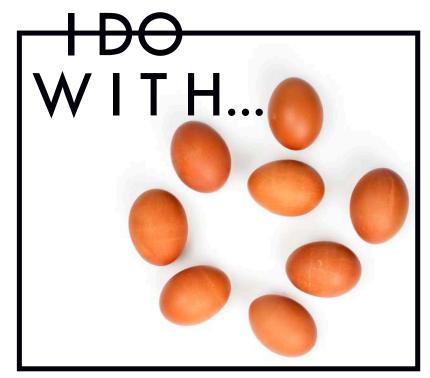
The Dairy Farmers of America is a cooperative of 15,000 farmers who, together, own the Guida processing plant. Major upgrades were made to storage tanks, truck fleets, and to the facility itself when they moved in. Guida's now processes over 1 million fluid gallons of New England milk every week, 80% of which comes from Connecticut farms. In just three years it has grown into the 2nd largest dairy in New England and even processes some of the milk for the Organic Valley co-op, one of the most respected names in the certified organic milk category.

Because Guida's is a co-op of dairy farmers, all profits go right back to the farmers. They each maintain impeccable facilities and operate at the highest level of GMP (Good Manufacturing Practices). Guida's milks have an extended shelf because of their uncompromising quality standards and the integrity of their product line, both of which are validated by frequent third party testing and government inspections. Guida's milk is SQF and kosher certified. It is also delivered to Baldor daily.

In the words of our Guida sales rep, Peter Atchison, "We're all about quality, freshness, and all about the farmer."



WHAT SHOULD



Platine Noire Eggs?

We source Platine Noire eggs from Pete & Gerry's farm in New Hampshire, where they are laid by heritage breed Marans hens. These eggs are a pasta-maker's dream with the deepest orange yolks we've seen. Rumor has it that the color comes from the hefty quantity of marigold in the hens' diet. Unlike the sassafras featured on page 26, the question we had was not so much "how should I use them?" as it was "what is the ideal dish to highlight their perfection?"

Wood-Fired Pizza with Ricotta, Nettles, Morels, Pecorino and Farm Egg on Top RACHEL GREENSPAN, AUTOSTRADA PIZZA

Braised Organic Dandelion Greens with Poached Platine Noire Eggs and a Lemon-Shallot Reduction; Ravioli Gnudi

Avgolemono Vegetarian Style with Carrots, Onions,
Celery, Spinach, Beaten Platine Noir Eggs and Lemon Juice
CLAIRE LAPIA, CLAIRE'S CORNERCOPIA

Spaghetti alla CarbonaraJOSH BERNSTEIN, SPUNTINO WINE BAR

Brown Butter-Crisped Spaetzle Made with Platine Noire Eggs

STEVE FARLEY, ARTISANS BREWERY & ITALIAN GRILL

Pogched Platine Noir Fags over Grilled Asparagus with

Poached Platine Noir Eggs over Grilled Asparagus with Roasted Garlic Bechamel and Shaved Aged Gouda

Pickled Platine Noire eggs in Cider Vinegar and Beet Juice served with a Kimchee Slaw and Toasted Chickpeas and Beet Chips

MARILYN SCHLOSSBACH, LANGOSTA LOUNGE

Grilled Koji-Marinated Berkshire Pork Loin with Braised Radishes, Smoked Avocado and Dashi Warmed Egg Yolk ANITA LO, ANNISA

> Manhattan Custard Served in a Platine Noire Egg Shell with Salted Cumin Biscotti PAUL VIGGIANO, CONSULTANT

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Since 1943, this company has been dedicated to growing, shipping and marketing top-quality vegetables. As the family has grown so has Lakeside's business and they now have greenhouses located in Canada, Mexico and California to follow the sun throughout the year. Though they have grown into a large company, they know their crops end up on your table - feeding your family.

Lakeside Produce strives to be an environmentally responble company and is a leader in adopting Green Policies. They use actual bumblebees for their pollination process, and have a state-of-the-art system dispensing the exact amounts of nurients, water and CO2 into their greenhouses. Furthermore, all Lakeside Tomatoes are packaged in recyclable clamshells.

Lakeside's Heirloom Tomatoes are vine-ripened and harvested at the perfect time for maximum flavor and nutrition. Their selection of mixed Heirlooms sizes and varieties deliver sweet, earthy flavors that burst through sauces, salads and salsas and are vibrantly colored to light up any dish.





[A PERFECT PAIRING]

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Founded in 1940 by Murray Greenberg, Murray's is proud to be a Greenwich Village-based business and part of the neighborhood's rich food history. The main thing that makes Murray's special is their passion for cheese. Rob Kaufelt bought the store in the early 90s and began traveling the globe, finding new cheeses that no one had ever heard of and bringing them back to the US. He and his team travel regularly both in Europe and across the US in search of the new and great artisan cheeses being produced from California to Vermont and from Athens to Wales, and everywhere in between.

Baldor's partnership with the iconic temple to all things cheese began in order to bring their exclusive house-aged cheeses as well as accompaniments such as dried figs, candied walnuts, membrillo paste, select crackers, honeys and jams. Do you have a fantasy cheese that you can't find anywhere on the market? If so, give us a call! Murray's will custom-age cheese for Baldor's clientele as well.

For more information and a full list, contact your sales rep or call the Baldor office to set up an account.

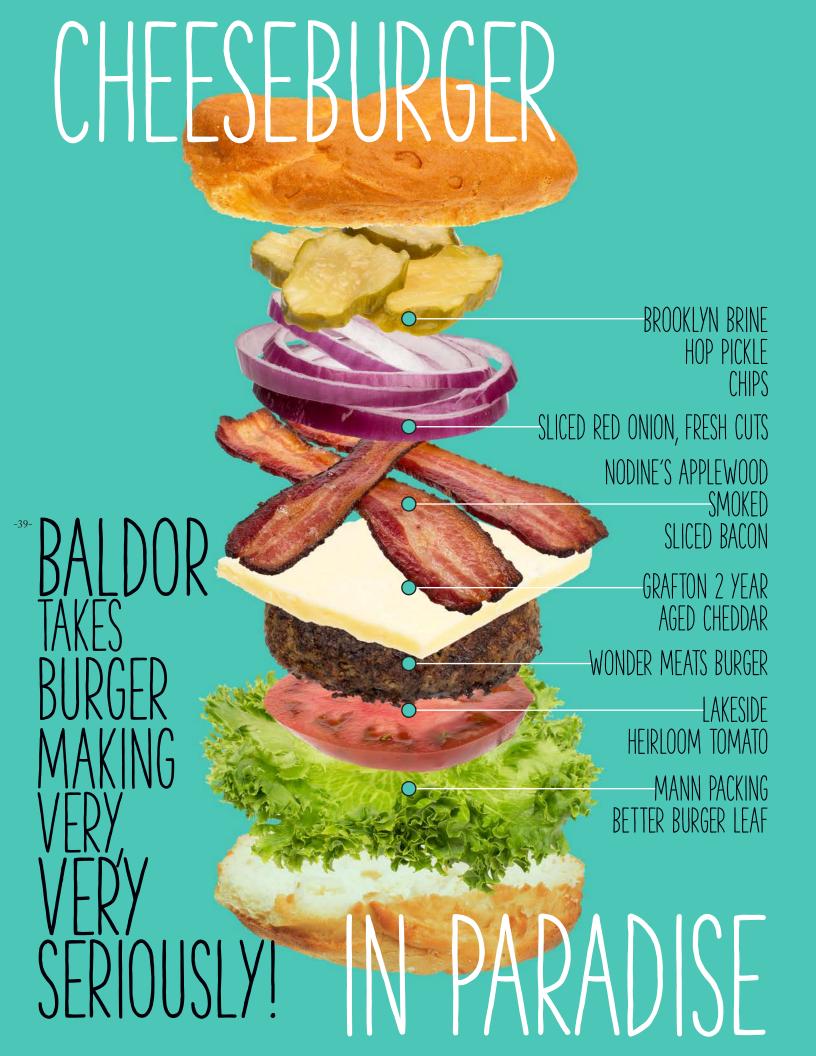
More contact information on page 49.



MEAT

Baldor's Meat Program is run by two CIA graduates with years of combined experience working both in professional kitchens and the wholesale meat business. As industry veterans, they have tailored this program to the unique demands of a chef. Their dual emphasis has been on quality and convenience. They source the highest quality proteins from humanely raised animals and support family-owned farms whenever possible. The program also operates with 100% transparency, giving customers critical information in an industry where provenance and farming practices are everything.

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WHAT SHOULD



Boneless Veal Shank?

For our final segment of this feature, we wanted to know what you would do with a tougher cut of the tenderest meat known to man. The boneless veal shank cubes from famed veal label Plume de Veau are delicious, but only if you cook them right. But, after reading your responses, we're sure you will.

Braised Boneless Shank with Garlic, Onion & Pepper MARILYN SCHLOSSBACH, LANGOSTA LOUNGE

Boneless Shank and Veal Sweetbread Pot Pie with fava beans, morels and English peas ANITA LO, ANNISA

Boneless Shank Tacos Braised with Salsa Verde with Crema and Queso Freso ARIANE DUARTE, ARIANE KITCHEN & BAR

Mezzaluna Ravioli Filled with Braised Boneless Shanks served with a Bone Marrow Emulsion and Gremolata JOSH BERNSTEIN, SPUNTINO WINE BAR

Rich Man's Meatloaf with an array of Dried Fruits and Nuts PAUL VIGGIANO, CONSULTANT

Port Wine Braised Boneless ShankSTEVE FARLEY, ARTISANS BREWERY & ITALIAN GRILL

Boneless Shank Stew, Veal Meatballs & Veal Ragu HAROLD DIETERLE, PERILLA + KIN SHOP

Spezzatino of Boneless Shank with Lemon, Rosemary and Pine Nuts
JULIA DELLA CROCE, PRINT & BROADCASE JOURNALIST

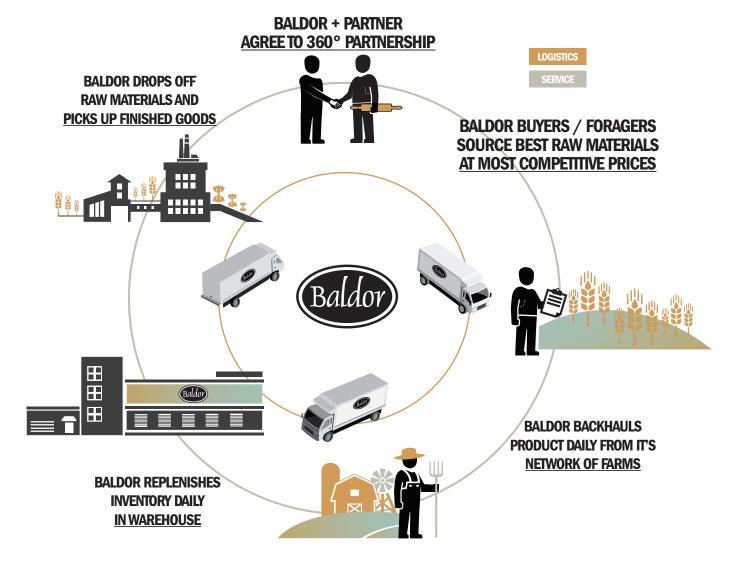
-40-



SPECIALTY + GROCERY

Whether you're searching for a 63% single-origin chocolate or a deveined lobe of foie gras, chances are that you'll find it in our specialty & grocery department. This category really reflects both the breadth and the connoisseurship that define all of our non-produce programs. It's kind of like one of those great little gourmet boutiques that's stuffed to the gills with dependable staples alongside rare delicacies: always worth a browse to discover that one item you didn't know you couldn't live without.

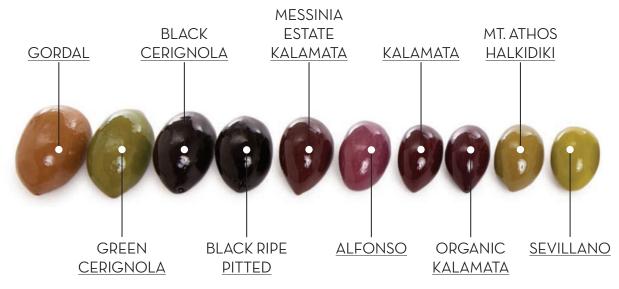
360° PARTNERSHIP

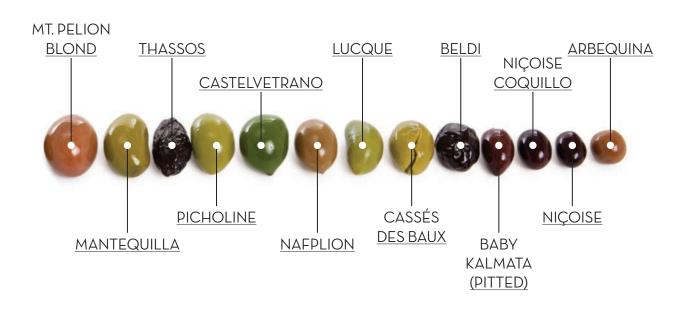


SALES & SERVICE BACKED BY LOGISTICS

aldor provides a key service as the operational facilitator of our local products' life cycles. Not only do we champion small artisanal producers by distributing their offerings to over 6,000 customers, but we also play an integral role in the manufacturing of the products themselves. Since excellent finished goods begin with the finest raw materials, our involvement starts with the selection of the best ingredients. Baldor is able to provide these resources to our local makers at the most competitive prices possible in order to support a cost-effective production process. We then collect the finished goods at the time that raw materials are delivered and distribute them throughout our network of foodservice and retail sectors.



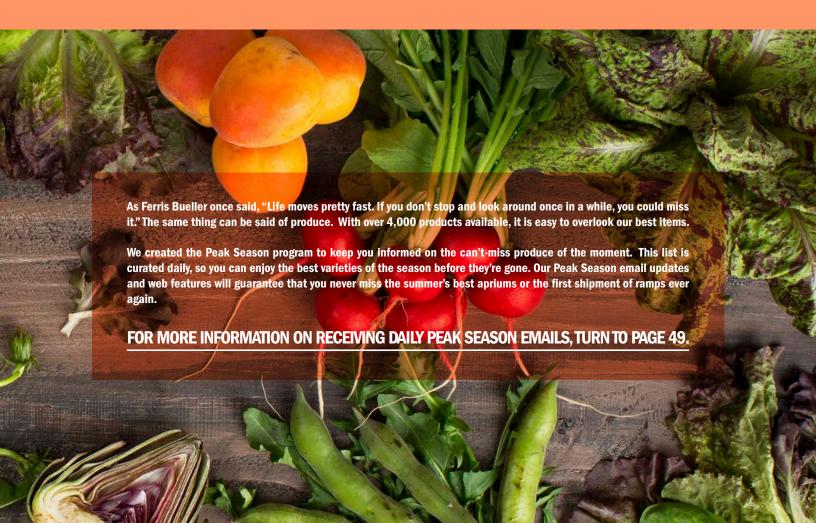
















Filomena Ippolito, launched their business as wholesalers of fresh fruit and vegetables in Hamilton, Ontario. In time, their son joined the organization, and today no less than four generations of Ippolitos have helped the business in its evolution to North America's largest Brussels sprouts supplier. Branded as Queen Victoria Farms, they grow over 1500 acres of local spinach within a one hour radius of their Burlington, Ontario plant. The Queen Victoria label may seem like an odd choice for their brands of vegetables but during WWII, when the Ippolitos first started packaging in clear, cellophane bags, they wanted a name that showed the quality of their product and supported their loyalty to their new Canadian homeland. We source excellent and reliable fennel, romaine, romaine hearts, iceberg, leeks, spinach, brussels sprouts and artichokes from Ippolito growers.



A Few of Our Favorite Things

p. 4 BE92A Harry's Berries ON96F Wild Flowering Spring Onions

The Short List (Harold Dieterle)

p. 11 FIDDLE Fiddlehead Ferns
ON96F Wild Spring Onions
MU96C Morels

SH2 Shallots

LETT7 Baby Red Mustard Greens

PS3 English Peas

The Short List (Philip Kirschen Clark)

p. 12 KA3A County Line Baby Red Russian Kale
FL2 Nasturtium Flowers
ZPOT99Q Russian Banana Fingerlings
TU1 Baby Turnips
PER3 Persimmons
OR902 Blood Oranges
PS1 Sugar Snap Peas

Pink Muscat Grapes

The Short List (Alex Raij)

p. 13 PE994A Shishito Pepper
EGGS Quail Eggs
LET4.51 T&A Little Gem Lettuce
EP Epazote
TH7 Lemon Thyme

Spotlight on The Smile: Broccoleaf Caesar

GRA94A

pg. 20 ZBR6 Organic Broccoleaf

Summer Fruit Faves

p. 23

BE92A	Harry's Berries Strawberries
BE6A	Driscoll's Season's Finest Blackberries
PL8BB	Kingsburg Honey Red Dino Pluots
APR1B	Kingsburg Black Velvet Apricots
ME1J	Sandstone Honey Kiss Melons
ME12B	Cavaillon Melon
GRA8D	Verjus Grapes on the Vine
GRA94A	Pink Muscat Grapes
ZPL5	Frog Hollow Organic Santa Rosa Plums
PL8G	Kingsburg Midnight Velvet Plumcots
BE996F	Pell Strawberries
BE4AA	Jersey Fresh Blueberries
ME1N	Sandstone Summer Kiss Melons
ME2B	Yellow Watermelon
GRA9	Champagne Grapes
F5A	Brown Turkish Figs
ZPL5A	Frog Hollow Dapple Dandy Pluot
PL61B	Kingsburg Raspberry Splendor Pluots
BE99	Fresh Huckleberries
BE7AA	Jersey Fresh Blackberries
ME9K	County Line Toy Box Melons
ME2A	Seedless Watermelon
ZRH1	Hepworth Organic Rhubarb
ZCHR	Organic 9.5 Dark Row Red Cherries
N3B	Fralinger Nectarines
PL01A	Red Jacket Orchards Greengage Plums
BE1K	Fantasy Fruit Tristar Strawberries
BE5A	Wild Maine Blueberries
ME9K	Weiser Farm Mixed Heirloom Melons
ME1K	Sandstone Sugar Kiss Melons
GRA7A	Witch Finger Grapes
BE997	Red Currants
ZPL5E	Frog Hollow Emerald Beaut Plums
PL40	Hudson River Fruit Prune Plums
BE996K	Paradise Hill Cranberries
BE9A	Cape Gooseberries
ZGRA6	Buzzard Crest Purple Mars Grapes

Q&A - What Should I Do With? (Sassafras)

p. 26 EVA237 Sassafrass Root

Q&A - What Should I Do With? (Platine Noire Eggs)

p. 34 EGGS9B Platine Noire Eggs

Intro Page - Meat

p. 37 MEPKW10 Whole Suckling Pig (10 To 15 Lb)

Cheeseburger in Paradise

p. 39 CR5 Mann Packing Better Burger Leaf
CUBB Brooklyn Brine Hop Pickle Chips
DACHEESE8J Grafton 2 Year Aged Cheddar
HE Heirloom Tomato

ON997 Sliced Onion

MESMND1 Nodine's Applewood Smoked Sliced Bacon MEBE3UA8 Beef Hamburger Chef Special (8 Oz Patty)

Q&A - What Should I Do With? (Veal Shanks)

p. 40 MEVE22 Plume Du Veau Center Cut Veal Hindshanks (12 Lb Avg.)

MORE INFORMATION

BECOME A CUSTOMER

Welcome aboard! Give us a call or send us an email via the contact information listed below and we'll get you set up with an account.

PEAK SEASON & WEEKLY NEWSLETTER

Want to get your hands on the hyper-seasonal produce featured here? Opt in to our daily Peak Season emails to receive a curated list of the best items of the moment and never miss a new product launch again by signing up for our weekly newsletter. Register for both by going to baldorfood.com and scrolling to the bottom of our homepage!

NEWS FROM THE FARM

Don't forget to check out our YouTube channel for "News from the Farm" reports every Wednesday. Our buyer Patrick Ahern will guide you through weather updates, shortages and the best buys of the week. It's the next best thing to having your own, personal produce expert.

WEB ORDERING

Like the sound of the online ordering experience described on page 5? We thought so. Get set up for online ordering by contacting your sales rep or reaching out to the office at info@baldorfood.com!

MOBILE MARKET

If you're interested in receiving a visit from the Mobile Market, you've come to the right place. Email us at marketing@baldorfood.com and we'll get your restaurant on the schedule.

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