



# SPRING & SUMMER

2021 SEASONAL PLANNER





## *A Letter from Baldor*

Now that the Covid-19 vaccine is being distributed, and we are getting to the other side of this pandemic, I hope this message finds all of you safe and sound. I am sure this virus has affected every person reading this message in a profound way.

Each of our stories, while they may vary, reflects the strain and pain of the past year. It is our hope that, with the beginning of the new spring season, we can grab a blank canvas and start to paint the future picture for both our personal and professional lives.

To quote Michael Altshuler, “The bad news is time flies. The good news is you’re the pilot.”

Be your own pilot and continue to pursue your professional dreams. Take advantage of every opportunity in front of you. Enjoy the wonderful abundance that the spring harvest brings. Be sure to indulge in the sweetness of fresh fruits, the crispness of just-picked lettuces, and the tenderness of spring greens as you pilot your business into the future.

Nothing can take away your creativity. Our hope is that you continue to share your experience, your refined palate, and your instinct for capitalizing on this season’s cornucopia long into the future.

May God bless us all.

Michael Muzyk

President  
Baldor Specialty Foods

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# *Ingredients*

<b>8</b>	New Products	<b>52</b>	July
<b>20</b>	March	<b>60</b>	August
<b>28</b>	April	<b>68</b>	Pierless Fish
<b>36</b>	May	<b>70</b>	Urban Roots
<b>44</b>	June	<b>73</b>	Baldorfood.com

## **20** Spring

As we prepare to leave the chill, early morning frosts, and cold weather produce behind, we're straddling seasons in the best possible way: Greens and citrus are still abundant, but also, asparagus, wild vegetables, and grapes are making their appearance. These early signs of warm weather pave a path for what's about to take shape.

## **44** Summer

Finally! The mornings are early, the sun sets late, and one of our favorite times of every year, local season, is here. We're forever grateful to our nearby farmers who plant and harvest with attention to detail, sustainable methods, and love for what they do. Three cheers for locally grown berries, onions, radishes, tomatoes, and more.



## Women-Owned. World-Class Juice.

For the last 30 years, we have been dedicated to feeding families a source of authentic nutrition. Producing fresh, clean label juice has been a labor of love for our family. Today, we are proudly women-owned & family-driven.

At Natalie's, we want the quality of our ingredients to shine. That's why we hand select & source the finest fruits & vegetables available. Our juices are handcrafted in small batches to ensure authentic freshness. We specialize in making clean, nutritious juice made with integrity.



[baldorfood.com/farms/natalies-orchid-island](http://baldorfood.com/farms/natalies-orchid-island)

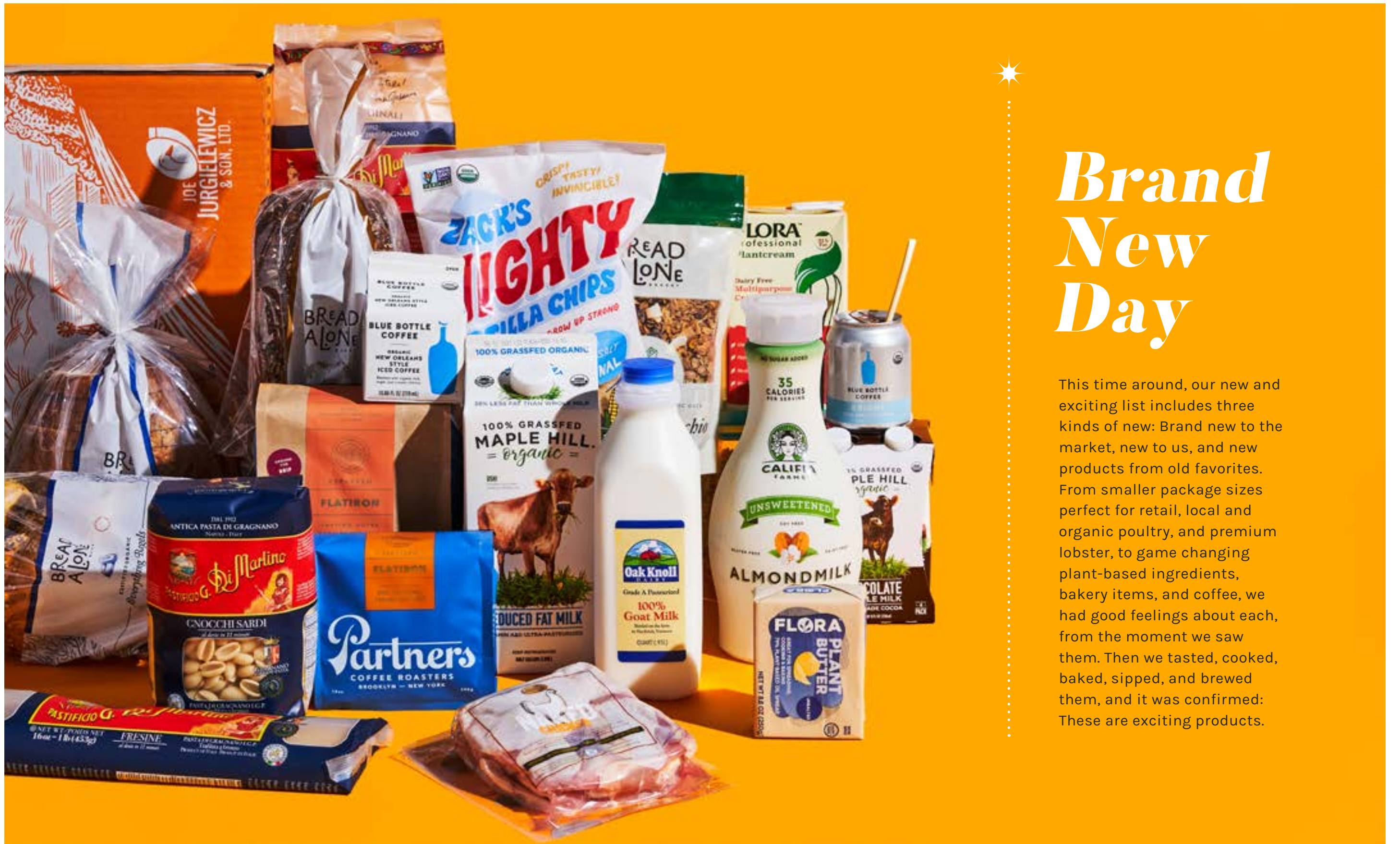


## Heritage Beef for Spring Roasting & Summer Grilling

Two reasons our heritage ribeye is always tender, juicy perfection: Aberdeen Angus cattle and regenerative agriculture, which result in 100% grass-fed and grass-finished beef, born not only from an angus breed raised 175 years ago, but also from the same techniques. By eliminating chemical fertilizers, rotating and integrating livestock, and focusing on soil health, our well-marbled cuts offer the best flavor, nutrition, texture, and environmental impact.



[baldorfood.com/farms/joyce-farms](http://baldorfood.com/farms/joyce-farms)



# Brand New Day

This time around, our new and exciting list includes three kinds of new: Brand new to the market, new to us, and new products from old favorites. From smaller package sizes perfect for retail, local and organic poultry, and premium lobster, to game changing plant-based ingredients, bakery items, and coffee, we had good feelings about each, from the moment we saw them. Then we tasted, cooked, baked, sipped, and brewed them, and it was confirmed: These are exciting products.

NEW!

# Joyce Farms

A few years ago, we were invited to Joyce Farms. It wasn't the first time Baldor was there, but for several of us, it was our inaugural visit. As we learned about their farming practices, their commitment to regenerative agriculture, and their belief in revitalizing heirloom breeds, we kept thinking, everyone needs to know Joyce. And, now, thanks to their retail packs, this dream can become a reality.



## Greenhead Lobster

It's true that hearing "Maine lobster" is enough to get us excited. But, add Greenhead to the mix, and we know the quality heading our way: Fresh-caught daily, year-round, and delivered straight to their own docks. Inside Greenhead's state-of-the-art facility, they process products – like their frozen claw and knuckle meat, and tails – that are as sweet and perfectly textured as their just caught catches.



## Saugatuck Kitchens

Saugatuck Kitchens has long been our go-to for handcrafted hors d'oeuvres thanks to their chef-made recipes and real ingredients (we love that everything arrives frozen and egg-washed, too). Recently, they introduced us to our newest obsession, their vegetarian and meat-packed hand pies, which are a great first course alongside greens, afterschool snack (lucky kids!), or party app.



## Partners Coffee

Partners Coffee knows that coffee is personal, and that it's important for everyone to feel a connection with their morning cup. That's why they've partnered with growers who they've connected with personally, to create a mutually beneficial supply chain: Supporting the international communities they source from, while bringing us exceptional, sustainable coffee in the process.



## Harney & Sons

A family business through and through, Harney & Sons was founded by tea convert John Harney in 1983 following his 10-year apprenticeship in the tea world. Today, his sons and family members work from Millerton, NY to source, blend, and package their unique single origins and blends. We offer several varieties of Harney & Sons whole leaf teas, packed in sachets, and their organic single serve iced teas, too.

# Maple Hill

Tim and Laura Joseph, Maple Hill's founders, trailblazed their way into creating and running the first 100% organic grass-fed dairy. The result? An extensive network of over 150 local farms, run humanely and sustainably, using regenerative practices, and extraordinary products, like their incredible milk line, to show for all their hard work.





## *Pastificio Di Martino*

For pasta that makes you feel like you're in Italy, thanks to authentic flavor and noodles that always boil into a beautiful al dente, we like to start with Pastificio Di Martino. Founded over 100 years ago in Gragnano, Italy, the Di Martino family still uses extra fine durum wheat in their recipes, bronze dies for extruding, and slow drying for the best texture.



## *Bread Alone*

Upstate New York baker Bread Alone is a family-owned company that's been baking certified organic bread for almost 40 years. We're crazy about their loaves, thanks to their use of minimal – and real – ingredients, their commitment to a natural ferment, and their flavors), as well as their granolas, bagels, and pies.



## *Jurgielewicz & Sons, Ltd.*

Dr. Joe, a Cornell University-trained vet-slash-duck-farmer, purposely opened his Pekin duck farm in Pennsylvania to combat the duck overcrowding and pollution issues plaguing Long Island. Their ducks – pleasantly plump, hormone and antibiotic free, and raised in modern, clean barns – are a chef's dream. Prepare using your favorite recipe, or check out their dry aged duck, packed with bao buns, and hoisin.





# Bella Bella

A welcome addition from the folks at local Bella Bella, La Belle Farm's organic whole chickens and parts, are slow-grown, raised with room to roam, are fed a non-GMO diet, and of course, are antibiotic-free. They're air chilled, which helps preserve their quality, tender texture, and first-class flavor.



# Aurora Natural

Aurora Products' nuts, dried fruit, and snack mixes come from their family owned, woman-imagined, Connecticut facility, which has achieved, and continues to maintain, SQF certification. Plus, everything is the highest quality and free of preservatives, artificial colors, and additives.



# Zack's Mighty Tortilla Chips

Chip, chip, hooray for super sturdy, corn-forward tortilla chips. Created for maximum crunch and flavor, Zack's Mighty chips start with a unique Dent and Flint heirloom corn blend that they nixtamalize, turn into masa, and press into tortillas. Next they make them into crispy ready-for-anything chips, that can handle any salsa or guac you send their way.



*Oak Knoll  
Goat Milk*

Oak Knoll Dairy is a family-owned farm, that's been raising goats and producing their creamy, sweet, and slightly tangy Grade A milk, since 1988. Beloved in its home state of Vermont, and locally, Oak Knoll is appreciated by many for its, what's said to be, easier to digest properties, and others, for its standout flavor and texture.



*Violife  
100% Vegan*

Violife cheeses have always impressed us: They look, taste, and boast the texture of their dairy counterparts, but are completely vegan (non-GMO, preservative, soy, gluten, and lactose free, too). And, the best part is that Violife's products melt, grate, break into chunks and slice, just like any good cheese would.



*Califia Farms*

Since the beginning, Califia Farms has been focused on creating a sustainable plant-based ecosystem that benefits us, the environment, and animals. And, lucky us, because not only do we get to enjoy their careful practices, but we also get to enjoy their fantastic plant-based almond, coconut, and oat milks that make sipping, baking, and cooking, extra fun.



*Flora*

Always on the hunt for the best alternative ingredients? We're thrilled to introduce you to Flora. Their plant-based butters and heavy cream are a 1:1 substitute for their traditional counterparts and they do everything the originals can do, too: Brown, bake, sauté, spread, and yes, whip.

# MARCH

With the arrival of spring later this month, we're reminded of what's to come after a long winter. Locally, spring harvests are still a ways off, but we'll be stocked with plenty of spring delights, thanks to our partners further afield. Late season citrus will continue to peak as the very first wild edibles, like fiddleheads and morels, begin to come on.

in like a lion



PRODUCE GUIDE

## FRUIT

**SPECIALTY** : Greengage Plum  
Pink Guava  
Pink Muscat Grape

**CITRUS**  
**Grapefruit** : Cocktail  
Oro Blanco  
Red  
Star Ruby  
White Marsh

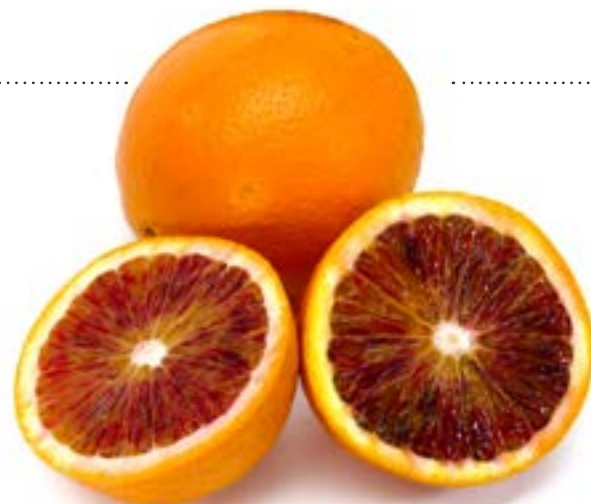
**Lemons** : Meyer  
Sorrento  
Variegated Pink

**Limes** : Finger  
Key  
Rangpur

**Mandarins** : Clementine  
Minneola Tangelo  
Pixie  
Sumo Citrus  
Sunburst Tangerine  
Tango

**Oranges** : Cara Cara  
Moro Blood  
Seville Sour  
Tarocco Blood

**Specialty** : Kumquat  
Mandarinquat  
Meiwa Kumquat  
Pomelo



### **Tarocco Blood Orange**

The sweetest of the blood orange varieties, nearly seedless Taroccos hide their deep purple-red flesh underneath a thick bright orange, oil-packed peel. The intense citrus flavor of these beauties is laced with notes of raspberry.

## VEGETABLES

**SPECIALTY** : Extra Fancy Rhubarb  
Fava Leaf  
Green Almond  
Green Garbanzo  
Nettle  
Pea Shoot  
Rhubarb  
White Asparagus  
Wood Sorrel

**ALLIUMS** : Green Garlic  
Red Spring Onion  
White Spring Onion

**ARTICHOKES** : Baby  
Globe  
Heirloom

**AVOCADOS** : Bacon  
Fuerte  
Hass

**BEETS** : Baby  
Chioggia  
Golden  
Red

**BRASSICAS** : Broccoli  
Broccoli di Ciccio  
Broccolo Fiolaro  
Broccoli Rabe  
Cauliflower  
Green Cauliflower  
Orange Cauliflower  
Purple Cauliflower  
Romanesco Cauliflower  
Sprouting Cauliflower  
Caulilini  
Green Kohlrabi  
Purple Kohlrabi



### **Extra Fancy Rhubarb**

Streaked with bold reds and a bit of green, field grown rhubarb is known for boasting a denser, less stringy flesh than the hothouse variety. Extra Fancys are often straighter, more colorful, and cook into the silkiest pieces, once simmered, poached, or roasted.

# MARCH

**CARROTS** : Baby French  
 : Kyoto  
 : Mixed Heirloom  
 : Nantes  
 : Thumbelina

**CHICORIES** : Coraline  
**Domestic** : Dandelion  
 : Frisée  
 : Radicchio  
 : Radicchio Rosa

**Italian** : Castelfranco  
 : Escarole  
 : Frisée  
 : Grumolo  
 : Puntarelle  
 : Radicchio Del Veneto  
 : Rosa Di Gorizia  
 : Tardivo

**LEAFY GREENS** : Bok Choy  
 : Tatsoi  
 : Green Kale  
 : Green Curly Kale  
 : Lacinato Kale  
 : Red Russian Kale  
 : Miner's Lettuce  
 : Mizuna  
 : Mustard  
 : Rainbow Chard

**LETTUCE & SALADS** : Baby Green Oak  
**Baby Head Lettuce** : Baby Red Oak  
 : Baby Green Tango  
 : Little Gem

**Specialty** : Baby Watercress  
 : Watercress  
 : Bloomsdale Spinach  
 : Red Frill Mustard  
 : Wild Arugula

**MUSHROOMS** : Beech  
**Cultivated** : Black Trumpet  
 : Hen-of-the-Woods  
 : Oyster  
 : Pioppino

**Wild** : Black Trumpet  
 : Chanterelle  
 : Hedgehog  
 : Morel  
 : Porcini  
 : Yellowfoot

**POTATOES** : Blue Adirondack  
**Fingerling** : Magic Myrna  
**& Specialty** : Marble  
 : Purple Peruvian  
 : Red Adirondack  
 : Red Chile  
 : Ruby Crescent  
 : Russian Banana

**Sweet** : Beauregard  
 : Fingerling  
 : Garnet  
 : Okinawa  
 : Purple

**ROOTS** : Black Turnip  
 : Hakurei Turnip  
 : Burdock  
 : Celeriac  
 : Horseradish  
 : Lotus  
 : Parsley Root  
 : Parsnip  
 : Rutabaga  
 : Salsify  
 : Sunchoke  
 : Yucca

# MARCH

**SQUASHES** : Acorn  
 : Butternut  
 : Kabocha  
 : Spaghetti

**WILD & FORAGED** : Fiddlehead Fern  
 : Wild Bay Leaf  
 : Wild Fennel  
 : Wild Licorice Root  
 : Wild Onion Flower  
 : Wild Spring Onion



## Jumbo Holland White Asparagus

Similar to French white asparagus, though less costly, Holland jumbos are grown under mounded earth to avoid sunlight exposure, resulting in ivory white stalks that are thick, juicy, delicate, and tender. White asparagus is less herbaceous and fibrous than green and can handle being served as simply as possible.

## FEATURED FARM



# BERNARD RANCHES

RIVERSIDE, CA

Vince and Vicki Bernard began farming their land in 1979 and have been bringing their fruit to market since 1980. Their land, farmed sustainably, relies on the use of beneficial insects and drip irrigation systems, and avoids the use of synthetic pesticides and herbicides. Their soil is fertilized with seaweed and urea, with mushroom compost added for an extra hit of nitrogen compound, an element that fruit trees crave. The superior flavor and sweetness of Bernard Ranches citrus is the combined result of the ultra-rich, seaweed-packed soil, ideal terroir, and hands-on farming. These people truly love what they do for a living and it shows in every piece of fruit that comes off their farm.



## Get Inspired



### by Galbani® Fresh Mozzarella

Made from the finest ingredients in the true Italian tradition, Galbani Fresh Mozzarella is kneaded and stretched using the pasta filata method. The result is a uniquely soft texture and delicate milky flavor. Plus, all-natural Galbani Fresh Mozzarella is made with no artificial ingredients, colors, or whiteners. What else would you expect from Italy's #1 cheese brand?

To order Galbani Fresh Mozzarella and to learn about other Galbani cheeses, visit [baldorfood.com/farms/galbani](http://baldorfood.com/farms/galbani)



## Bring on the flavor



### with Président® Brie

It's easy to make your seasonal menu shine with the smooth, creamy, and buttery flavor of Président Brie. Crafted by Europe's leading cheese expert, Président Brie is the #1 Brie in the U.S. and France for good reason. Whether it's the star of a sensational cheese plate or baked into the perfect puff pastry, it's the Brie that makes every dish better. So, don't just ask for Brie. Ask for Président Brie.

To order Président Brie and to learn about other Président cheeses, visit [baldorfood.com/farms/president-cheese](http://baldorfood.com/farms/president-cheese)

# APRIL

a shower of riches

Shoulder seasons tend to bring the best of both worlds. With the ushering in of warmer temperatures and longer days, we're starting to see the arrival of spring crops from out west. First of the season ramps are finally here, and local, overwintered greens are sure to impress with the best flavor of the year.



PRODUCE GUIDE

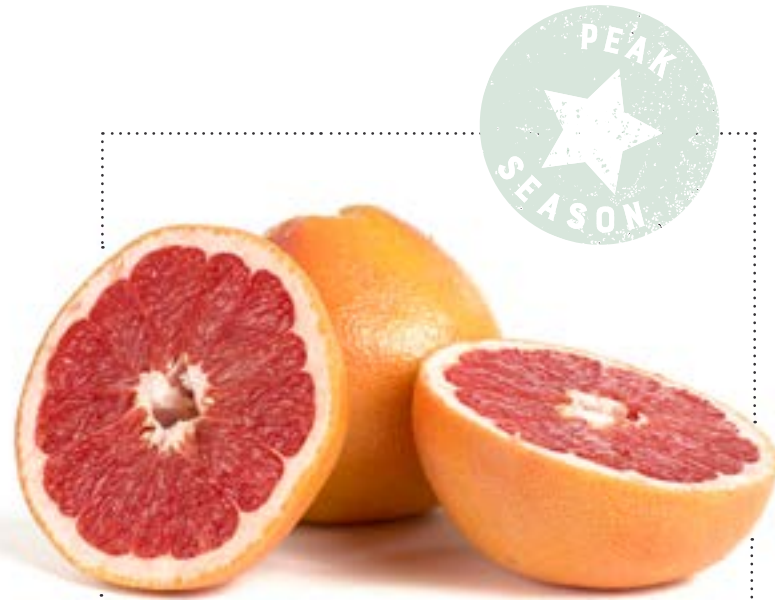
**FRUIT**

**SPECIALTY** : Pink Guava  
 Pink Muscat Grape  
 Verjus Grape

**BERRIES** : Green Strawberry  
 Harry's Berries

**CITRUS** : Cara Cara Orange  
 Moro Blood Orange  
 Tarocco Blood Orange  
 Clementine  
 Minneola Tangelo  
 Sunburst Tangerine  
 Pixie Mandarin  
 Tango Mandarin  
 Kumquat  
 Meiwa Kumquat  
 Mandarinquat  
 Key Lime  
 Oro Blanco  
 Red Grapefruit  
 Ruby Star Grapefruit  
 Sorrento Lemon  
 Sunrise Pink Grapefruit

**STONE FRUIT** : Gold Velvet Apricot  
 Lemon Velvet Apricot  
 Red Velvet Apricot  
 Unripe Green Apricot  
 Aprium  
 Yellow Nectarine  
 Amber Crest Peach



***Sunrise  
 Pink Grapefruit***

These Israeli-grown Sunrise variety pink grapefruits, grown under the Jaffa name, boast a deep, almost red pulp. Sunrises can range from sweet and slightly sour to sweet with a full sour finish, but no matter which side of the spectrum they fall on, they're always tender, juicy, heavy in the hand, and encased in unblemished skin.

**VEGETABLES**

**SPECIALTY** : Asparagus  
 White Asparagus  
 Baby Fennel  
 Fava Leaf  
 Green Almond  
 Miner's Lettuce  
 Nettle  
 Pea Shoot  
 Rhubarb  
 Wood Sorrel

**AVOCADOS** : Bacon  
 Fuerte  
 Hass

**BEANS & PEAS** : English Pea  
 Fava Beans  
 Green Garbanzo  
 Honey Snap Pea  
 Royal Snap Pea  
 Sugar Snap Pea  
 Royal Snow Pea  
 Speckled Snow Pea

**ALLIUMS** : Green Garlic  
 Purplette Spring Onion  
 Red Spring Onion  
 Walla Walla Spring Onion  
 White Spring Onion

**BEETS** : Baby  
 Chioggia  
 Golden  
 Mixed  
 Red  
 White

**ARTICHOKES** : Baby  
 Baby Purple  
 Globe  
 Heirloom



***Baby Turnips***

Part of the brassica family, small turnips boast delicate, shiny skin, which once scrubbed, is deliciously edible – as are their spicy leaves. Baby turnips are well-loved for their sweet and milder flavor (in comparison to their full-sized counterparts), and tender flesh, which continues to mellow once cooked.





***Fava Beans***

Favas scream springtime. Cooked, super fresh fava beans are tender, buttery, nutty, and taste like the season. Their lovely flavor and texture more than makes up for the double peeling required to reach the large pale green beans hiding inside.

**BRASSICAS**

- Arugula Rabe
- Baby Lacinato Kale
- Baby Turnip
- Bok Choy
- Broccoli
- Broccoli di Ciccio
- Broccoli Leaf
- Broccoli Rabe
- Green Kohlrabi
- Purple Kohlrabi
- Hakurei Turnips
- Romanesco Cauliflower
- Spigariello

**CARROTS**

- Baby French
- Baby Mixed
- Mixed Heirloom
- Nantes
- Thumbelina

**CHICORIES**

***Domestic***

- Coraline
- Dandelion
- Frisée
- Radicchio

***Italian***

- Castelfranco
- Escarole
- Frisée
- Puntarelle
- Radicchio Del Veneto
- Rosa Di Gorizia
- Tardivo

**LETTUCE & SALADS**

***Baby Head Lettuce***

- Baby Green Oak
- Baby Red Oak
- Baby Green Tango
- Baby Lolla Rosa
- Baby Red Romaine
- Little Gem

***Specialty***

- Baby Watercress
- Red Watercress
- Red Frill Mustard
- Bloomsdale Spinach
- Savoy Spinach
- Wild Arugula
- Wild Dandelion

**POTATOES**

- Marble
- Purple Peruvian
- Red Chile
- Russian Banana

**RADISHES**

- Baby French Breakfast
- French Breakfast
- Easter Egg
- Green Meat
- Purple Ninja
- Watermelon
- White Icicle

**WILD & FORAGED**

- Fiddlehead Fern
- Ramp
- Wild Bay Leaf
- Wild Fennel
- Wild Licorice Root
- Wild Onion Flower
- Wild Spring Onion

**MUSHROOMS & TRUFFLES**

***Truffles***

- Summer

***Cultivated***

- Beech
- Bluefoot
- Hen-of-the-Woods
- Oyster
- Pink Oyster
- Pioppino
- Royal Trumpet

***Wild***

- Chanterelle
- Hedgehog
- Morel
- Porcini
- St. George
- Yellowfoot



***GoodHealthy French Breakfast Radishes***

Tiny and sweet, these local organic radishes and greens are mild and tender enough to be the base of a salad, but also make an interesting addition, thanks to their just slightly peppery bite. GoodHealthy's are soil-grown, harvested as a living root, immediately washed in clean, cold water, and shipped to us within 24 hours of harvest for incomparable freshness.

## FEATURED FARM



# GOTHAM GREENS

NEW YORK, NY

Gotham Greens is a fresh food company that farms with the future in mind. They build and operate sustainable greenhouses that employ hydroponic systems that use 95% less water and 97% less land than conventional farming. Local cultivation ensures that all their products are delivered quickly after harvest, for peak freshness and nutritionally dense, long-lasting produce.



## Better Choices Change the World

DuBreton is the leader in Organic and Certified Humane® pork. At DuBreton, our commitment is to reinvent pork product through methods that respect consumer needs, animal welfare, and the environment. DuBreton Organic and Natural livestock programs are at the heart of those strategies. DuBreton is now the largest organic pork producer in North America and continues to accelerate in recent years. Consumers agree that DuBreton produces the highest quality, best tasting pork.



the merry month

# MAY

We finally made it! Summer's on the horizon and it will be well worth the wait. Alliums, artichokes, and legumes are beginning to peak, just as west coast berry season is picking up. Have you joined our Local Pledge yet? We take the work out of searching for local produce by subbing comparable local options whenever possible — find out more on [baldorfood.com/local](http://baldorfood.com/local).



PRODUCE GUIDE

**FRUIT**

**SPECIALTY** : Loquat  
 : Pink Guava  
 : Pink Muscat Grape

**AVOCADOS** : Bacon  
 : Fuerte  
 : Hass

**BERRIES** : Green Blueberry  
 : Green Strawberry  
 : Harry's Berries  
 : Pineberry  
 : Strawberry

**CITRUS** : Cara Cara Orange  
 : Moro Blood Orange  
 : Tarocco Blood Orange  
 : Golden Nugget Tangerine  
 : Key Lime  
 : Oro Blanco  
 : Red Grapefruit  
 : White Marsh Grapefruit

**STONE FRUIT** : Gold Velvet Apricot  
 : Green Apricot  
 : Lemon Velvet Apricot  
 : Midnight Velvet Apricot  
 : Red Velvet Apricot  
 : White Apricot  
 : Honey Rich Aprium  
 : Brooks Cherry  
 : Rainier Cherry  
 : White Nectarine  
 : Yellow Nectarine  
 : White Peach  
 : Yellow Peach  
 : Peacharine  
 : Black Nectar Pluot  
 : Flavor Majesty Pluot  
 : Flavorosa Pluot



***Pell Family Farm  
 Strawberries***

Small, unbelievably sugary sweet, and deeply colored, Pell's Connecticut-grown strawberries go back four generations. Because it's important to them that you only taste a berry 100% ready to be enjoyed, each strawberry is picked by hand, when its completely ripe.

**VEGETABLES**

**SPECIALTY** : Asparagus  
 : Purple Asparagus  
 : White Asparagus  
 : Wild Asparagus  
 : Baby Fennel  
 : Baby Zucchini with Blossom  
 : Chamomile  
 : Fava Leaf  
 : Fig Leaf  
 : Green Almond  
 : Lamb's Quarters  
 : Miner's Lettuce  
 : Nettle  
 : Pea Shoot  
 : Pea Tendril  
 : Rhubarb  
 : Wild Sea Bean  
 : Wood Sorrel

**ALLIUMS** : Baby Leek  
 : Flowering Chive  
 : Garlic Scape  
 : Green Garlic  
 : Purplette Spring Onion  
 : Red Spring Onion  
 : Torpedo Spring Onion  
 : Walla Walla Spring Onion  
 : White Spring Onion

**ARTICHOKES** : Baby  
 : Baby Purple  
 : Globe  
 : Heirloom

**BEANS & PEAS** : English Pea  
 : Fava Bean  
 : Green Garbanzo  
 : Honey Snap Pea  
 : Royal Snap Pea  
 : Sugar Snap Pea  
 : Royal Snow Pea  
 : Speckled Snow Pea



***Red Velvet  
 Apricots***

A cross between apricots and plums, Red Velvets, a truly luxurious California fruit, boast magenta colored skin that really resembles velvet. They have the shape, meatiness, and soft, downy skin of apricots, but their coloring and juiciness is all plum.

# MAY

## BEETS

Baby  
Chioggia  
Golden  
Mixed  
Red  
White

## BRASSICAS

Bok Choy  
Broccoli di Ciccio  
Broccoli Leaf  
Broccoli Rabe  
Caraflex Cabbage  
Green Kohlrabi  
Purple Kohlrabi  
Hakurei Turnips  
Rapini  
Red Spring Onion  
Spigariello  
Sprouting Broccoli

## CARROTS

Baby French  
Baby Mixed  
Mixed Heirloom  
Nantes  
Thumbelina

## CHICORIES

### Domestic

Coraline  
Dandelion  
Frisée  
Radicchio

### Italian

Castelfranco  
Frisée  
Tardivo

## LETTUCE & SALADS

### Baby Head Lettuce

Baby Green Oak  
Baby Red Oak  
Baby Green Tango  
Baby Lolla Rosa  
Baby Red Romaine  
Little Gem

### Specialty

Baby Watercress  
Wild Watercress  
Red Frill Mustard  
Savoy Spinach  
Wild Arugula  
Wild Dandelion

## MUSHROOMS & TRUFFLES

### Truffles

Summer

### Cultivated

Beech  
Bluefoot  
Hen-of-the-Woods  
Oyster  
Pioppino  
Royal Trumpet  
Shiitake

### Wild

Black Conica Morel  
Blonde Morel  
Chanterelle  
Porcini

## RADISHES

Baby French Breakfast  
Easter Egg  
Green Meat  
Purple Ninja  
Watermelon  
White Icicle

## WILD & FORAGED

Fiddlehead Fern  
Ramps  
Spruce Tip  
Wild Bay Leaf  
Wild Licorice Root  
Wild Onion Flower  
Wild Purple Onion  
Wild Spring Onion

# MAY



## *Red Spring Onions*

Slender, purple-based shoots, characterized by their bulb-shaped bottoms, spring onions are pulled from the ground when still slender. While sharp when raw, they still have less bite than full sized red and purple onions, and once cooked, become sweet and mild.



## *Taproot Farms Sprouting Broccoli*

Sprouting broccoli is harvested once the flower shoots are well developed, but before the flowers have actually opened. While these greens bare a resemblance to broccoli rabe, the edible leaves, stalks, and florets are sweet and nutty, with no bitterness to be found.



# MOUNTAIN SWEET BERRY FARM

ROSCOE, NY

Rick Bishop of Mountain Sweet Berry Farm has been a fixture at the NYC Union Square Greenmarket since the mid-1980s. His commitment to fostering the healthiest, richest soil possible, and finding the best seeds, is the reason why his loyal customers include many of New York City's best chefs. In fact, he's been credited with playing an early and important role in getting city chefs to cook with upstate ingredients — the ones grown on his Catskills' farm, included. Rick is best known for the myriad of potato varieties he grows and for his famous strawberries, most notably the Tristar.



At Atalanta, our vision is to be a part of every food experience. For over 75 years, we've been a leading food importer, specializing in cheese, meats, seafood, fruits and vegetables from around the world. Our vast portfolio features over 6,000 different food items sourced from more than 60 countries. We pride ourselves on building relationships with our customers and suppliers to create long-lasting partnerships through consistent service, complimentary marketing resources and field support.

## CHEESE AND CHARCUTERIE

**BEEMSTER® XO**  
#CHEESE1L • 1/6 LB • 1/4 CUT

**ATALANTA FETA**  
#DACHEESE5BB • 1/7 KG PAIL

**T&T TICKLER X-AGED CHEDDAR**  
#CHEESEN • 4/5 LB

**EIFFEL TOWER BRIE**  
#CHEESE2C • 1/2.2 LB

**BEEMSTER® GOAT 4 MOS**  
#CHEESE1LL • 1/6 LB • 1/4 CUT

**FONTANA PROSCIUTTO CRUDO**  
#SPMEAT3C • 1/13 LB

## SPECIALTY

**DALMATIA FIG SPREAD**  
#SPPAS2 • 4/3.5 LBS PAIL

**EIFFEL TOWER CORNICHONS, WHOLE IN VINEGAR**  
#CORNICIONI • 6/5 KG

**TOSCHI AMARENA CHERRIES**  
#SPDGFR • 6/1 KG

## LA ROSE NOIRE

**ASSORTED MINI FROZEN MACARON**  
#LRN94201 • 1/126CT

**MINI VANILLA TARTSHELL**  
#LRN90416 • 1/210CT

**MINI BLACK SESAME CONE**  
#LRN90474 • 1/140CT

**ASSORTED FROZEN CAROLINES**  
#LRN95132 • 1/72CT

**MINI VANILLA CONE**  
#LRN90476 • 1/140CT

**ASSORTED FROZEN TARTES PASSION**  
#LRN95131 • 1/72CT

**atalanta**  
TO BE A PART OF EVERY *food experience*



ATALANTA CORPORATION



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ATALANTA CORPORATION

# JUNE

*b u s t i n ' o u t a l l o v e r*

The 20<sup>th</sup> of June marks summer's official entrance, bringing with it first-of-the-season local summer squash and the arrival of stone fruit. As west coast farms settle into their summer growing locations, local asparagus growers are picking up right where they left off. And, as the days get warmer, we're seeing the very first tomatoes — cherries — ready to harvest, before moving into bigger varieties.



PRODUCE GUIDE

**FRUIT**

**SPECIALTY** : Loquat  
 : Olallieberry  
 : Persian Mulberry

**BERRIES** : Blackberry  
 : Blueberry  
 : Gooseberry  
 : Green Strawberry  
 : Harry's Berries  
 : Mara Des Bois Strawberry  
 : Tristar Strawberry  
 : Murray Berry  
 : Raspberry  
 : Rosé Raspberry

**CITRUS** : Sorrento Lemon  
 : Tarocco Blood Orange  
 : White Marsh Grapefruit

**MELONS** : Charentaise  
 : French Orange Cavaillon  
 : Galia  
 : Mixed Heirloom

**STONE FRUIT** : Blenheim Apricot  
 : Gold Velvet Apricot  
 : Midnight Velvet Apricot  
 : Honey Rich Aprium  
 : Bing Cherry  
 : Brooks Cherry  
 : Rainier Cherry  
 : Sweet Cherry  
 : White Nectarine  
 : Yellow Nectarine  
 : Yellow Peach  
 : Pecharine  
 : Santa Rosa Plum  
 : Black Nectar Pluot  
 : Black Raspberry Pluot  
 : Dapple Dandy Pluot  
 : Flavor Majesty Pluot  
 : Rosetta Jewel Pluot  
 : Silver Phoenix Pluot



***Rainier Cherries***

Exceptionally sweet Rainiers traditionally appear on the scene earlier in the season than Bings. A cross between Bings and Vans, Rainiers are known for their delicate nature, short season, and limited availability, but their beautiful yellow-pink skin and unrivaled sweetness, more than makes up for the work it takes to grow and enjoy them.

**VEGETABLES**

**SPECIALTY** : Agretti  
 : Asparagus  
 : Purple Asparagus  
 : White Asparagus  
 : Wild Asparagus  
 : Baby Fennel  
 : Baby Zucchini with Blossom  
 : Celtuce  
 : Fava Leaf  
 : Fig Leaf  
 : Green Almond  
 : Nettle  
 : Pea Shoot  
 : Pea Tendril  
 : Rhubarb  
 : Wild Sea Bean  
 : Wood Sorrel

**ALLIUMS** : Baby Leek  
 : Garlic Chive  
 : Garlic Scape  
 : Green Garlic  
 : Japanese Negi Scallion  
 : Purplette Spring Onion  
 : Red Spring Onion  
 : Torpedo Spring Onion  
 : Walla Walla Spring Onion  
 : White Spring Onion

**ARTICHOKES** : Globe  
 : Heirloom  
 : Baby Purple

**BEANS & PEAS** : Beauregarde Snow Pea  
 : English Pea  
 : Snow Pea  
 : Speckled Snow Pea  
 : Royal Snow Pea  
 : Cranberry Bean  
 : Dragon Tongue Bean  
 : Fava Bean  
 : Romano Bean  
 : Wax Bean  
 : Green Garbanzo  
 : Honey Snap Pea  
 : Royal Snap Pea  
 : Sugar Snap Pea

**BRASSICAS** : Baby Lacinato Kale  
 : Baby Swiss Chard  
 : Bok Choy  
 : Broccoli di Ciccio  
 : Broccoli Rabe  
 : Caraflex Cabbage  
 : Collards  
 : Green Kohlrabi  
 : Purple Kohlrabi  
 : Hakurei Turnip  
 : Rapini  
 : Spigariello





**Taproot Farms  
Organic Row 7  
Centercut Squash**

From the Row 7 Seed Company, comes the young and green non-GMO Centercut, bred from the Tromboncino, a long necked Italian heirloom squash. The Centercut has a dense, meaty texture throughout the neck, with sweet and nutty flesh. The seeds concentrate at the base.

- CARROTS** : Baby French  
Baby Mixed Rainbow  
Nantes  
Thumbelina

- CUCUMBERS** : 7082  
Kirby  
Lemon  
Little Potato  
Persian

- CHICORIES** : Coraline  
Frisée  
Radicchio

- LETTUCE & SALADS** : Baby Green Oak  
Baby Red Oak  
Baby Green Tango  
Baby Lolla Rosa  
Baby Red Romaine  
Little Gem

- Specialty** : Baby Red Dandelion  
Wild Dandelion  
Baby Red Frill Mustard  
Miner's Lettuce  
Savoy Spinach  
Wild Arugula

- MUSHROOMS & TRUFFLES** : Black  
Summer

**Truffles**

- Cultivated** : Beech  
Bluefoot  
Hen-of-the-Woods  
Oyster  
Pioppino  
Royal Trumpet  
Shiitake

- Wild** : Black Conica Morel  
Blonde Morel  
Chanterelle  
Porcini

- RADISHES** : Baby French Breakfast  
Cincinnati  
Easter Egg  
Purple Ninja  
White Icicle



**English Peas**

Sweet peas, nestled inside crisp, thin-skinned pods, are always a hit when they arrive in the spring. They're especially anticipated for their moderately sized peas, with an impressive pop, and blemish-free coloring.

- SQUASHES** : Avocado  
Centercut  
Costata Romanesco  
Gold Bar  
Gold Zucchini  
Patty Pan  
Zephyr  
Zucchini

- TOMATOES** : Beefsteak  
Heirloom  
Mixed Cherry  
Red Cherry  
Sungold Cherry

- WILD & FORAGED** : Fiddlehead Fern  
Ramp  
Spruce Tip

## FEATURED FARM



# SHANLEY FARMS

MORROW BAY, CA

Shanley Farms is a California-based fruit company run by father and daughter team, Jim Shanley and Megan Warren, since 1998. Today, the farm produces avocados, lemons, finger limes, passion fruit, dragon fruit, goji berries, and specialty coffee varieties.

(Photo courtesy Shanley Farms)



## *Flair Meets Flavor*

Fresh Origins delivers a year-round connection to the freshest, most flavorful, and gorgeous microgreens, flowers, and leaves. We harvest, pack, and ship the same day. This guarantees that whether you seek microgreens for flavor, wow with floral-garnished cocktails, or believe no dish is complete without a showstopping sprinkle, perfection's one order away.



# JULY

Tomato season is in full swing as we move further into the summer months. In addition, local corn and cucumbers are sure to hit their peak just as the very first peppers are beginning to ripen, thanks to warm days and mild nights. As local fruit continues to thrive as well, wild blueberries will make a reappearance.

a m i d s u m m e r  
n i g h t ,  
s  
d r e a m



PRODUCE GUIDE

**FRUIT**

**SPECIALTY** : Black Currant  
 Pink Champagne Currant  
 Red Currant  
 White Currant  
 Finger Limes

**BERRIES** : Blackberry  
 Kiowa Blackberry  
 Blueberry  
 Cape Gooseberry  
 Harry's Berries  
 Mara Des Bois Strawberry  
 Strawberry  
 Tristar Strawberry  
 Mulberry  
 Raspberry  
 Rosé Raspberry

**FIGS** : Black Mission  
 Brown Turkey  
 Kadota  
 White Adriatic

**MELONS** : Charentaise  
 French Orange Cavaillon  
 Galia  
 Honey Kiss  
 Mixed Heirloom  
 Piel de Sapo  
 Sugar Cube

**STONE FRUIT** : Crimson Velvet Apricot  
 Midnight Velvet Apricot  
 Royal Blenheim Apricot  
 Ruby Velvet Apricot  
 Bing Cherry  
 Rainier Cherry  
 Sour Cherry  
 Sweet Cherry  
 White Nectarine  
 Yellow Nectarine  
 Donut Peach  
 Peach Pie Donut  
 White Peach  
 Yellow Peach  
 Peacharine  
 Santa Rosa Plum  
 Shiro Plum  
 Very Cherry Plum  
 Wild Plum  
 Black Raspberry Pluot  
 Flavor Queen Pluot



***Finger Limes***

Citriburst Finger Limes are a unique citrus, packed with juice-filled pearls. When sliced opened and squeezed, the bright, lime-forward, pearls with pop, emerge, ready to be a savory or sweet garnish, ingredient, or attention-grabbing salad dressing component.

**VEGETABLES**

**SPECIALTY** : Agretti  
 Celtuce  
 Fig Leaf  
 Mexican Sour Gherkin  
 Purslane  
 Squash Blossom

**ALLIUMS** : Baby Leek  
 Garlic Chive  
 Garlic Scape  
 Japanese Negi Scallion  
 Purplette Onion  
 Torpedo Onion  
 Walla Walla Onion

**BEANS & PEAS** : Cranberry Bean  
 Dragon Tongue Bean  
 Fava Bean  
 Romano Bean  
 Wax Bean  
 English Pea  
 Honey Snap Pea  
 Royal Snap Pea  
 Royal Snow Pea  
 Speckled Snow Pea

**BRASSICAS** : Baby Green Kale  
 Baby Lacinato Kale  
 Bok Choy  
 Broccoli Rabe  
 Collards  
 Green Kohlrabi  
 Purple Kohlrabi  
 Hakurei Turnip  
 Red Napa Cabbage  
 Spigariello  
 Swiss Chard



***Eckerton Hill Farm Sungold Tomatoes***

The Sungold is a tiny powerhouse that looks and tastes like it's been warmed by the sun. Firm and sunset orange in color, these have a beautiful pop and deliver with an explosively sweet, earthy flavor punch.



# JULY

**BEETS** : Baby  
Badger Flame  
Rainbow

**CARROTS** : Baby French  
Baby Mixed Rainbow  
Nantes  
Thumbelina

**CORN** : Bi-Color  
White  
Wild Violet  
Yellow

**CUCUMBERS** : 7082  
Kirby  
Lemon  
Little Potato  
Persian  
White

**EGGPLANT** : Fairytale  
Graffiti  
Hansel & Gretel  
Italian  
Japanese  
Lavender  
White

**LETTUCE & SALADS** : Baby Green Oak  
Baby Red Oak  
Baby Green Tango  
Baby Lolla Rosa  
Baby Red Romaine  
Little Gem

**Specialty** : Baby Red Frill Mustard  
Green Dandelion  
Red Dandelion  
Wild Arugula

**MUSHROOMS & TRUFFLES** : Black  
Summer  
*Truffles*

**Cultivated** : Beech  
Bluefoot  
Hen-of-the-Woods  
Oyster  
Royal Trumpet  
Shiitake



## Norwich Meadows Farm Little Gem Lettuce

Individual clusters of sweet and juicy Little Gems are a salad dream: Entirely usable, the crisp small leaves are natural ingredient catchers. These are grown organically, upstate, four hours from NYC, using a special cocktail of micronutrients that produce superior tasting greens. Norwich harvests for readiness and flavor, never storage.

# JULY

**Wild** : Black Conica Morel  
Chanterelle  
Porcini

**PEPPERS** : Corno di Toro  
Cubanelle  
Italian Long Hot  
Jimmy Nardello  
Rainbow Bell  
Shishito

**RADISHES** : Cincinnati  
Easter Egg  
French Breakfast  
White Icicle

**SQUASHES** : Avocado  
Centercut  
Costata Romanesco  
Eight Ball  
Gold Bar  
Gold Zucchini  
Lebanese Cousa  
Patty Pan  
Tetra  
Trombetta  
Zephyr  
Zucchini

**TOMATOES** : Beefsteak  
Early Girl  
Green  
Green Zebra  
Heirloom  
Japanese Black Truffle  
Mixed Cherry  
Red Cherry  
Sunchocola Cherry  
Sungold Cherry  
Plum  
Purple Cherokee



## Norwich Meadows Farm Organic Yellow Wax Beans

These organic yellow beans are similar to green beans, but with straw yellow coloring, and a flavor that's less grassy and vegetal. The ones from Norwich are always firm and tasty; they're impeccably grown and sent to us one day after harvest.

## FEATURED FARM



# GALPIN FAMILY FARMS

REEDLEY, CA

Galpin Family Farms is a real deal family farm. Based in Reedley, CA, Lisa and Anthony Galpin have been farming in the Central Valley since 1980. Everything is picked and packed directly in the tree, meaning it's only being handled once. This unique way of packing ensures less bumping and bruising. The Galpins grow the highest quality tree fruit, without the use of pesticides and chemical fertilizers.



## The Best of Two Worlds (Like Breakfast & Dessert)

La Fermière offers the best of both worlds: A domestic yogurt direct from Saratoga Springs, NY, created with a decades-old, French family recipe. Made with premium dairy, fresh ingredients, and real cane sugar, La Fermière comes in a variety of year-round and seasonal flavors, like salted caramel, mango passion fruit, and piña colada. And they're all served in our signature pots. *Très mignon!*

*lafermière*  
NATURALLY FRENCH™

some like it hot

# AUGUST

With the hottest days of the year come the juiciest berries, the sweetest melons, and the most tender eggplant. August produce is the epitome of summer and the most robust time in our local growing season. We love sourcing the freshest and most unique specialty items from our local partners.

PRODUCE GUIDE



***Snow Leopard  
Melons***

These attractive, personal-sized melons, flecked with splashes of green, hold interior flesh that is snow white. Crisp and firm, while Snow Leopards share similarities with honeydew, they're known for their cucumber-like flavor and texture.



**FRUIT**

- SPECIALTY** : Black Currant  
: Red Currant  
: White Currant  
: Bronx Grape

- BERRIES** : Blackberry  
: Blueberry  
: Wild Maine Blueberry  
: Cape Gooseberry  
: Golden Raspberry  
: Raspberry  
: Rosé Raspberry  
: Harry's Berries  
: Mara Des Bois Strawberry  
: Strawberry  
: Tristar Strawberry  
: Wild Huckleberry

- FIGS** : Black Mission  
: Brown Turkey  
: Kadota  
: Tiger Stripe  
: White Adriatic

- MELONS** : Charantaise  
: French Orange Cavaillon  
: Galia  
: Honey Kiss  
: Honeydew  
: Little Flower Watermelon  
: Orange Watermelon  
: Yellow Watermelon  
: Mixed Heirloom  
: Snow Leopard

- STONE FRUIT** : Midnight Velvet Apricot  
: Red Velvet Apricot  
: Ruby Velvet Apricot  
: Sour Cherry  
: Sweet Cherry  
: White Nectarine  
: Yellow Nectarine  
: Peach Donut  
: White Donut  
: Yellow Peach  
: Peacharine  
: Greengage Plum  
: Autumn Honey Pluot  
: Emerald Beaut Pluot  
: Flavor King Pluot  
: Red Raspberry Pluot  
: Sunset Gold Pluot

**VEGETABLES**

- SPECIALTY** : Agretti  
: Baby Artichoke  
: Celtuce  
: Fig Leaf  
: Fresh Ginger  
: Mexican Sour Gherkin  
: Purslane  
: Squash Blossom  
: Tomatillo

- ALLIUMS** : Garlic Chives  
: Japanese Negi Scallion  
: Purplette Onion  
: Torpedo Onion  
: Walla Walla Onion

- BEANS** : Calypso  
: Christmas Lima  
: Cranberry  
: Dragon Tongue  
: Fava  
: Flageolet  
: Jacob's Cattle  
: Maxibel  
: Romano  
: Wax

- BEETS** : Baby  
: Badger Flame  
: Rainbow

- BRASSICAS** : Baby Green Kale  
: Baby Lacinato Kale  
: Bok Choy  
: Broccoli Rabe  
: Caraflex Cabbage  
: Red Napa Cabbage  
: Collards  
: Green Kohlrabi

- : Purple Kohlrabi  
: Hakurei Turnips  
: Spigariello  
: Swiss Chard

- CORN** : Bi-Color  
: White  
: Wild Violet  
: Yellow

- CUCUMBERS** : 7082  
: Kirby  
: Lemon  
: Little Potato  
: Painted Serpent  
: Persian  
: Sikkim  
: Suyo Japanese  
: White

- EGGPLANT** : Calliope  
: Fairytale  
: Graffiti  
: Hansel & Gretel  
: Italian  
: Japanese  
: Lavender  
: Prospera  
: Rosa Bianca  
: Sicilian  
: White





***Sicilian Mix  
Eggplant***

The skin on Sicilian eggplant is more tender than skin on the large, pear-shaped western eggplant, we typically see domestically. Less seeds and very white, dense flesh delivers on a more delicate flavor, with significant texture.

- LETTUCE & SALADS** : Baby Green Oak  
Baby Red Oak  
Baby Green Tango  
Baby Lolla Rosa  
Baby Red Romaine  
Little Gem

- Specialty*** : Baby Red Frill Mustard  
Green Dandelion  
Red Dandelion  
Wild Arugula

- MUSHROOMS & TRUFFLES** : Black  
Summer
- Truffles*** :

- Cultivated*** : Beech  
Bluefoot  
Hen-of-the-Woods  
Oyster  
Royal Trumpet  
Shiitake

- Wild*** : Chicken-of-the-Woods  
Lobster  
Porcini  
Saskatchewan Chanterelle

- PEPPERS** : Aji Amarillo  
Aji Dulce  
Aji Limon  
Aji Rojo  
Bird's Beak  
Brazilian Starfish  
Cayenne  
Corno di Toro  
Cubanelle  
Ghost  
Fatali  
Grenada  
Habanada

- PEPPERS** : Italian Long Hot  
Jalapeño  
Jimmy Nardello  
Padron  
Rainbow Bell  
Red Fresno  
Shishito  
Sugar Rush Peach  
Trinidad Perfume

- POTATOES** : Austrian Crescent  
German Butterball  
Red Adirondack  
Red Chile Fingerling  
Russian Banana Fingerling  
Upstate Abundance

- RADISHES** : Cincinnati  
Easter Egg  
French Breakfast  
White Icicle

- SQUASHES** : Avocado  
Centercut  
Costata Romanesco  
Eight Ball  
Gold Bar  
Gold Zucchini  
Lebanese Cousa  
Patty Pan  
Tetra  
Trombetta  
Zephyr  
Zucchini

- TOMATOES** : Early Girl  
Beefsteak  
Yellow Beefsteak  
Black Velvet  
Brandywine  
Clementine  
Green  
Green Zebra  
Heirloom  
Indigo Rose  
Japanese Black Truffle  
Magic Mountain  
Mixed Cherry  
Red Cherry  
Sunchocola Cherry  
Sungold  
Plum  
Purple Cherokee  
San Marzano



***Purslane***

Once a sprawling weed-like plant you might spy sprouting between sidewalk cracks, this green is now considered a forager's prize. Highly perishable purslane consists of clusters of tiny, plump leaves that grow flat to the ground. They have a crunchy bite and a clean, fresh, lemony taste that mellows when cooked.



# KITCHEN GARDEN FARM

SUNDERLAND, MA

Kitchen Garden Farm is a certified organic farm located in the heart of the Pioneer Valley, the prime agricultural region of Western Massachusetts. The farm consists of 50 acres of rich river bottom soil, with fields on both sides of the Connecticut River. Caroline Pam and Tim Wilcox, who started the farm in 2006, are committed to growing healthy soils by cultivating a wide range of biodiverse crops, improving crop rotation, and cover cropping. Their growing practices reflect a deep commitment to the quality of their products, the health of their land, and the safety of their workers.

(Photo courtesy Kitchen Garden Farm)

## FRESHNESS YOU CAN SEE INTEGRITY YOU CAN TASTE

- ✓ SELECTIVELY SOURCED
- ✓ PROCESSED IN SMALL BATCHES
- ✓ SIGNATURE OLD-FASHIONED BOWL-CHOPPING METHOD

### THE DIFFERENCE IS IN OUR DEDICATION TO THE GROUND BEEF PROCESS

Our signature, low-pressure bowl-chopping method allows for the beef to maintain its structure and integrity, never grinding or pulverizing the meat. The result is a tender, juicy “steak-like” bite that is truly unmatched in the industry!





# PIER LESS

F I S H

## *Baldor's New Fish Story*

You've probably already heard the news, but we wanted to share it here, too: Last May, Pierless Fish joined the Baldor family and we couldn't be more thrilled to have them, and their exceptional products, on our team.

For quite some time, we've wanted to add fresh fish and seafood to our line-up. But, every time we've partnered with farmers, growers, ranchers, and makers to bring you fruit, vegetables, meats, dairy, eggs, and all the products we carry, it's been with careful consideration for the team behind the product, the items, their methods, and the care with which they're brought to market.

When it came time to not only carry, but to welcome a fish and seafood purveyor to our team, it couldn't be just anybody.

Luckily, we felt an instant kinship to Pierless.

Once we started talking to them, and to founder, Bobby DeMasco, we truly believed that they are to fish and seafood, what we've always strived to be to the products we carry. They care deeply about the fisherman who live their lives in the water, work tirelessly to

form and maintain relationships on the docks, and are committed to sourcing, promoting, and championing for local, sustainable, and ethical catches, whenever possible.

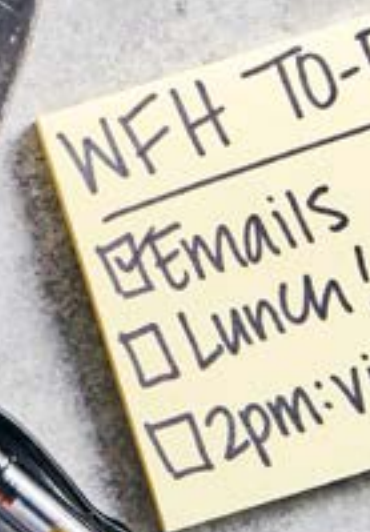
It was easy for us to see that their success is rooted in expert knowledge and discriminating decision making, never accepting products that don't meet their standards, and only letting items that are processed and fabricated with the same dedication, bare the Pierless name.

And, like us, the key to their achievements, has always been supplying high-quality products to local and New York City chefs, known for equally discerning tastes and standards.

The result: Everything that leaves their Brooklyn site, from fillets and whole fish to sushi grade cuts and seafood, is unbelievably fresh, always offering superior color, texture, and flavor.

Pierless Fish will continue to run their operations independently out of their state-of-the-art Sunset Park facility. Please reach out to your sales representative to receive their full list and with specific requests.





# *urban roots*

Urban Roots is all about creating more options for home cooking. Ready-to-heat veggie sides? Check. Pre-cut ingredients for those short on time (or knife skills)? Got 'em. Complete kits for lighter entrées or to hold up a favorite protein? Nailed it. We spend countless hours in R&D, experimenting and testing – on ourselves – the recipes, presentation, and packing of Urban Roots products. It's all in an effort to make a retail product fit for foodies and neophytes alike. Help a home cook skip some prep with our Mirepoix. End sad desk lunches with delicious culiflower rice dishes. Urban Roots is made with love – and kitchen cred.

**Veggie-Focused, Busy Life-Approved.**

📷 @meeturbanroots

# Explore the Wide World of Food

THEN GET IT DELIVERED, PRONTO.

Over 30 years ago, Baldor used its deep culinary roots to reinvent wholesale food and inspire customers. Today, through our website, app, and world-class service, we still help create intimate, informed relationships with the foods our customers need and love. A few ways we do just that:



## THE NEW & THE NOTABLE

Whenever we bring in something new, you'll be among the first to know. Discover our latest offerings and seasonal trends on our homepage and at [baldorfood.com/newproducts](https://baldorfood.com/newproducts).



## PEAK SEASON PRODUCE

Looking for hyper-seasonal specialty produce? Opt in to Peak Season emails for a curated list of the moment's best. For updates any time, check [baldorfood.com/peakseason](https://baldorfood.com/peakseason).



## NEWS FROM THE FARM

News from the Farm highlights the ups, downs, and in-betweens from the produce supply market. Subscribe to the newsletter, and find a detailed report at [baldorfood.com/news](https://baldorfood.com/news).



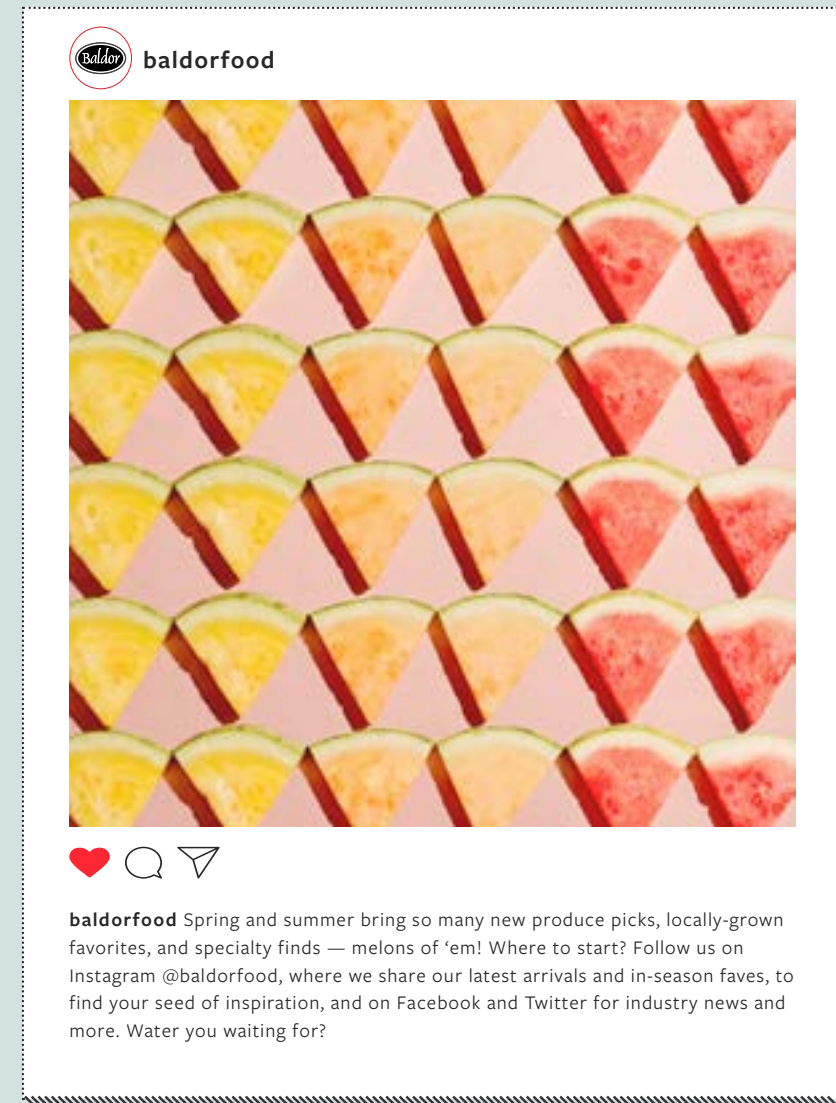
## NEW TO BALDOR?

Let's get cooking. Our customers represent the finest restaurants, retailers, and other food pros in the world. That means you! Sign up today at [baldorfood.com/become-a-customer](https://baldorfood.com/become-a-customer).



Quality You Can Trust. Service That Delivers.

[baldorfood.com](https://baldorfood.com)



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