

Falls into Manuer

Autumn 2024

Fresh new products for your menus



U expert food team has curated a special selection of new and exciting products, perfect for your autumn and winter menus.

Discover vibrant leafy clementines, sweet cotton candy grapes, and British-grown herbs from innovative vertical farms.

Our new products are bursting with flavour, and they also support our dedicated growers in the UK and around the world. By featuring offerings from both local and global suppliers, we provide a diverse selection that brings the best of both worlds to your kitchen.

Enjoy responsibly sourced products and celebrate the best flavours of the season with us.

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Products will be available from w/c 7th October 2024 onwards.

To find out more, get in touch info@freshdirect.co.uk 0344 873 0868

Explore the range

11046 | Blood Oranges | 1 x 1kg

Available January to March | Bollo Natural Fruit

The blood orange is a variety of orange with crimson, almost blood-coloured flesh. The distinctive dark flesh colour is due to the presence of anthocyanins, a family of polyphenol pigments common to many flowers and fruits, but uncommon in citrus fruits. Their vibrant colour and unique flavour make them popular in fresh juices, cocktails, salads, and desserts. Blood oranges are commonly used in marmalades, syrups, sauces, and marinades to add a tart and citrusy element to dishes.

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Our chef's comments

A classic winter fruit with a unique flavour and striking colour. Makes really attractive fruit crisps when dehydrated, or grate the zest to infuse delightful flavour into ganache, creams, and syrups.

For our chef's serving suggestions, see pages 24 & 27

82901 Leafy Clementines 1 x 1kg

Available October to February Bollo Natural Fruit

Clementines, petite and seedless citrus fruits, are renowned for their effortless peeling and sweet, juicy flavour. When sold with leaves attached, they not only enhance presentation but also maintain freshness. These leaves double as garnishes for desserts, cocktails, or dishes and can infuse teas or baked goods with a subtle citrus aroma. With both aesthetic appeal and versatile culinary uses, clementines with leaves elevate any occasion.

Our chef's comments

A timeless winter citrus fruit. Enjoy it fresh as a hand fruit or incorporate it into desserts like sorbets, mousses, and fruit tarts for a burst of vibrant flavour.



For our chef's serving suggestions, see pages 25 & 29

SWEET AND TANGY

108111 Large Lemons 1 x 15kg

Available all-year-round Bollo Natural Fruit & Westfalia

Our hand-selected lemons are an essential component of the latest cocktail trends. Their generous size and vibrant flavour make them a must-have ingredient. Perfect for those who demand quality in high-volume settings, with year-round availability.



For our chef's serving suggestion, see page 29

108121 **Cotton Candy Grapes** 1 x 400g

Available July to April | Parallel

A delicious green grape that is sweet like cotton candy, tempting your taste buds with its irresistible flavour.

Our chef's comments

Superb flavour, somewhere between strawberry and candy floss. Perfect for snack pots or as a star ingredient in patisserie creations like fruit tarts, gateaux, and jellies.



108122 Sable Black Grapes 1 x 400g

Available July to May | Parallel

Discover the rich sweetness of our sable black grapes, with a delightful tropical aroma. Enjoy them from July through to May, bringing a taste of summer to every season.

Our chef's comments

A premium grape with a real intense and aromatic flavour. Perfect for refined cheeseboards or including in fruit salads.



For our chef's serving suggestions, see pages 27 & 29





For our chef's serving suggestion, see page 26

108007 Premium Braeburn Apple 1 x 12kg

Available all-year-round | de Groot

Red-skinned apples with stripey green patches, boasting a crisp texture with a white, juicy flesh. Ideal for high volume users.

107977 **Premium Royal Gala Apple** 1 x 12kg

Available all-year-round | de Groot

Red-skinned apples with small patches of yellow, complemented by a pale and juicy flesh. Ideal for high volume users.

108353 | Crownless Pineapples | 1 x 9

Available all-year-round | VIDAfresh

Medium-sized pineapples with green or golden skin and deep yellow flesh, conveniently crownless reducing time and waste in the kitchen. Each pineapple weighs approximately 1.5kg.



For our chef's serving suggestion, see page 26

108123 **Gaya Melon** 1 x 1

Available all-year-round | Vidafresh

With its striking appearance on the outside, the gaya melon has a deliciously firm flesh on the inside that tastes sweet and juicy.

Our chef's comments

Also known as snowball melon due to its white rind and pale (almost white) flesh. Originating in Japan, a delicately flavoured sweet melon works well with cured hams like parma and serrano, or is simply cut and enjoyed.





For our chef's serving suggestion, see page 24

Available all-year-round | Barfoots

Introducing our Freshlock® sweetcorn cobettes: each cob is carefully de-husked, trimmed, and cut to perfection. The cobettes are then gently pasteurised to lock in their natural goodness and just-picked freshness whilst extending the shelf life to minimise waste. Simply reheat and enjoy. British grown in August and September.

Our chef's comments

Exceptional quality with this long-lasting product that rivals fresh ingredients in taste. Perfect for any BBQ board, especially when paired with jalapeño butter.

To find out more, get in touch info@freshdirect.co.uk 0344 873 0868



1079911 Fine Asparagus 🕀 1 x 200g



Available all-year-round | Barfoots

Enjoy our delicate fine asparagus, packed in convenient 200g portions. These slender spears are incredibly versatile, ideal for elevating any meal as a side dish or adding a fresh crunch to salads. British grown fine asparagus is available from April to June.



RICH & EARTHY

108068 Mini King Oyster Mushrooms 1 x 1kg

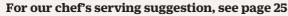
Available all-year-round | Banken

Also known as eryngii, the king oyster mushroom grows in clusters and features a firm white stem with a pale brown cap. Renowned for its meaty texture and rich flavour, the mini king oyster also has a stem measuring 3-6cm.

Our chef's comments

Perfect little mushroom for pickling or use in stir-fries. Also great as a vegan alternative to salt and pepper squid when coated in rice flour, salt, pepper, and chilli flakes and deep-fried.





For our chef's serving suggestion, see page 29

1082471 King Oyster Mushroom Scallops 1 x 12

Available all-year-round | Banken

Whole king oyster mushrooms expertly sliced into a scallop shape. Perfect for creating natural, vegan-friendly dishes.

Our chef's comments

For a taste of the sea, we like to soak these in a kombu broth before searing in a hot pan to resemble real scallops. Great as a vegan starter alternative to the real thing.

108074 Prepared Banana leaves 6 x 500g

Available all-year-round | Planet Produce

Experience the convenience of our fully prepared banana leaves, expertly cut into circular discs. Perfect for streamlining your kitchen tasks, these ready-to-use banana leaves save you time and effort in the kitchen.

For our chef's serving suggestion, see page 27

Our chef's comments

Enhance your Asian dishes with these perfectly round banana leaf discs. They are easy to handle and use, making your presentation effortless and elegant.

350801 Kohlrabi 1 x 1

Available all-year-round | Planet Produce

Kohlrabi offers versatility in the kitchen, suitable for both raw and cooked consumption. Packed with health benefits due to its high vitamin C content, this vegetable, belonging to the cabbage family, presents a sweet, mild flavour. It serves as an excellent alternative to cabbage or turnip, with both its leaf and bulb being edible.

Our chef's comments

Historically a much-overlooked vegetable in the UK. Really versatile and can be shaved raw into salads, used in stir fries, steamed as a vegetable or peeled, very thinly sliced, and used as an alternative to rice paper wraps.



1080721 British Rocket 🕀 1 x 250g

"

Available all-year-round | ready-to-eat | Grow Up farms

Experience the peppery perfection of our sustainably grown British rocket, cultivated in a cutting-edge UK vertical farm. Enjoy its exceptional taste year-round, and thanks to the pesticide-free growing methods, it's ready to eat straight from the pack.

Our chef's comments

Fantastic quality and consistency, coupled with strong sustainability messaging and an impressive shelf life.



For our chef's serving suggestions, see pages 24 & 27



For our chef's serving suggestions, see pages 24 & 27



1076651 British Basil 😩 1 x 100g

Available all-year-round | JVG

British basil, vibrantly flavoured and nurtured sustainably in a state-of-the-art UK vertical farm. With a commitment to freshness, our basil is available year-round, offering the perfect culinary accent for any dish.

1076641 British Chives 😩 1 x 100g

Available all-year-round | Fischer Farms

Cultivated in the heart of the UK using innovative vertical farming techniques. These chives are grown sustainably, free from pesticides and chemicals, ensuring a fresh and flavourful product available year-round. Enjoy the taste of premium quality, environmentally-friendly herbs in every season.



With its finer stem and impressive sustainable credentials, this ingredient elevates any dish.



1083421 Solo Garlic 1 x 250g

Available all-year-round | Pan United

Solo garlic, also known as single clove or lazy garlic, offers a milder and sweeter flavour compared to traditional garlic. As the name suggests, it consists of a single clove, simplifying the peeling process similar to a small onion.



Our chef's comments

Neat little whole 'bulbs' great when confited and used as a garnish for steaks and grills, or roasted in the skin till soft and used to spread on bruschetta and crostini as part of a sharer or bread board.





579515 Rainbow Chantenay Carrots 1 x 5kg

Available October to March Fresh Gro

Sustainably British-grown rainbow Chantenay carrots, offering a mix of purple, yellow, and orange carrots in every box.

Our chef's comments

Great to add colour to your veggie sides or incorporáte them thinly shaved, dressed, and into salads or pickles for a burst of flavour.



For our chef's serving suggestions, see page 24

1082031

1 x 500g

and yellow.

Sweet Peppers

Available all-year-round | QPI

Large sweet peppers, bursting

with shades of red, orange,



310108 1 x 3kg







For our chef's serving suggestion, see page 29

Coeur de Boeuf Tomato

Available all-year-round | Agroponiente

Also known as beefsteak tomatoes. Renowned for their large, ribbed shape and firm flesh, these tomatoes deliver a mild, sweet flavour that enhances any dish. Perfect for salads and gourmet recipes, these tomatoes bring a touch of elegance and freshness to your kitchen creations.

Our growers

At the heart of our new product range are our exceptional suppliers, who grow the freshest, highest-quality ingredients for your menus. This diverse group of British, overseas, and vertical farmers ensures that every product we offer is crafted with care.

Together, our suppliers embody our commitment to quality, sustainability, and innovation, helping us deliver products that not only meet but exceed your expectations.



Barfoots

Location Bognor Regis

Produce

CauliShoots®, green beans, Tenderstem® broccoli, Freshlock® jacket potato, Freshlock® sweetcorn cobette, sweetcorn, chillies.

Their story

Barfoots has operated as a family-owned business since it began in 1976. As growers, they believe in improving their impact on the world while producing delicious, nutritious vegetables and putting sustainability at the core of their business.

Sustainability spotlight

Barfoots founder, Peter Barfoot, has a CBE for Services to Sustainable Farming, highlighting their expertise in sustainable agriculture and a desire to 'do better'.

They are self-sufficient, investing in sustainable waste management with anaerobic digestion at the heart of this commitment. They actually produce much more energy than they need for their factories and fields!

Recent technology that extends the shelf life of their Freshlock® sweetcorn and jacket potato which in turn reduces waste is one of multiple successful initiatives they operate. Not only this, but they also contribute to a number of schemes to relieve food poverty and reduce food waste.



Location Evesham

Produce

Speciality tomatoes, leaves, edible flowers, micro leaf, mint, tender leaf, samphire & other sea vegetables

Their story

With over 150 product lines to boast about and 80 years of expertise behind them, Westlands Nurseries bring market leading innovation, and world-class produce into foodservice kitchens nationwide.

All Westland products are UK grown and they are proud to be the only commercial grower of Samphire in the UK.

Sustainability spotlight

Westlands pride themselves in investing time into the planet, and the community. This is backed by Red Tractor, LEAF and BRC accreditations.

The nurseries benefit from renewable energy, combining heat and power to generate electricity around the Evesham site and to heat the greenhouses, saving unnecessary burning of gases. Rainwater is collected from the roofs of the glasshouses and stored in an open reservoir. This is then treated to be used in the irrigation of crops. Water management systems are a high priority for Westlands. All water that has been recycled gets nutrients added for optimal crop growth.





Fresh Gro

Location Nottinghamshire

Produce Root vegetables

Their story

Founded in 1998 by ten farmers, Fresh Growers Ltd pioneered bringing Chantenay carrots back to the UK and now supplies over 90% of the UK Chantenay market.

Martin Evans, CEO, says "The future will bring more innovation and we are not just satisfied with keeping up with progress we feel it is important that we have a hand in creating progress."

Sustainability spotlight

Sustainability is paramount to Fresh Gro as a business. They have their own sources of renewable energy via wind turbines and solar panels, focus on transport efficiency to minimuse food miles, and are working to ensure plastic use is eliminated at every stage of production and packing. In addition, they participate in soil conservation, provision of habitat and hedgerow management to protect the local ecosystem.



The future is vertical

Fresh Direct proudly includes vertical farmers within our range of suppliers, ensuring a more sustainable and year-round harvest of fresh produce. This innovative method grows crops in climate-controlled environments using stacked trays and energy-efficient LED lights, maximising space and minimising water use and pesticides. Discover how this cutting-edge approach is revolutionising the way we grow and enjoy nutritious food.



GrowUp Farms

Location

Kent & Cambridge

Produce

Lettuce leaves, rocket

Their story

GrowUp grow, harvest and pack, all in the same place – from seed to plate, they shorten the supply chain and only grow in the UK, reducing emissions and waste. What started as a small idea nine years ago has now blossomed into a £100m investment in Pepperness, their vertical farm located in Sandwich, Kent.

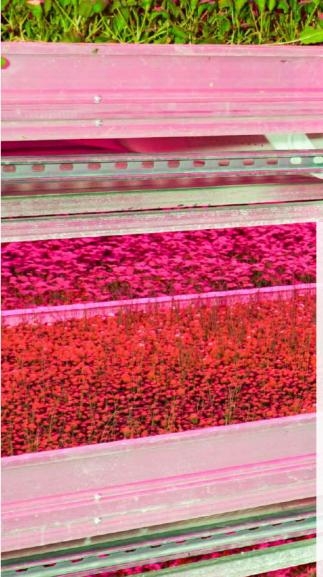
Sustainability spotlight

GrowUp builds their farms with renewable energy at the forefront, eliminating the need for non-green energy sources to grow plants. Pepperness, in Kent, strategically neighbours a bioenergy facility, providing access to 100% green heat and energy. This ensures perfect growing conditions without having to rely on environmentally harmful fossil fuels.

GrowUp Farms is a certified B Corp, with on-site renewable electricity and low carbon production.









Location Norwich

Produce Basil, chives, watercress

Their story

Innovation

Sustainability spotlight The farm is powered using renewable energy and uses less water and land. As well as this, producing herbs locally means that we don't have to transport them far, leading to less wastage due to a more suitable supply chain.

Fischer Farms

Fischer Farms is revolutionising the future of farming, providing a more resilient and sustainable way to feed the world. As a vertical farm, Fischer operate one of the largest vertical farms in the UK, needing only a fraction of the land that would normally be required. In fact, around 1,000 traditionally farmed acres would be needed to match the produce produced on Fischer Farms' four-acre farm.

Everything about vertical farming is innovative, from the tightly controlled environment which means that pesticides or herbicides are not needed to the renewable energy that's used to power the site. The Norwich site is a state-of-the-art farm, one of the largest that's been built - it's pioneering new ways of farming.

To find out more, get in touch info@freshdirect.co.uk 0344 873 0868

Bollo Natural Fruit

Location Murcia, Spain

Produce

Lemons, blood oranges, leafy clementines

Their story

Bollo Natural Fruit, a third-generation family company, have been growing citrus fruit for over 50 years. Located in Murcia, southern Spain, the climate is perfect for top-quality lemon growth up to nine months of the year.

Sustainability spotlight

Bollo Natural Fruit specialises in organic and sustainable farming techniques. Their aim is to achieve net zero by 2030 and to become climate-positive by 2050. To reduce carbon emissions, they are improving refrigeration systems and fruit-handling lines, investing in renewable energy projects, and implementing a sustainable mobility strategy for more efficient transportation.

Product is packed in a state-of-the-art pack house, using some of the best technology available to provide consistent, fresh lemons with the assurance and quality control Fresh Direct customers expect.

WATCH OUR SUPPLIER VIDEO



Westfalia

Location

South Africa

Produce

Avocados, limes, lemons

Their story

Westfalia Fruit is a leading multinational supplier of fresh fruit and related products to international markets. Through their vertically-integrated supply chain they grow, source and ripen, pack, process and market quality avocados and other produce - across the year and across the globe.

It has strong supply partnerships that help it source avocados from Africa and South America. With the largest avocado-growing footprint in the world, they are recognised as the #avoexperts

Sustainability spotlight

Accreditations ranging from GlobalGAP, IFS, and Sedex to BRC and HACCP assure customers of their commitment to producing safe, high-quality food while ensuring the sustainable and responsible management of their bio-resources and the communities and environment in which they operate.

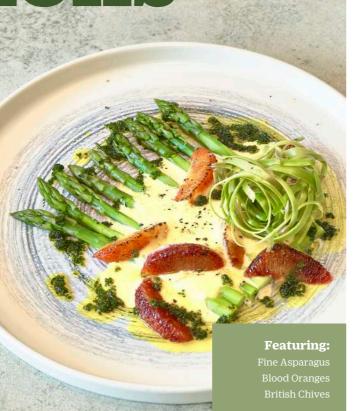


WATCH OUR SUPPLIER VIDEO

Serving suggestions

Steamed asparagus with blood orange hollandaise and chive oil

Pencil asparagus are varieties that are cultivated and harvested young specifically for their thin, tender spears. With pistachio green stems and purple-green tree-shaped tips, fine asparagus boast a sweeter and more delicate grassy flavour compared to their more mature counterparts. Cooked, they reveal notes of toasted almonds and artichoke, complemented by buttery richness. Paired here with a hollandaise and caramelised blood orange, finished with our vertically grown chives for a final flourish, this is sure to make a crowd pleaser.





Featuring: Rainbow Chantenay Carrots

Roasted chantenay carrots with fresh basil and rocket pesto

These rainbow carrots are delicious, boasting a rich, earthy sweetness that delights the palate. Ideal for roasting, these vibrant carrots pair well with robust flavours like garlic, chilli, and basil. With minimal preparation required, they are also a favourite among chefs.

lemons are perfect for classic desserts like set lemon creams, offering an indulgent experience of both flavour and texture. With their larger size, they are also ideal for homemade lemonades, making them a must-have ingredient for your kitchen.



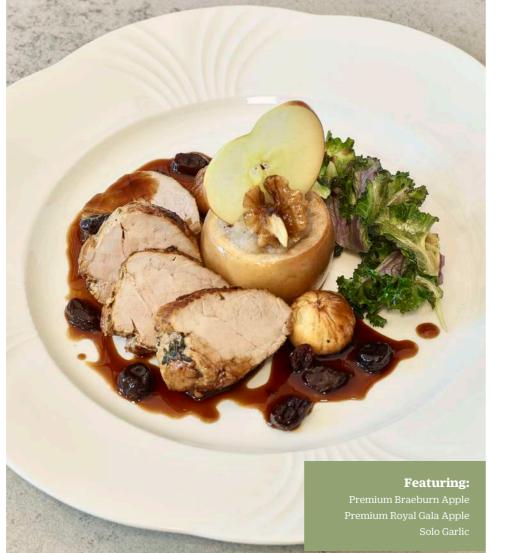
Salt & pepper mini king oyster mushrooms with sweet chilli sauce

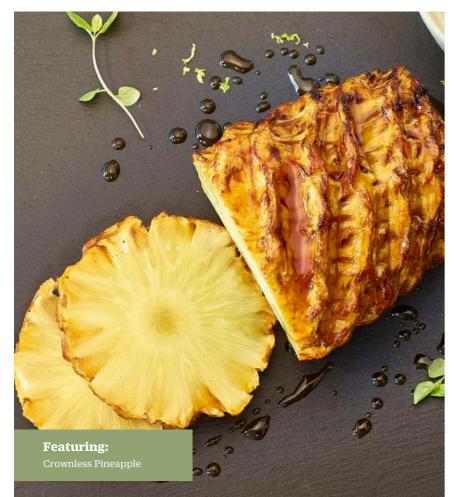
Mini king oyster mushrooms contain a rich depth of flavour in their firm, meaty flesh. Slightly peppery with umami notes, these mushrooms are best when cooked. Soaked in seaweed and tossed in salt n pepper cornflour to mimic the texture and flavour of squid, these are truly delicious with a sweet chilli dipping sauce.



Pan- seared pork fillet, baked braeburn apple with gala apple and walnut puree, roasted solo garlic jus-lie, sauté kale

Braeburn apples, with hints of pear and cinnamon, are the perfect accompaniment to pork and other autumnal ingredients. These apples bake beautifully, retaining their structure, and when stuffed with a savoury apple puree, they add a delightful twist to any dish. Their robust flavour can stand up to bold companions like kale and roasted solo garlic. Elevate your dish by making them the star of the plate; you won't be disappointed!





Roasted crownless pineapple, rum, chilli & nutmeg caramel, coconut yogurt, lime zest, micro mint

Selected with sustainability in mind by creating less waste, these crownless pineapples are versatile and vibrant, perfect for all types of recipes such as chilli pickle pineapple, juices and smoothies, or simply enjoyed fresh. Beautiful when roasted whole, brushed with sticky rum syrup and tangy chilli. Plus, pineapples are great for digestion, as they are the only known food source of bromelain, a combination of enzymes that digest protein.



Braeburn apple and sable black grape with kohlrabi rémoulade and Devon crab

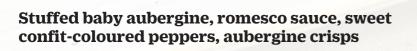
Sable grapes, with their intense sweetness and delicate hint of Parma Violets, are simply irresistible. When paired with the balanced sweetness and subtle tartness of Braeburn apples, you get a perfect harmony of flavours, with notes of pear and cinnamon adding depth. Together, they complement sweet and delicate meats or fish, such as Devon crab.



Compressed gaya melon, sable black grape and blood orange salad with prosciutto, rocket and basil

Experience the elegance of gaya melon - with smooth grey to green skin and a sweet aromatic and floral flavour, with orange flesh. Gaya melon pairs perfectly with strong flavours like floral basil and peppery rocket. Its versatility allows it to enhance savoury salads and add a refreshing twist to smoothies and sweet desserts.

> **Featuring:** Kohlrabi Premium Braeburn Apple Sable Black Grapes



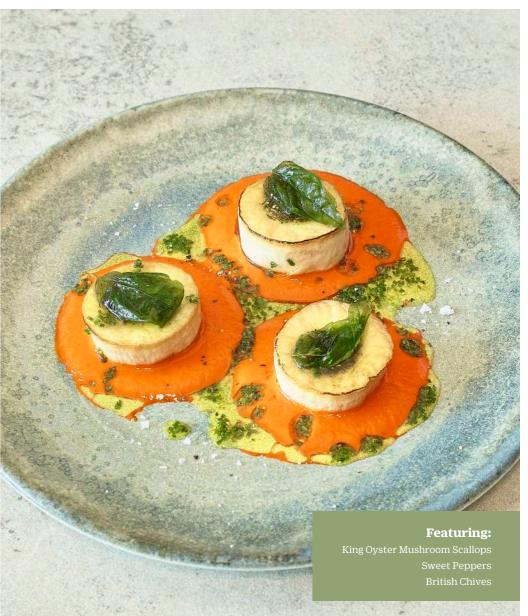
Watch out for these little gems; they are perfect for small plates and tapas dishes with zero waste. Simply cut in half, drizzle with olive oil, sprinkle with some exotic spice seasoning and sea salt, then roast to give you that smoky flavour. Paired with romesco pepper sauce and confit peppers, they will leave your taste buds tingling.

Featuring: Baby Aubergines



King oyster mushroom scallops, paleo pepper emulsion, British chive oil

These vegan scallops are made with king oyster mushrooms and have the perfect texture. Cooked in olive oil, and paired with a roasted pepper emulsion sauce that mimics the scallop roe, creates the perfect tapas dish. You even think they are scallops!



Grape jelly, lemon cream, sugar dipped grape, British micro mint

Cotton candy grapes are seedless green grapes that have become famous for their distinctive candy floss flavour. Sable black grapes, with their hints of parma violet and toffee, boast a rich hue in colour and offer numerous health benefits that modern consumers seek. Whether enjoyed as a snack or incorporated into salads, desserts, or main dishes, they prove to be a versatile ingredient.

What's in season?

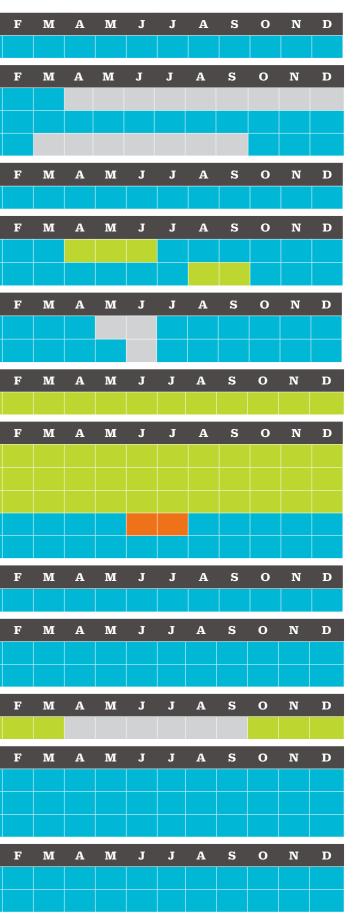
UK availability - good

UK availability - varied

Imported

Not available

Alliums	J
Solo Garlic	
Citrus	J
Blood Oranges	
Large Lemons	
Leafy Clementines	
Exotic Fruit	J
Crownless Pineapples	
Exotic Vegetables	J
Fine Asparagus	
Freshlock® Sweetcorn Cobette	
Grapes	Ј
Cotton Candy Grapes	
Sable Black Grapes	
	т
Herbs/ Cresses/ Shoots	J
Strawberry Mint	
Lettuce/ Leaf	J
British Basil (vertically farmed)	
British Chives (vertically farmed)	
British Rocket (vertically farmed) Kohlrabi	
Prepared Banana Leaves	
-	
Melon	J
Gaya Melon	
Mushrooms	J
King Oyster Mushroom Scallops	
Mini King Oyster Mushrooms	
Root Vegetables	J
Rainbow Chantenay Carrots	
Salad	J
Baby Aubergine	
Coeur de Boeuf Tomato	
Sweet Pepper	
Top Fruit	J
Premium Braeburn Apple	
Premium Royal Gala Apple	



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