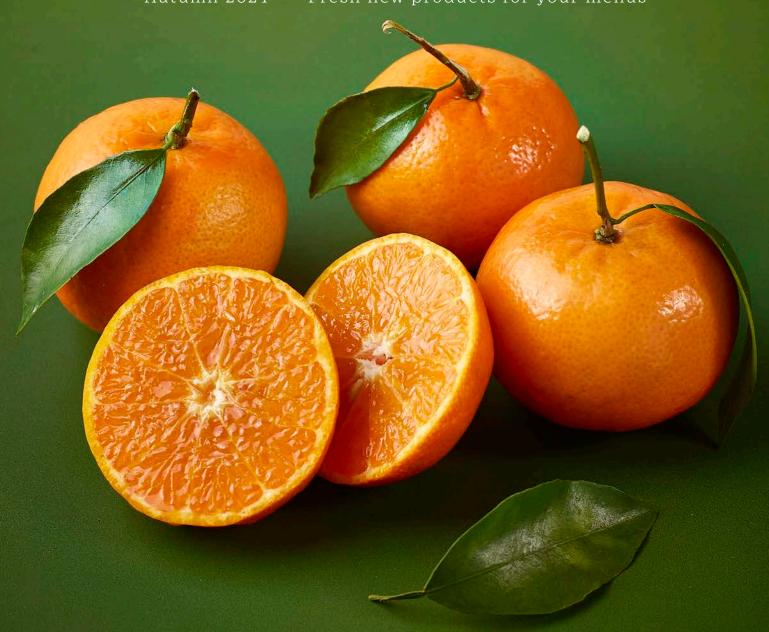


# Falls Winter

Autumn 2024

Fresh new products for your menus





ur 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



#### 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

### **Large Lemons** 1 x 15kg

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.

108111 Available all-year-round



#### 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.

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Our chef's comments

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











#### 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  $\mid$  de Groot

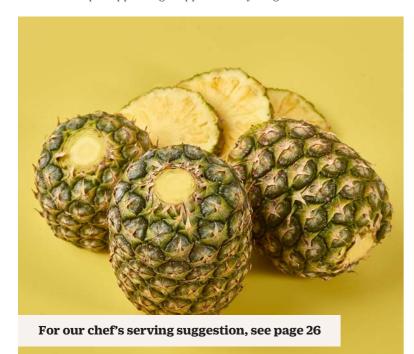
Red-skinned apples with small patches of yellow, complemented by a pale and juicy flesh. Ideal for high volume users.

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#### 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.



#### 108123 Gaya Melon 1 x 1

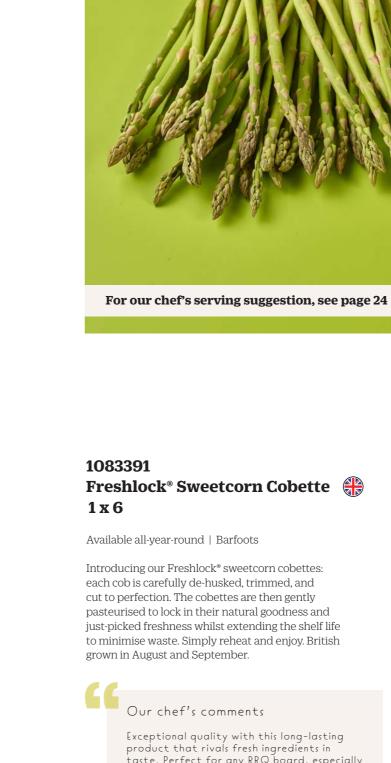
Available all-year-round | Vidafresh

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.



#### 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.



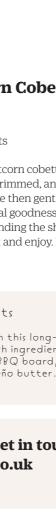
Available all-year-round | Barfoots

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







# 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.

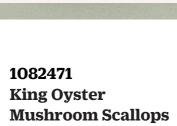


Our chef's comments

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





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.



#### 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.



#### 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.



#### 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.



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.



1080721

1 x 250g

British Rocket

Our chef's comments

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





# VERTICALLY FARMED PRODUCE

#### 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.



Our chef's comments

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



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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.

For our chef's serving suggestion, see page 26



GC

Our chef's comments

Ideal for sweet syrups or chopped into fruit salads and granitas.

For our chef's serving suggestion, see page 29

#### 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.





#### 1082031 **Sweet Peppers** 1 x 500g

Available all-year-round | QPI

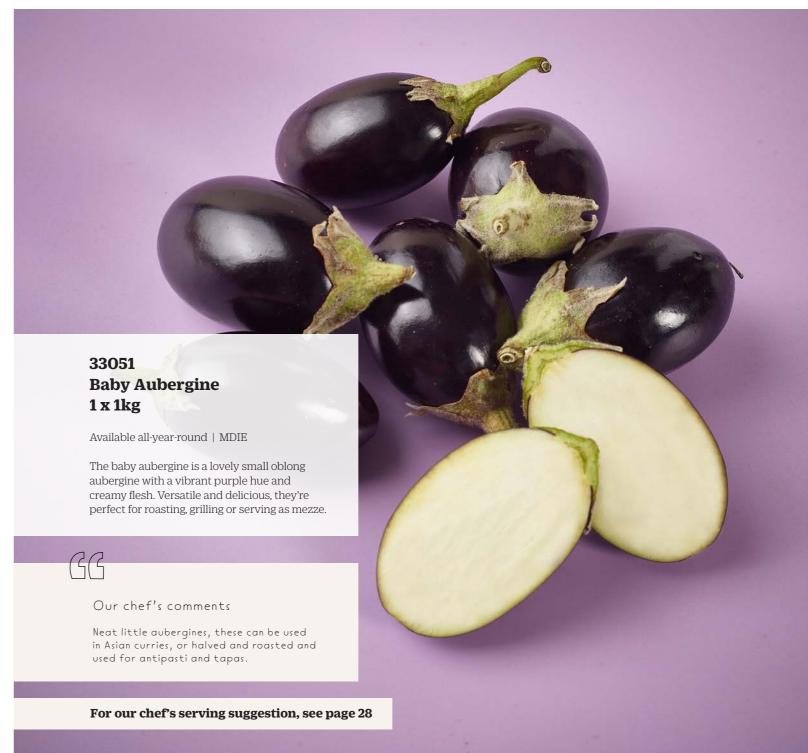
Large sweet peppers, bursting with shades of red, orange, and yellow.



#### 310108 **Coeur de Boeuf Tomato** 1 x 3kg

Available all-year-round | Agroponiente

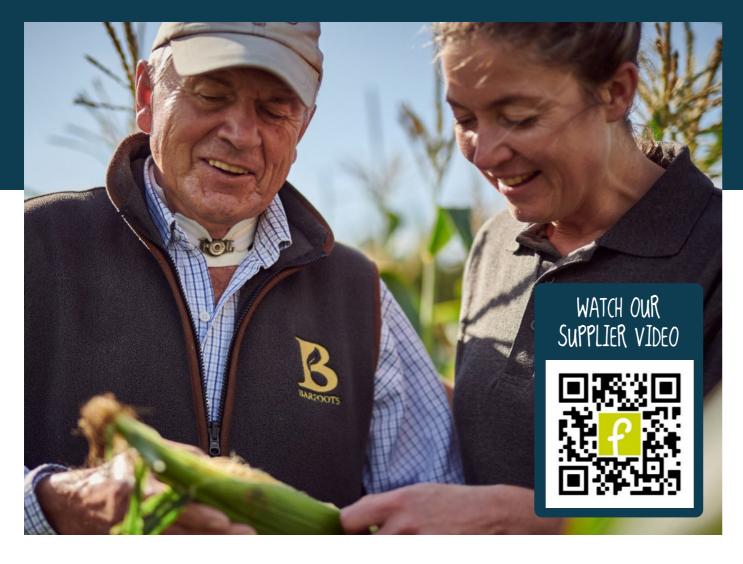
Also known as beefsteak tomatoes. Renowned for their large, ribbed shape and firm flesh, these tomatoes deliver a mild, sweet flavour that enhances any dish. Perfect for salads and gourmet recipes, these tomatoes bring a touch of elegance and freshness to your kitchen creations.



# 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

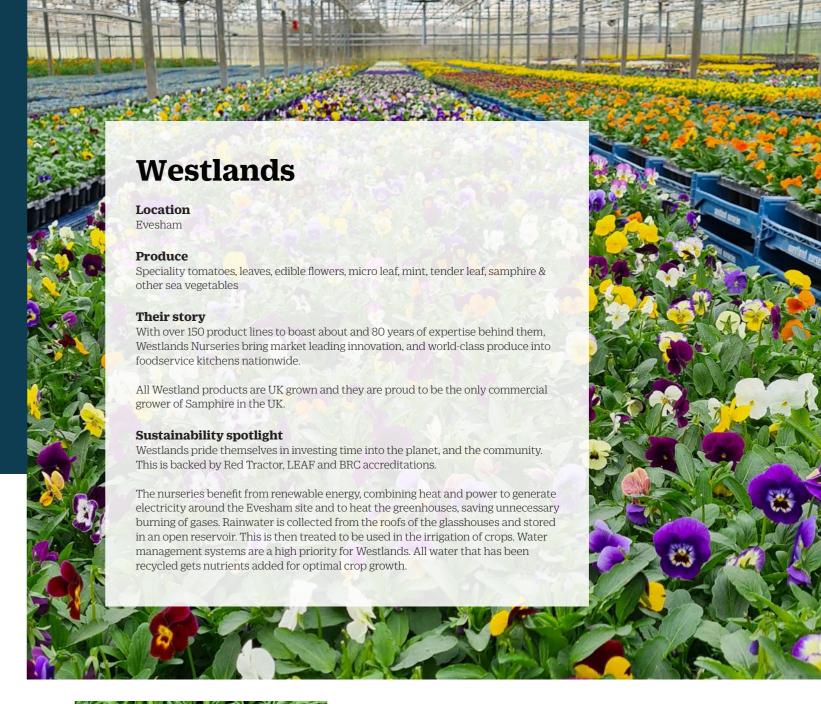
Barfoots has operated as a family-owned business since it began in 1976. As growers, they believe in improving their impact on the world while producing delicious, nutritious vegetables and putting sustainability at the core of their business.

#### 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.





#### 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.

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# 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**

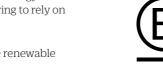
Lettuce leaves, rocket

#### 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.



Certified

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







#### 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.

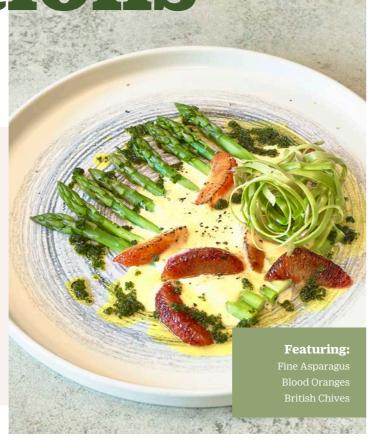




Serving suggestions

### 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.



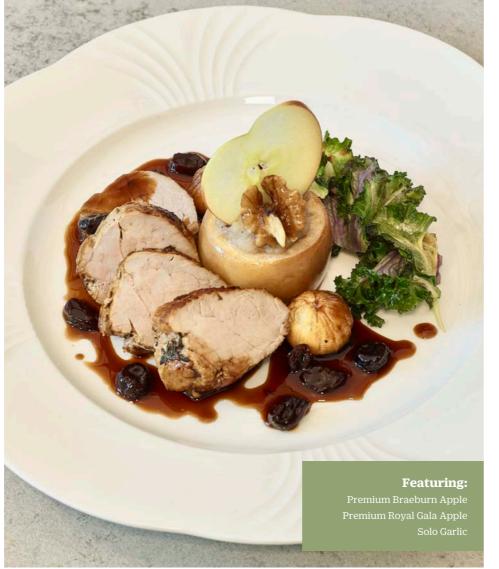




#### Salt & pepper mini king oyster mushrooms with sweet chilli sauce

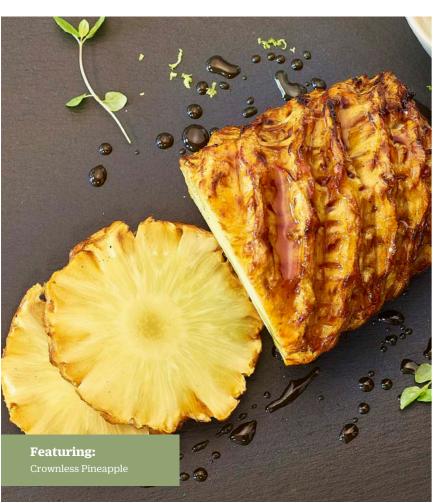
Mini king oyster mushrooms contain a rich depth of flavour in their firm, meaty flesh. Slightly peppery with umami notes, these mushrooms are best when cooked. Soaked in seaweed and tossed in salt n pepper cornflour to mimic the texture and flavour of squid, these are truly delicious with a sweet chilli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



#### 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.





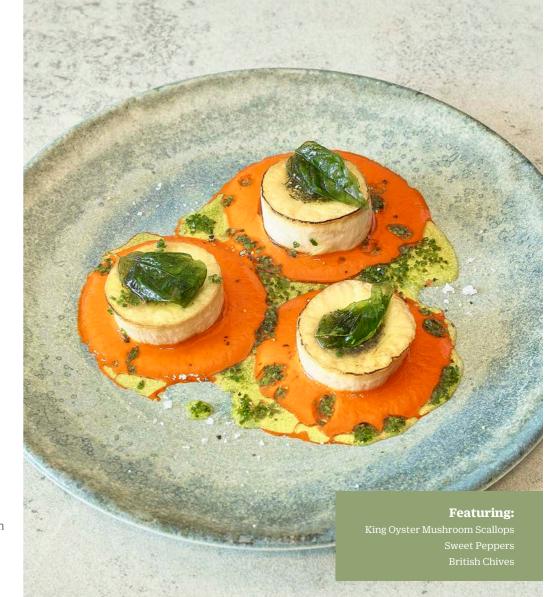


#### Grape jelly, lemon cream, sugar dipped grape, British micro mint

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.

#### 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!





Alliums	J	F	M	A	M	J	J	A	s	О	N	D
Solo Garlic												
Citrus	J	F	M	A	M	J	J	A	s	0	N	D
Blood Oranges												
Large Lemons												
Leafy Clementines												
Exotic Fruit	J	F	M	A	M	J	J	A	s	0	N	D
Crownless Pineapples												
Exotic Vegetables	J	F	М	A	M	J	J	A	s	0	N	D
Fine Asparagus												
Freshlock® Sweetcorn Cobette												
Grapes	J	F	М	A	М	J	J	A	s	0	N	D
Cotton Candy Grapes			W	A	IVI				-5		-K	
Sable Black Grapes												
Herbs/ Cresses/ Shoots		E	M	Δ	D/I	J	T	Δ	c	0	NI	D
	J	F	M	A	M	J	J	A	S	O	N	D
Strawberry Mint												
Lettuce/ Leaf	J	F	M	A	M	J	J	A	S	0	N	D
British Basil (vertically farmed)												
British Chives (vertically farmed)												
British Rocket (vertically farmed)												
Kohlrabi Prepared Banana Leaves												
Melon	J	F	M	A	M	J	J	A	S	0	N	D
Gaya Melon												
Mushrooms	J	F	M	A	M	J	J	A	s	0	N	D
King Oyster Mushroom Scallops												
Mini King Oyster Mushrooms												
Root Vegetables	J	F	M	A	M	J	J	A	s	0	N	D
Rainbow Chantenay Carrots												
Salad	J	F	M	A	M	J	J	A	s	0	N	D
Baby Aubergine												
Coeur de Boeuf Tomato												
Sweet Pepper												
Top Fruit	J	F	M	A	M	J	J	A	s	0	N	D
Premium Braeburn Apple												
Premium Royal Gala Apple												

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

## GG

As a chef, I'm always on the lookout for ingredients that inspire creativity and can bring something different and interesting to the menu. The new autumn and winter range offers exactly that—exceptional quality, diverse flavours, and innovative options that make crafting seasonal menus a true pleasure.

Whether you're looking to put a twist on a classic or try something entirely new, this selection has something for every menu. I'm excited to see how you bring these ingredients to life in your kitchens. Happy Cooking!

- Ian Nottage, Head of Food Development

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