

freshdirect™
a Sysco company

Tastes like *summer*

Spring | Summer 2025 New products



Keeping it *Fresh*



Cajun spiced sweet potato

with sour cream, pickled onion, nacho crumb, micro coriander

The latest additions to our fresh produce range bring you the freshest ingredients, perfect for your spring and summer menus.

Whether it's the vibrancy of our Isle of Wight heritage tomatoes, or the tropical sweetness of kumquats and starfruit, each product has been handpicked to elevate your dishes.

We also have a selection of vertically farmed British leaves that provide year-round sustainability benefits. Plus, our expertly sourced prepared options offer labour-saving solutions to help reduce time and cost in the kitchen.

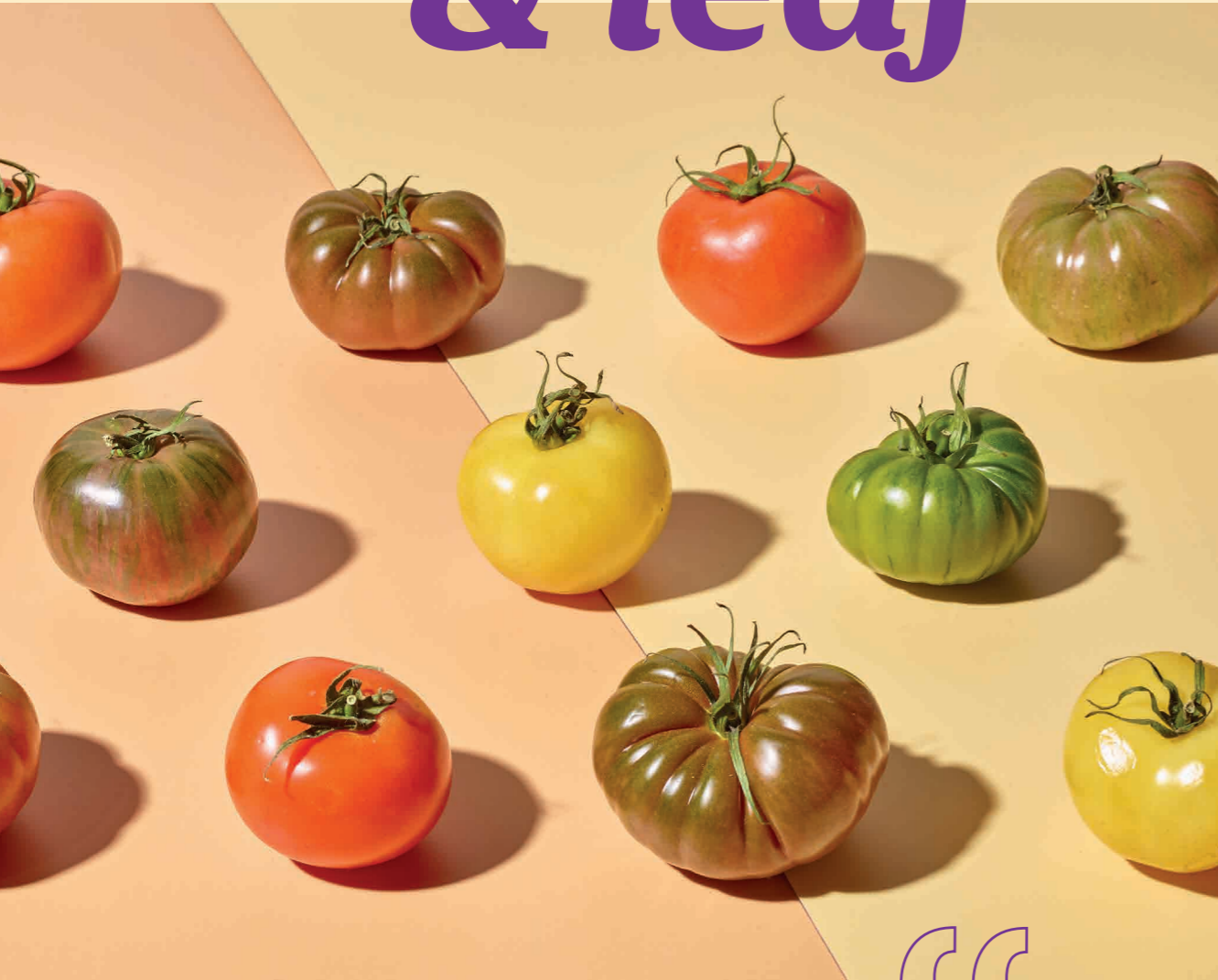
Fresh, colourful, and full of flavour - enjoy the season's finest with us.

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**Products will be available from
w/c 7 April 2025 onwards.**

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

Salad & leaf



108415 Isle Of Wight Mixed Heritage Tomatoes

1x1.5kg 

Isle of Wight Tomatoes

British-grown premium Isle of Wight Mixed Heritage Tomatoes offer a selection of distinctly different colours and shapes. These tomatoes are perfect for adding vibrant colour and flavour to salads, bruschetta, or any dish, truly celebrating the best of British produce.




Our chef's comments

"A beautiful and vibrant selection of tomatoes from one of the finest growers the UK has to offer."



1084381*

British Baby Kale (Vertically Farmed)

1x150g 

Jones Food Company

British Baby Kale, a tender leaf that's as versatile as it is delicious. Perfect for salads or lightly steamed as an alternative side dish, this baby kale is available year-round and sustainably grown in the UK using advanced vertical farming methods.

Our chef's comments

"With its blend of mild, earthy flavour and sustainability benefits, this ingredient is perfect for adding to salads or smoothies."

1084391*

GrowUp Farms Zesty Salad Bag (Vertically Farmed)

1x80g 

GrowUp Farms

Enjoy the fresh, crisp taste of our Zesty Salad Bag, a mix of green and red baby lettuce with a touch of tangy sorrel. Grown in a UK vertical farm using 100% renewable energy and without any pesticides, this year-round available salad is ready to eat straight from the bag - no washing required. Perfect for quick, healthy meals, this sustainably grown salad brings convenience and vibrant flavour to your table.

Our chef's comments

"The growing environment for this salad mix produces a really impressive shelf life."



*Bulk pack size also available.

Serving Suggestion

Baby red chard & feta filo tart

served with heritage tomato and black garlic salad

This red chard and feta filo tart works equally well hot or cold, and is great for buffets and lighter spring menus. Add a seasonal flourish with beautiful Isle of Wight heritage tomatoes and finish with an umami-rich black garlic dressing.

Products used

- + Isle of Wight Mixed Heritage Tomatoes
- + Black Garlic



To find out more, get in touch
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1084221*

Fresh Curry Leaves

1x50g

Saturnalia

Fresh Curry Leaves are aromatic, dark green leaves from the citrus fruit family that release a deliciously nutty aroma when fried in hot oil. A staple in South Indian cooking, these leaves are commonly used in Indian and South-East Asian cuisine, much like bay leaves are in the West.

Our chef's comments

"A really versatile product to stock in your kitchen. Add flavour to braised rice and lentil dishes, or blend into yoghurt to make a great marinade for grilled meat and fish."

*Bulk pack size also available.

Serving Suggestion

Char-grilled curry leaf marinated chicken thigh

with pomegranate, raitha dip and curry leaf oil

Fresh curry leaves bring a bold, aromatic depth to this dish, enhancing the flavour of char-grilled marinated chicken thigh. Paired with pomegranate for a hint of sweetness, a cooling raitha dip, and a drizzle of curry leaf oil, this dish highlights how curry leaves can be used to build layers of flavour.

Products used

+ Fresh Curry Leaves





108459
Premium Sweet Pepper
1x5kg

QPI

Brighten your dishes with our Premium Sweet Peppers, a vibrant mix of red, orange, and yellow peppers. Packed in a 5kg box, these peppers are bursting with sweetness and crunch, making them an ideal choice for high-volume users.

23035

Orange Pepper

1x5kg

QPI

Packed in a 5kg box, these whole orange peppers are perfect for stuffing, roasting, or slicing into salads. Their vibrant hue and crisp texture make them a versatile and flavourful addition to any dish, offering high volume users a cost-effective solution for large-scale cooking.

**Sweet
& CRISP**



1084371*

British Komatsuna

(Vertically Farmed)

1x150g 

Jones Food Company

Our vertically farmed British Komatsuna is a vibrant green leaf with a mild mustardy flavour. Also known as Japanese mustard spinach, this versatile leaf can be enjoyed raw in salads, cooked in stir-fries, used as a garnish, or added to soups for a burst of flavour and crunch. Grown sustainably in the UK using innovative vertical farming techniques, British Komatsuna offers a delicious and sustainable choice for your kitchen with year-round availability.

Our chef's comments

"A lovely leaf that adds real interest to dishes. It's also great for making pestos and flavoured oils - use light vegetable oil to let the flavour stand out."



*Bulk pack size also available.

Serving Suggestion

Stir fried Komatsuna

with shiitake mushroom, sesame
& black garlic dressing

This stir-fried komatsuna is packed with deep, savoury flavours. Earthy shiitake mushrooms pair perfectly with komatsuna, while a sesame and miso base adds richness. The black garlic dressing brings an umami kick that ties it all together—a dish that lets great ingredients shine.

Products used

- + British Komatsuna
- + Black Garlic



Vegetables



1084601*
Round Courgette
1x1

Laneca

These green Round Courgettes, grown to a unique round shape, offer an alternative to the traditional elongated variety. Perfect for creating stuffed courgette dishes or adding a fresh twist to your meals, they bring both flavour and visual appeal to your dishes.



Our chef's comments

"A superb way of using veg as a centre of plate option. Really great stuffed, they're also delicious cut in half, seasoned and chargrilled with some infused oil."

235425
Birdseye Green Chillies
1x250g

MDIE

Turn up the heat with our Birdseye Green Chillies, small and slender peppers with a fruity, peppery taste. These unripened chillies pack a punch, reading 50,000 to 100,000 on the Scoville scale, 12 times hotter than a Jalapeño! Also known as Thai chillies, they're perfect for adding fiery flavour to your dishes.

Our chef's comments

"A staple of Thai and South-East Asian cooking, don't be fooled by their size! Brilliant for adding a kick to curries, stir-fries, soups and salsas."



108443*
Purple Sweet Potato
1x1kg

Barfoots | Available January to June

Our Purple Sweet Potato is a vibrant variety that retains its striking purple colour even when cooked. Slightly drier than orange varieties, but prepared in the same way.

Our chef's comments

"A really interesting way of adding a colourful twist to sweet potato mash and fries."

*Bulk pack size also available.

Serving Suggestion

Provençale stuffed courgette

with gordal olive and vertically farmed baby kale salad with sourdough croutons

A vibrant celebration of Mediterranean flavours, this Provençale stuffed courgette brings the sun-soaked essence of the South of France to the plate. Complemented by Gordal olives and the delicate freshness of vertically farmed baby kale, the dish is balanced with the crunch of golden sourdough croutons.

Products used

- + Round Courgette
- + British Baby Kale



1086511*

Black Garlic

1x1

Pan United

Black Garlic is fresh raw garlic that has been carefully fermented, transforming it into a softer, sweeter, and chewier ingredient. With its unique fruity and tangy flavour, it offers notes of liquorice, molasses, and currants. This flavourful ingredient enhances your dishes, making it a must-have for any kitchen.

Our chef's comments

"Great as an addition to soups, ragus and stews to give a milder, deeper flavour than traditional raw garlic."



1084401

Purple Sprouting Broccoli

1x500g

Barfoots | Available November to June

Fresh Purple Sprouting Broccoli is a colourful and vibrant alternative to tenderstem broccoli. With its rich purple hues and delicate texture, it offers a naturally sweet flavour that works well when sautéed or roasted. It adds both visual appeal and a burst of flavour to any dish, making it a standout in your meals.

Our chef's comments

"This really looks the part on the plate - works well when char-grilled and served with hollandaise."

*Bulk pack size also available.

Fruit



108396

Large Limes

1x4kg

Westfalia

Fresh whole Large Limes, with their light to vivid green colour and firm texture, are packed with sharp, juicy flesh. Graded 48-61mm, these limes offer a vibrant, tangy flavour that's perfect for a variety of dishes and drinks. The larger pack size, with approximately 45 pieces, is ideal for high-volume users.

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

11532

Kumquats

1x2kg

Planet Produce

Kumquats are bite-sized, oblong citrus fruits about the size of a large grape, bursting with zesty, tangy flavour. These small, vibrant fruits can be eaten whole, or are perfect for scattering over winter salads, garnishing desserts, or pairing with fatty meats like goose and duck.

Our chef's comments

"A versatile fruit that brings an additional layer of interest to the palate. Particularly good in stuffings for poultry."

**Tangy
& ZESTY**





108392 | 108393
**Small
Red Apples**
1x18kg | 1x12

De Groot

Crisp, juicy, and bursting with natural sweetness, our small red apples are the perfect snack-sized treat.



108394
**Mixed
Apples**
1x9

De Groot

A perfect mix of Royal Gala, Braeburn, and Granny Smith apples, our Mixed Apples offer a delightful balance of sweet, tangy, and crisp flavours. Graded to a minimum of 65mm.



1083911*
Starfruit
1x1

Planet Produce

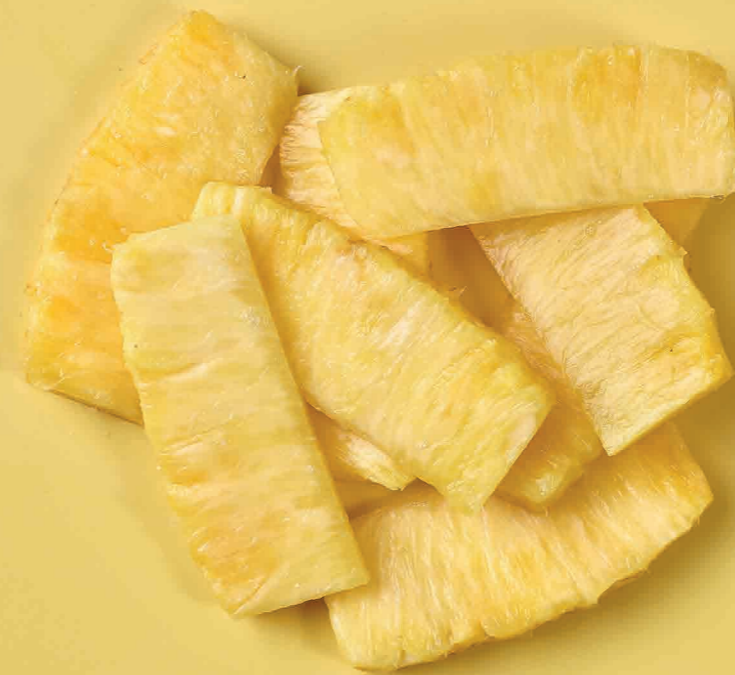
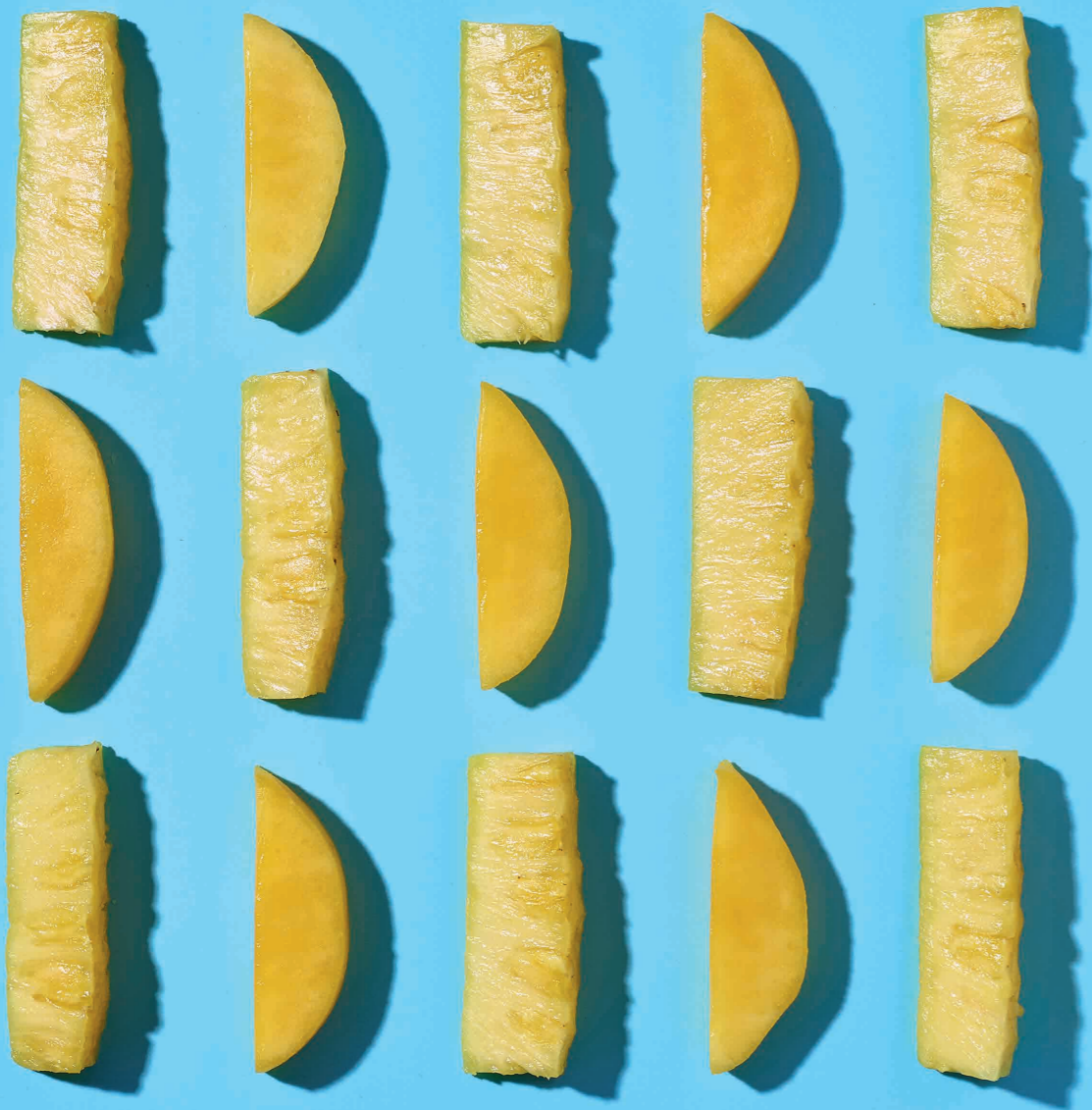
Also known as Carambola, Starfruit has distinctive ridges that, when sliced, create a beautiful star-shaped cross-section. With its sweet, crisp, and mellow flavour, complemented by hints of citrus and apple, Starfruit adds a tropical twist to any dish.

Our chef's comments

"A real eye-catcher when sliced, perfect for fruit salads or as a garnish for cocktails and desserts."

*Bulk pack size also available.

Prepared produce



108423
**Pineapple
Fingers**
1x900g

Del Monte

Our Pineapple Fingers are fully prepared and cut into convenient rectangular shapes, saving you time and reducing waste in the kitchen. With their sweet, tropical flavour, these ready-to-use pineapple pieces are perfect for snacking, fruit salads, or as a vibrant garnish for your dishes.

108424
**Mango
Fingers**
1x900g

Del Monte

Savour the naturally sweet and succulent taste of our Mango Fingers. Expertly sourced and perfectly cut, these ready-to-eat mango pieces are juicy, vibrant, and packed with tropical goodness. Ideal for snacking, sharing, or incorporating into your favourite recipes, they offer ultimate convenience without compromising on quality. They can be enjoyed as a healthy on-the-go treat or a refreshing addition to any meal or occasion.



Serving Suggestion

Spiced rum poached pineapple

with clotted cream, pistachio

This rich and warming spiced rum poached pineapple pairs beautifully with clotted cream and crunchy pistachios. Finished with a dried pineapple wheel to add visual appeal.

Products used

+ Pineapple Fingers



**Versatile
& CREAMY**

1084441*

Chilled Cooked Mashed Potato

1x2kg

Willowbrook

Steamed potatoes, gently mashed to perfection and ready to use. Ideal for a classic mashed potato dish or as a topping for pies, it offers a smooth, creamy texture and comforting flavour with minimal effort. Simply heat and enjoy.



1084451*

Carrot & Parsnip Mash

1x2kg

Willowbrook

Our Carrot & Parsnip Mash is made with roasted carrot and parsnip, fully cooked and gently mashed with butter and seasoning for a smooth, flavourful side dish. Conveniently ready to heat and serve.

*Bulk pack size also available.



Serving Suggestion

Cajun spiced sweet potato

with sour cream, pickled onion,
nacho crumb, micro coriander

A vibrant side dish that balances the smokiness of roasted cajun spiced sweet potato and the coolness of sour cream. Tangy pickled onion adds a fresh kick, finished with a crunchy nacho crumb and micro coriander. A flavour-packed addition to any menu.

Products used

+ Cajun Spiced Sweet Potato Cubes



108456
**Premium
 Whole Peeled
 Roasting Potato**
1x5kg

Premium Whole Peeled Roasting Potatoes are fully prepared, peeled, and washed for your convenience. Made from the best in-season varieties, these potatoes are perfect for roasting, offering a golden, crispy exterior and fluffy interior.



108410
**Diced Carrot
 and Swede**
(15mm)
1x1kg

TCK

Our Diced Carrot and Swede mix, cut to a convenient 15mm size, it is fully prepared and ready to use, saving time in the kitchen. Packed in a 1kg pack, this mix offers a perfect balance of sweet and earthy flavours.



1084461*
**Cajun Spiced
 Sweet Potato
 Cubes**
(Par Cooked)
1x2kg

Willowbrook

Our Cajun Spiced Sweet Potato Cubes are diced to 20mm, par-cooked, and tossed in a flavourful Cajun marinade, ready to roast. These vibrant cubes make a perfect side dish, offering a delicious combination of sweet and spicy flavours with minimal effort.



1084471*
**Honey &
 Rosemary
 Carrot and
 Parsnip Strips**
(Par Cooked)
1x2kg

Willowbrook

Our Honey & Rosemary Carrot and Parsnip Strips are par-cooked and coated in a honey and rosemary dressing, ready to roast. These tender strips offer a perfect balance of sweet and savoury flavours, making them an ideal side dish that's simple to prepare and full of taste.

*Bulk pack size also available.

Serving Suggestion

Mango and cardamom tart tatin

served with coconut sorbet

A fragrant, tropical twist on a classic. It pairs fully prepared mango fingers with the warm spice of cardamom. Served with a creamy coconut sorbet, it's a beautifully balanced dessert where rich, golden pastry meets fresh, fruity flavours.

Products used

+ Mango Fingers



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

Seasonal produce



Our berries are supplied in **FSC-certified paper packaging**, a move to help curb plastic waste and support a greener future.



1077511
Blueberries
1x300g

Driscoll's 

Fresh whole Blueberries with deep blue coloured berries. British blueberries are typically at their best from July to October.



66751
Strawberries
1x400g

Driscoll's 

Fresh whole Strawberries, vibrantly coloured with their calyx attached. British strawberries are typically at their best from June to October.



1077501
Blackberries
1x250g

Driscoll's 

Fresh whole Blackberries with vibrant deep purple to black coloured berries. British blackberries are typically at their best from June to November.



1077491
Raspberries
1x250g

Driscoll's 

Fresh whole hulled Raspberries with deep red coloured berries. British raspberries are typically at their best from June to October.

We'll source British berries wherever possible across the season, but to maintain supply there may be instances where we need to import.



591329
Peaches
1x6

De Groot

Juicy, fragrant fruits with soft skin and a vibrant golden hue.




15086
Nectarines
1x6

De Groot

Smooth, juicy fruits with a fragrant aroma and vibrant golden-red skin.



1074851
Green Asparagus
1x500g

Barfoots 

Fresh, vibrant spears with a hint of violet. British-grown when in season, traditionally from late April to late June, perfect for grilling, roasting, or steaming.



30456
Jersey Royals
1x6kg

Nationwide Produce 

Firm, oval-shaped potatoes with smooth, rounded ends and a delicate skin that's pale yellow with light brown speckling. British grown in the unique soil of Jersey all-year-round, they have a distinctive earthy flavour for a truly seasonal taste.



300086
Isle of Wight Mixed Baby Plum Tomatoes
1x5kg

Isle of Wight Tomatoes 

This colourful mix consists of red & yellow plum tomatoes and is fully developed on the vine, providing maximum ripeness, higher sugar content and fuller flavour.

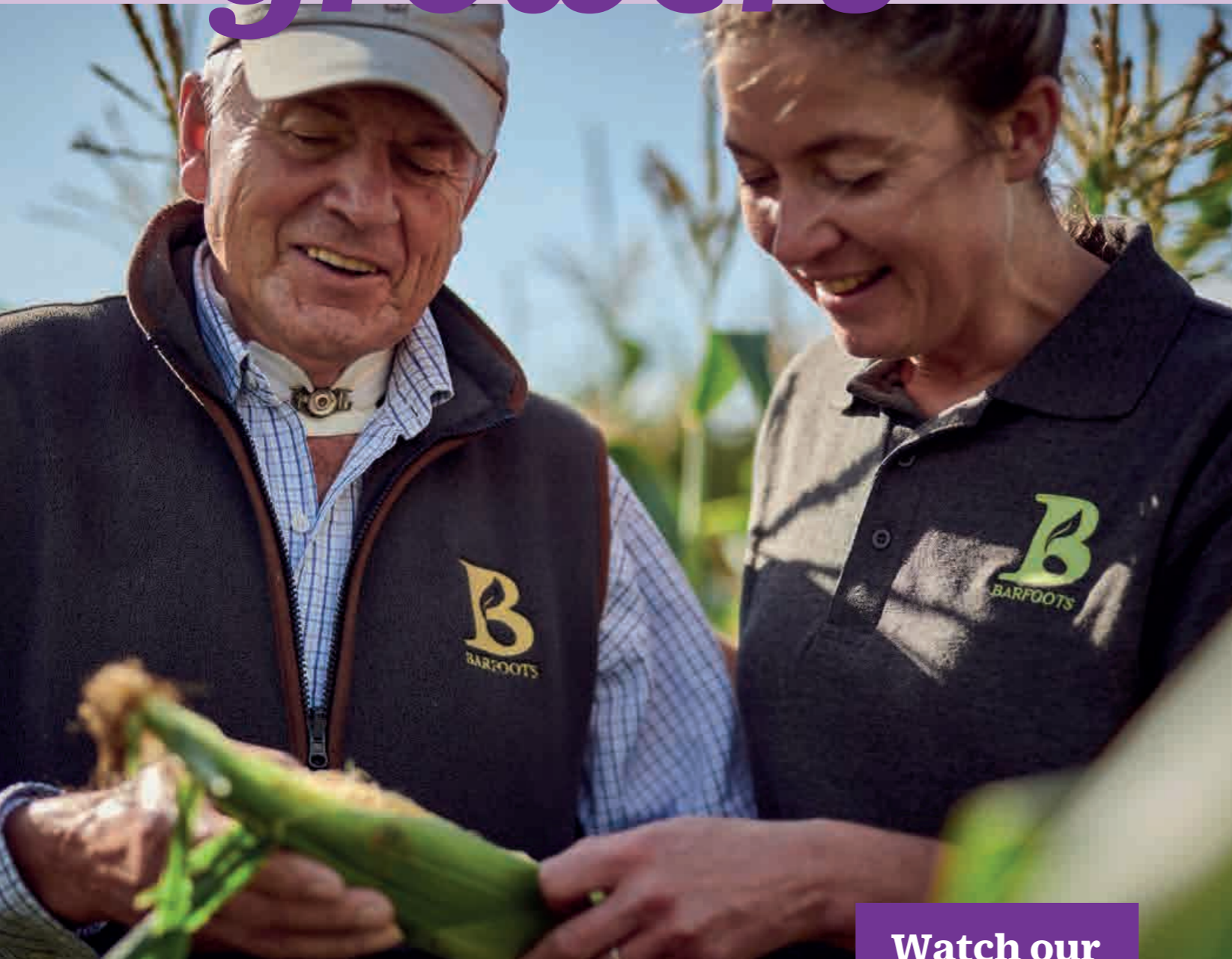


158601
British Rhubarb
1x2kg

Hammond Produce 

Crisp, tangy stalks with a vibrant pink hue, British-grown April to September for a fresh, seasonal flavour.

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.

Watch our
supplier video



Barfoots

Location

Bognor Regis

Produce

CauliShoots®, chillies, Freshlock® jacket potato, green asparagus, green beans, purple sprouting broccoli, purple sweet potato, Tenderstem® broccoli, sweetcorn

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 they put sustainability at the core of their business.

Sustainability

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.

TCK

Location

London

Produce

Prepared fruit and vegetables

Their story

With over 35 years' experience in the fruit and vegetable industry, TCK delivers freshly prepared produce, seven days a week, 24 hours a day, and has built a reputation for fresh food, innovation and a personal approach.

Accredited to BRCGS AA standard, they are committed to providing top-quality produce while remaining competitive in price and flexible in nature.

Quality

TCK's dedication to providing healthy, freshly cut produce is of the utmost importance. They have an experienced technical team and quality assurance staff to ensure their procedures follow the rigorous standards required for food production. From procurement to storage to distribution, their team works hard to maintain a high standard of quality and hygiene.



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.

Westfalia 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

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



Isle of Wight Tomatoes



Watch our
supplier video



Location

Isle of Wight

Produce (Apr - Oct)

Aubergines, padron peppers, tomatoes

Where it began

Formerly 'The Tomato Stall', founded in 2007, Isle of Wight Tomatoes grows tomatoes renowned for their excellent flavour and innovation, grown on the island with the most hours of sunshine in the UK.



Innovation

'Zero waste, maximum taste.' Fruit is fully developed on the vine, providing maximum ripeness, higher sugar content and fuller flavour.

The company works alongside seed companies globally to create and trial over 200 new varieties to seek the best varieties for the future.

Sustainability

Isle of Wight Tomatoes encourages native bumblebees to pollinate 40 varieties of tomato across 27 hectares of glasshouses, using a closed-loop biodegradable system. This means all crop waste is recycled to enrich the organic soil.

Rainwater is stored and used in the growing process, with excess heat and CO2 from local power generators used to heat glasshouses and reduce emissions.

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

The future is vertical



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

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.



Jones Food Company

Location

Lincolnshire & Gloucestershire

Produce

Basil, chives, green and red lettuce leaves

Their story

Jones Food Company (JFC) is revolutionising agriculture with cutting-edge vertical farming technology. Since launching in 2018, they have expanded their operations to become one of Europe's largest vertical farms. Their latest facility,

JFC2 in Gloucestershire, is set to be the world's biggest, producing millions of plants every year. By growing indoors under carefully controlled conditions, JFC ensures year-round supply.

Sustainability

Jones Food Company is committed to a sustainable future, using renewable energy sources to power their farms. Their advanced hydroponic systems use 95% less water than traditional farming, while their fully enclosed growing environment eliminates the need for pesticides. By growing domestically, JFC reduces food miles and ensures fresher, longer-lasting produce with minimal waste.



Seasonality calendar

Alliums	J	F	M	A	M	J	J	A	S	O	N	D
Black Garlic												
Brassicas	J	F	M	A	M	J	J	A	S	O	N	D
Purple Sprouting Broccoli												
Citrus	J	F	M	A	M	J	J	A	S	O	N	D
Large Limes												
Exotic Fruit	J	F	M	A	M	J	J	A	S	O	N	D
Kumquats												
Mango Fingers												
Pineapple Fingers												
Starfruit												
Exotic Vegetables	J	F	M	A	M	J	J	A	S	O	N	D
Birdseye Green Chillies												
Round Courgette												
Root Vegetables	J	F	M	A	M	J	J	A	S	O	N	D
Purple Sweet Potato												
Lettuce/ Leaf	J	F	M	A	M	J	J	A	S	O	N	D
Baby Kale (Vertically Farmed)												
Komatsuna (Vertically Farmed)												
Fresh Curry Leaves												
Zesty Salad Bag (Vertically Farmed)												

Salad	J	F	M	A	M	J	J	A	S	O	N	D
Isle Of Wight Mixed Heritage Tomatoes												
Premium Sweet Peppers												
Orange Pepper												
Top Fruit	J	F	M	A	M	J	J	A	S	O	N	D
Small Red Apples												
Mixed Apples												
Prepared	J	F	M	A	M	J	J	A	S	O	N	D
Premium Whole Peeled Roasting Potato												
Diced Carrot and Swede (15mm)												
Cajun Spiced Sweet Potato Cubes (Par Cooked)												
Carrot & Parsnip Mash												
Chilled Cooked Mashed Potato												
Honey & Rosemary Carrot and Parsnip Strips (Par Cooked)												

Seasonal produce

Berries	J	F	M	A	M	J	J	A	S	O	N	D
Strawberries												
Raspberries												
Blackberries												
Blueberries												
Exotic Vegetables	J	F	M	A	M	J	J	A	S	O	N	D
Green Asparagus												
British Rhubarb												
Salad	J	F	M	A	M	J	J	A	S	O	N	D
Isle of Wight Mixed Baby Plum Tomatoes												
Stone Fruit	J	F	M	A	M	J	J	A	S	O	N	D
Nectarines												
Peaches												
Root Vegetables	J	F	M	A	M	J	J	A	S	O	N	D
Jersey Royals												

■ UK availability - good
 ■ UK availability - varied
 ■ Imported
 ■ Not available

freshdirect.co.uk

0344 873 0868



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Ashford, Kent, TN25 4AG - Registration No. 03053702

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