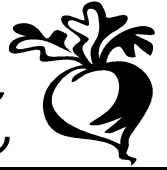


# ★MAGNOLIA★

## Fruit & Produce Company

3100 Produce Row, Suite 111 • Houston TX 77023

# THE Fresh Beet

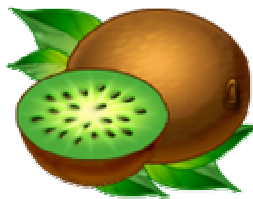


May 13, 2008

p: 713.926.4445 f: 713.926.4353 Volume 08 No. 20

# BEAT THE HEAT

The time is here for "HEAT." What is the best way to beat the heat...offer enough fresh juicy fruit and vegetables. Many people are worried about getting their "5-A DAY," so help them out...we have many varieties of fresh fruit coming in, so ask your friendly sales team member about them today!



## FRESH JUICE

Did you know we offer two kinds of fresh juice? We have our regular juice that is minimally processed and 100% pure, fresh squeezed! Be sure to buy some today!

## New Crop Potatoes

Please note that our Red Potatoes are now new crop; therefore, the price has increased...but, the quality is top-notch. Also know that our regular Idaho Potatoes are going up in price too. We do, however, have other brands of russet potatoes to offer at a lesser price, so ask your sales manager today!

## Laugh Stop

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"I like to think of myself as a free-range human being"

**\*ORDER \*  
ON-LINE  
TODAY!**



## Fun Facts

In the United States lettuce ranks second only to potatoes as the most popular vegetable.

## Market Buzz

### HOLDING STEADY

Apples  
Grapefruit  
Oranges  
Avocado  
Strawberries  
Red Grapes  
Pears  
Pineapple  
Mushrooms  
Asparagus  
Corn  
Cucumbers  
Eggplant  
Kale  
Leeks  
Spinach  
Yams  
Spring Mix  
Tomatoes

### ON THE WAY DOWN

Blackberries  
Raspberries  
Cantaloupe  
Green Beans  
Cauliflower

### ON THE MENU

Limes  
Honeydew  
Broccoli  
Lettuce  
Okra  
Yellow Squash  
Green Zucchini  
Green Onions  
Yellow Onions

### ON THE WAY UP

Lemons  
Bananas  
Blueberries  
Green Grapes  
Rice  
Bell Peppers  
White Onions  
Idaho Potatoes

### HIGH

Celery  
Red Potatoes

## FOOD FOR THOUGHT

*"Each player must accept the cards life deals him or her: but once they are in hand, he or she alone must decide how to play the cards in order to win the game."*

~ Voltaire

**The Fresh Beet Editor:** Brittany Verdine

[www.alwaysgetfresh.com](http://www.alwaysgetfresh.com)

# Back of the House

## Belgian Endive...

### It isn't any one thing. It's everything!

*Belgian Endive is deeply rooted in Belgian history. These tangy, tender and delicious white vegetables were actually discovered there in 1830. Today, endive's fame and versatility has spread worldwide. . .as more and more cooks and chefs turn to Belgium for the most flavorful, hardiest, tastiest endive in the world, and the only source for the very best quality endive. Today, more and more Americans are discovering that their first taste of Belgian endive is an unexpected pleasure and tangy sophisticated flavor is a lasting pleasure to return to time and again. No wonder Belgian Endive is truly a gift to the world:*

- *"Flavor and versatility" are key words, plus "high nutrition" ...high minerals, low sodium and one calorie per leaf!*
- *The tangy, deep, well-rounded flavor is unmatched by any other endive.*
- *The flavor changes subtly when endive is steamed, stewed, broiled or baked. Belgian Endive ranks with the great wines, truffles, caviar and the best saffron. It is the very best of its class.*

### Suggest it in appetizers

- *The tangy flavor is an elegant counterpoint to any topping*
- *Fillings like salmon, caviar, seafood, cheese, and specialty dips are perfect patron pleasers*

### Sell it in soups

- *Cooked, its distinctly muted Belgian Endive flavor adds subtle touches*
- *Perfect for "Soupe de Bruxelles" - and other cream or meat soups*
- *Popular in meat based soup and stews, too*

### Sponsor it for salads

- *Adds superior value-perception to salads at minimum cost*
- *Creamy white Belgian Endive color and tangy flavor really shine in salads and perfect with arugula, lettuce, watercress and radicchio. Ideal with oil and vinegar-based dressings.*

### Specify it in entrees

- *Adds elegance appeal and value to meats and other vegetables; whether braised, baked, sautéed, or sauced.*
- *Cooked endive dishes are culinary treasures that can be "signature" specialties as a main meal*
- *Excellent food cost, too*



**Call us at 713-926-4445**

