

★MAGNOLIA★

Fruit & Produce Company

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THE Fresh Beet

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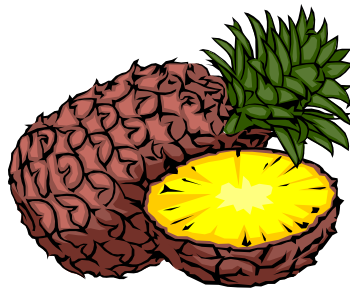
Perfect Pineapple

Perk up your menu with Pineapple...

The pineapple fruit has vitamins, minerals, fiber and enzymes that is good for the digestive system and helps in maintaining ideal weight and balanced nutrition.

Pineapples are a good source of Vitamin C and can be eaten raw or used in cooking.

Pineapple has minimal fat and sodium with no-cholesterol. It is delicious, healthy and nutritious!



EARLY REMINDERS

On Wednesday, November 21, 2007 we will be closing early for the holiday; please place all orders by 12:00 noon. Also, we will be closed on Thursday, November 22, 2007 in observance of Thanksgiving. We will re-open on Friday, November 23, 2007. Be sure to order all of your staple items Mon—Wed of that week. All trucks will be extremely heavy with product so let's help our drivers out as much as we can.

Laugh Stop

A boss tells his new employee, "I'll give you 8 bucks an hour starting today and in three months, I'll raise it to 10 bucks an hour. So when would you like to start?"
"In 3 months."

FOOD FOR THOUGHT

"There are no constraints on the human mind, no walls around the human spirit, and no barriers to our progress – except, those we ourselves erect."

~ Ronald Reagan



Market Buzz

HOLDING STEADY

Apples
Grapefruit
Lemons
Oranges
Avocados
Bananas
Strawberries
Cantaloupe
Mushrooms
Cabbage
Carrots
Cauliflower
Celery
Cilantro
Eggplant
Kale
Boston Lettuce
Parsley
Spinach Bunch
Yams
Red Bells
Gold Bells
Jalapeno
Potatoes

ON THE WAY UP

Avocados
Asparagus
Harvester Beans
Broccoli
Bell Peppers
Green Onions

HIGH

Blackberries
Raspberries
Grapes
Romaine

ON THE WAY

DOWN

Blueberries
Honeydew
Cucumbers
Greenleaf
Iceberg
Red Leaf
Tomatoes

ON THE MENU

Limes
Pineapple
Squash
Onions

DID YOU KNOW?

More than one-third of the world's commercial supply of pineapples comes from Hawaii.

The Fresh Beet Editor: Brittany Verdine

www.alwaysgetfresh.com

Back of the House

FRESH PRODUCE... IT'S HOT, HOT, HOT

Go Fresh...it's the best! With all of today's concerns about nutrition, you can't go wrong with fresh fruit and vegetables. At Magnolia, we strive to offer only the freshest product available around the world. From all your normal to the exotics, we can get it all. The Packer newspaper reported that, "Eating out has never been more in, according the National Restaurant Association. The Industry forecast predicts that restaurant sales could reach a record \$537 billion in 2008, up 5% from 2007." Also, "the big picture is that foodservice growth has exceeded retail growth for fresh produce." Don't you want to be included in that prediction? Be sure to offer an array of variety on your menus. If you need help, please, call our office today and we will be happy to assist you in menu ideas. Chefs in an October survey were asked to label produce commodities as hot or cold items. This is what they decided:



Commodity	Hot	Cold	Perennial
Local Produce	84	7	9
Organic Produce	76	17	7
Fresh Herbs	67	4	29
Exotic Mushrooms	65	10	25
Vegetable Salad	59	18	23
Fresh Fruits	55	15	30
Mangos	53	23	24
Specialty Greens	53	16	31
Potatoes	50	19	31
Garlic	48	10	42
Nuts	48	20	31
Root Vegetables	46	27	27
Avocados	42	24	34
Beans	42	35	33
Citrus Fruits	38	22	40
Tomatoes	38	16	46

Try some of these "HOT" items in your restaurant today. Need a recipe, call us



Call us at 713-926-4445

