PRODUCEPLUS.NET



MARKET OUTLOOK

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THE IMPOSSIBLE BURGER



After receiving requests from several restaurants, Produce Plus now offers the Impossible Burger- a meatless burger that "bleeds", sears, and tastes like a real beef burger. Since its introduction in 2016, the Impossible Burger, has been added to hundreds of menus across the states from burger joints to high end restaurants by the 28# case only. Sizing is like Nishi in New York and Jardinière in San Francisco. The creators of the Impossible Burger spent sizing.

five years researching the texture and flavor of beef. The result is a meatless burger that will satisfy vegetaririch and decadent ans and appeal to meat eaters. The *ingredients include:* (1) wheat protein for firmness and chew, (2) potato protein allows the transition from a softer state to a burger to hold water and more solid state during cooking (it can be cooked to any temperature), (3) coconut oil for fat (4) heme for the "meat" flavor and "bleeding" effect. Heme is an iron-containing molecule that occurs naturally in plants and animals. The protein, iron, and fat content in the Impossible Burger are comparable to conventional 80/20 ground beef. Please visit our website for full ingredient list, nutritional information, environmental benefits, and more details about heme in the Impossible Burger. We will offer the Impossible Burger two ways:

- Pre-formed Patties 40/4oz burgers (10# case), \$130.75.
- Bulk Ground- great for meatballs, tacos, a variety of ground meat applications, "meat" sauces, customizing the form and thickness of your patties, and more. 20# case, \$251.75.







CALIFORNIA ASPARAGUS



California and the Delta arowers continue to hand-cuffed wet weather and tempera-Delta tures. growers will harvest the "first"

cut this week. The first cut is generally assorted sizes and quality can be very "weathered" We anticipate the second cut to happen Friday and hope to have the first Delta Asparagus available by the start of next week. We limited have amounts California Asparagus available thinner than our normal large





CHOCOLATE FISH COFFEE ROASTERS



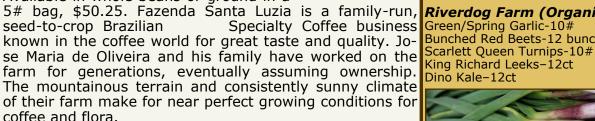
Chocolate Fish Roasters is a Sacramento Baby Red Romaine-24ct **based** coffee roaster and retailer that is dedicated to Baby Mixed Radish-24ct

for flavor and maintaining direct relationships with the farmers who grow their beans. The owners of Chocolate Fish, Andy and Edie Baker, often visit their farmers overseas to learn about their quality and farming practices first hand. Coffee is a fruit and, as a fruit, it is important to be fresh. Chocolate Fish coffees are *purchased seasonally* within the Peeled Baby Carrots-5# last 12 months. They roast to bring out the natural Kohl Rabi-12ct sweetness and fruit acidity in coffee, not just the color of Celery Root-12ct the bean. Their coffee is grown on micro lots, and purchased Full Belly Farm (Organic) exclusively by Chocolate Fish- no one else in the world can Bloomsdale Spinach-4#

buy them. We are proud to offer the following varieties from Chocolate Fish Coffee

Roasters:

Brazil (Fazenda Santa Luzia)- starts with a dark berry sweetness and has a chocolate finish with medium acidity. Available in whole beans or ground in a



- **Espresso** (Fazenda Santa Luzia)- semi-sweet, dark chocolate with notes of caramel and subtle orange acidity, finishes with a rich, milk chocolate finish. Available in whole or ground beans in 5# bags, \$49.
- **Decaf** (Mexico)- stonefruit sweetness and a buttery body Red Frisee-2# with low acidity and a brown sugar finish. The beans are Avocado Leaves-50ct grown in Oaxaca by a co-op of coffee producers established in 1999. The decaffeination method is mountain processed at the source in Mexico, rather than Romanesco-6/8ct being shipped to Canada. Available in whole beans or Collard Greens-12ct ground in a 5# bag, \$56.25.

LOCAL FARMS

Visit our website for full availability

Babe Farms

Baby Brussels Sprouts-5# case (available in green or purple) Coffee Baby Mixed Lettuce-24ct Little Gem-24ct Lola Rosa-24ct roasting in **small batches**Raby Turnips-24ct
Relationships with the farmBaby Mixed Beets-24ct Baby Gold Beets-24ct Baby Red Beets-24ct Baby Chioga/Striped Beets-24ct Peeled Mixed Carrots-5#





Riverdog Farm (Organic)

Green/Spring Garlic-10# Bunched Red Beets-12 bunch Dino Kale-12ct



Del Rio Botanical (Organic)

Braising Mix-4# Salad Mix w/ Petals & Herbs-2#

Pea Shoots-2# Red Sunchokes-5# Arugula-4# Mizuna-1#



Capay Organic

Nantes Carrots-12 bunch Green OR Red-12ct Rainbow Chard-12ct Dino Kale-12ct





Buy Local, Buy Fresh, Buy the Best

