

Welcome to Sysco Produce "Retail Times," where you will find some of the freshest news in the retail and produce industries. In this monthly newsletter, you'll find "trends" in the produce and retail industries, the most useful up-to-date news, recipes, as well as helpful tips and fun facts about the produce you merchandise and sell.

Feature of the Month



GRAPEFRUIT

GALORE

Grapefruit grow in grapelike clusters, which is how it got its name. This tropical citrus grows in abundance throughout California, Arizona, Texas and Florida. Seeded and Seedless are the two main categories the fruit is split in to, they are also categorized by color: white, red and pink. They are high in Vitamins A and C. Choose grapefruit that thin, fine-textured, brightly colored skin. They should be firm yet springy when held in the palm and pressed. Grapefruit are usually eaten fresh, or used in salads, but canned and frozen forms are also available. The heavier for their size they are, the juicier they will be. They keep best when wrapped in a plastic bag and placed in the drawer of a refrigerator. They should not be kept in room temperature for longer than a day or two.

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Retail Times NEWS update

MALL DINING EXPERIENCE

Many malls around the country have started renovations to their food courts in hopes of enticing customers to shop more. A spokesperson for Simon Malls explained "The role of food in a mall is important and will continue to be. Mall food-hall offerings will only continue to evolve."

A Chicago Macys has enlisted celebrity chefs to set up shop within their store offering quick

service meals with a flare.

With many retailers feeling the economic pressures, malls are looking to draw more customers in with a more gourmet dining experience. Although updating and revamping the food courts is a large investment, many mall operators feel it is a necessary one.

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STORAGE TIPS... And Other Fun Facts

HARD SQUASH: Should be kept in your backroom, cool, dark and dry. If refrigerated, hard squash can lose its flavor and sugar.

By the way... Hard Squash used to be called "Winter Squash," because you would only find it available during winter months. Now, some Winter Squash varieties are available year-round.

BRUSSELS SPROUTS: Should be kept ice cold. If stored near ethylene producing fruits, Brussels Sprouts could get brown spots.

By the way... The smaller the sprout, the sweeter the sprout.

AVOCADO: New crop from California will have lower oil content, making the fruit very susceptible to chill damage, and will take longer to ripen.

By the way... The first Hass Avocado tree in La Habra, CA, became the mother to all Hass trees in the world today.

CANTALOUPE: Is best stored in your backroom this time of year. It will not gain any more sugar content, but the flavors will enhance when left at room temperatures.

By the way... Cantaloupes belong to the muskmelon family. "Musk" means "strong aroma." If the cantaloupe has a strong perfume aroma, it will have good flavor.

LEEKs: Produce odors that can be absorbed by some fruits like figs and grapes. Keep Leeks in the coldest part of your walk-in.

By the way... There is only one fruit or vegetable never allowed aboard a nuclear powered submarine. That's right...Leeks.

EGGPLANT: Is very susceptible to chill damage, which causes brown chill rings on the Eggplant. Store in the warmest part of your walk-in.

By the way: The common purple Eggplant that is most prevalent in U.S. markets today was hybrid by a former President. In fact, this President helped write the Declaration of Independence. That's right. Thomas Jefferson.

Features... (continued)

WHAT'S IN THE COLOR?

Pink and red grapefruit gets its rosy blush from lycopene, the same antioxidant found in tomatoes.

DID YOU KNOW?

The fruit was first dubbed grapefruit in 1814 in Jamaica because of how it grows in clusters, just as grapes do.

A single grapefruit provides the recommended full daily allowance of vitamin C, so it is an excellent immunity builder.

Since it was first introduced to the United States in the 1820s, grapefruit has become a major crop in several states; in fact, the US is now the world's major grapefruit producer.

The grapefruit is actually a hybrid of the orange and



the pomelo (a citrus fruit that is also spelled pummelo), the grapefruit is a result of natural cross breeding.

-Grapefruit juice freshly squeezed and stored covered in the refrigerator will retain 98% of its vitamin C for up to a week.

RECIPE OF THE MONTH

RED GRAPEFRUIT SORBET

Ingredients

- 1 1/4 cups sugar
- 1 1/4 cups water
- 1 teaspoon grated grapefruit zest
- 2 cups freshly squeezed red-grapefruit juice
- 2 tablespoons freshly squeezed lemon juice
- 1/2 teaspoon freshly ground black pepper

Directions:

1. Combine the sugar, water, and grapefruit zest in a medium saucepan, and bring to a boil over medium-high heat, stirring occasionally until the sugar dissolves. Remove the pan from the heat and set it aside to steep for 5 minutes.
2. Stir in the grapefruit juice and lemon juice. Strain the mixture through a fine-mesh sieve into a bowl. Stir in the black pepper, and set it aside to cool. (It will cool faster if you set the container in a bowl of ice water and stir it intermittently.)
3. Cover and refrigerate the sorbet base until it is thoroughly chilled, about 4 hours or up to overnight.
4. Process the sorbet in an ice cream machine according to the manufacturer's directions. Transfer it to a freezerproof container, cover, and freeze until ready to serve.



GRAPEFRUIT FACTS

- Pink grapefruit has a higher amount of Vitamin A than does the white.
- White grapefruit has a yellowish white flesh and pink fruit have flesh that vary from yellow-pink to brilliant ruby red.
- Grapefruit offers Potassium, and Magnesium as well as small amounts of Iron and Zinc.
- Oro Blanco, Rio Red and Ruby Sweet are a few of the popular varieties.
- A grapefruit half sprinkled with brown sugar and run under the broiler until bubbly makes a great breakfast treat.
- Most grapefruit in the United States are grown in Florida.
- Grapefruit grows on a large tree with glossy dark green leaves. The fruit hangs in clusters on the tree.
- A grapefruit is 75% juice. One medium grapefruit will give you 2/3 of a cup of fresh-squeezed juice.
- Grapefruit juice freshly squeezed and stored covered in the refrigerator will retain 98% of its vitamin C for up to a week.



NEWS update (continued)

SAVVY SHOPPERS

An annual retail survey has found that shoppers have become increasingly knowledgeable when it comes to deals on their favorite products.



The survey found that at least 7 of 10 items in a customer's shopping cart is discounted. Additionally, 80% of them say they do their own research and have a firm idea about what they expect to save before they step into a store.

The survey also found that consumers believe they are smarter and more efficient when it comes to shopping. One retail analyst explained, "Smarter shoppers know what they want, and how to get it for the best price. As they become more efficient, companies looking to thrive must find ways to differentiate themselves from their competition."

GENERAL MILLS GIVES TO FOUNDATION

General Mills and New England Stop and Shop grocery chains are working together to raise money for the GENYOUth Foundation, a non-profit organization dedicated to fighting childhood obesity. The funds that are raised will be used by GENYOUth to implement healthy eating and physical activity changes for youth in schools and communities in New England.

"Over the past 10 years, we have seen a significant increase in the number of children identified as overweight or obese," said the director of marketing services for the company. "If we are to successfully combat childhood obesity, public and private organizations must work together to become part of the solution."

For every \$15 worth of General Mills products a customer purchases, they receive a free gallon of milk and General Mills will donate \$2 to the organization. So far, General Mills and Stop and Shop have donated \$20,000 to the foundation.

COCONUT WATER

Coconut water seems to be the biggest beverage trend to hit shelves in a while, however the drink has actually been around for ages.



As nutritious as it is tasty, coconut water replaces sugary drinks with fewer calories and more nutrients such as Potassium.

As the trend reaches new heights in grocery stores around the country, coconut water has even been named "2011 Product of the Year" and "Best New Beverage".

Produce Puzzzler

Each month, there will be a fun and entertaining question about the produce you buy every day. It will test your Produce smarts. Do you really know about the produce you buy and serve, or sell?

How many seeds are on a Strawberry?

ANSWER to last month's Produce Puzzzler:

The "leaves" on an Artichoke; what is their real name?

Well, we all know about the heart of an artichoke, the thorns and the stem. But what we have often called "leaves," are actually called petals. That's right. Petals. That's why the Artichoke is neither a fruit nor a vegetable. It's a flower, with petals. It's the flowering bud of the Mediterranean Thistle.





Sysco Fresh Promotions **FEBRUARY**

Each month, Sysco Produce will provide you with events that will be in the news, making these ideas very timely for your menu, promotions or specials development.

- Groundhog Day, February 2
- Valentine's Day, February 14
- Presidents Day, February 20
- American Heart Month
- National Cancer Prevention Month
- National Grapefruit Month
- Sweet Potato Month

The Sysco Produce Team

All of us at Sysco Produce are committed to one goal: **Your Success...** by making produce the very least of your worries! Here is a helpful list of important contacts. Please feel free to contact us with any question or concern. We believe that "a problem shared... is a problem already half solved."



Rich Dachman
Ed Dossen
Michael Gonzalez
Mike Hansen
Mark Mignogna
Julie Olivarria

VP Produce, SYSCO/FreshPoint
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