



"FRESH IS BEST"

with Sydney Direct Fresh Produce

Starting in December we will be bringing you the "Meet The Grower" campaign. We will share the passion, love and expertise that goes into some of the produce that we supply to Sydney's restaurants, hotels, catering, pubs and grocery stores.

Our experience in the market and in dealing directly with growers ensures we are able to provide the highest quality produce to our customers on time and in the best condition.

FORTNIGHTLY MARKET UPDATE

22ND NOV / DEC 2016 / ISSUE 01

KEEPING YOU FRESH @

📷 FRUITANDVEGETABLEWHOLESALE

f SYDNEYDIRECTFRESHPRODUCE

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FRESH IS BEST. THE NEW SDFP WAY TO KEEP YOU UP TO SPEED WITH ALL OUR FRUIT AND VEGETABLE NEWS.

We are proud to introduce our new website that will keep you up to date with everything that is happening at Sydney Direct Fresh Produce. The focus is communication to YOU, our customer, through the new "Fresh Is Best" fortnightly newsletter updates.

We will also be working closely with our primary producers to bring you the "Meet The Grower" campaign. This will introduce you to the source of where we get our fantastic fruit and vegetables from. Stay tuned for the first one in December 2016.

In addition, we have launched our new Facebook page and new look SDFP Instagram account. Our goal is to keep you updated regarding any new produce, exciting news, banter and all things fruit and vegetables.

SDFP SPECIALS 22ND NOVEMBER - 5TH DECEMBER



**MANGOES \$25.00
PER TRAY**



**RED CABBAGE
\$2.00 PER HEAD**



**HEIRLOOM
TOMATOES
\$36.00 PER TRAY**



**RHUBARB
\$1.50 PER BUNCH**

➡ THE HEIRLOOM TOMATO SEASON IS NOW IN FULL SWING. THE QUALITY IS EXCELLENT AND PRICES ARE LOW.

NEW TO THE MARKET

We always search high and low to bring you some unique and interesting flavours. Here is what's new this week:

CHERRIES

WHITE CHERRIES

APRICOTS

DRAGON FRUIT (NEW SEASON)

PLUMS

BLACKBERRIES (A LITTLE INCONSISTENT)

LYCHEES

AUSTRALIAN GREEN & RED GRAPES

MANGOSTEEN

GUAVA (JUST STARTED)

GOURMET VEGETABLES AND EXOTIC FRUIT

GOURMET VEGETABLES

PURPLE ASPARAGUS, BORLOTTI

BEANS, PURPLE ROMANO BEANS,

BUTTER BEANS, PURPLE WOMBOK,

APPLE CUCUMBERS, GREEN ALMONDS AND FINGER FENNEL.

EXOTIC FRUIT

APRICOTS, CHERRIES, DRAGON FRUIT,

LOQUATS, MANGOES, WHITE &

YELLOW NECTARINES, TAMARILLO

(INCONSISTENT) AND WHITE

CHERRIES.

WHATS IN SHORT SUPPLY AND COMING TO END OF ITS SEASON?

All good produce comes to the end of it's season, get's affected by weather or has a rise in price due to shortages and high demand. Here is an overlook for YOU:

SHORT SUPPLY AND HIGH PRICE

GREEN SWEET POTATO, FIGS, LEMONS, GRAPES, PINEAPPLES AND ALL POTATO LINES.

WHAT FRUIT AND VEGETABLES ARE IN GOOD SUPPLY?

The SDFP team keep a constant eye on what is performing the best. Here is the fruit and vegetable lines that are in good supply:

VEGETABLES

ASPARAGUS, BEANS, BABY FENNEL, BROCCOLI, CAULIFLOWER, LETTUCE COS, LETTUCE ICEBERG, KALE, CELERIAC AND EGGPLANT.

FRUIT

BLACKBERRIES, PEACHES/NECTARINES, MANGOES, ROCKMELON, HONEYDEW AND LIMES.

PETITE BOUCHE

Petite Bouche is a specialist producer of high end herbs, baby vegetables, edible flowers and micro herbs. Here is what's hot and not:

GOOD SUPPLY

GREEN ELK, CONFETTI CORIANDER, RED VEIN SORREL, SALAD BURNET, BLACK MINT, BABY TURNIPS, MICRO SAGE AND FINGER FENNEL.

LIMITED SUPPLY

BABY CORN, BULLS BLOOD (FINISHED), AMSTERDAM CARROTS AND EDIBLE FLOWERS.

ALL POTATO LINES including Sweet Potato remain extremely short in supply and are reaching record prices, anywhere from \$3 - \$4 per kg. We expect this to last another 3 - 4 weeks until new season South Australian crops kick in properly. BROAD BEANS are still plentiful but hard to find good eating ones.

FINISHING FOR THE SEASON

KUMQUATS, RAPPE, NETTLES, BLOOD ORANGES AND BABY ARTICHOKEs.