

Serve 'em up!

FRESH CALIFORNIA GRAPES FOR FOODSERVICE

Menu Concepts • Dining Trends • Handling Tips • Nutrition Update



Good Taste

Grapes always pay off



Pumpkin Ravioli with Grapes in Sage Butter Sauce

Everyone loves fresh California grapes*

Based on household income:	
\$20-30,000	84%
\$30-45,000	87%
\$45-60,000	87%
\$60-85,000	85%
\$85,000+	88%
Age of children in the household:	
Children younger than 6	92%
Children 6-12	91%
Children 13-17	90%
No Children	81%
Education based:	
High school or less	80%
Some college	81%
College graduate	88%

*Statistics based on grape purchase patterns in the U.S. and Canada, Fleishman-Hillard Research, 2006

What do customers want when they dine out? More taste, more vitality, more color, more fun, more value and just total satisfaction – especially when they see the check!

What do fresh grapes from California provide? All that and more.

Consumers in nearly every demographic category – age, gender, income and ethnicity – love grapes. They love them as a snack, as a side, and as an ingredient in sandwiches, salads and entrées.

For foodservice pros, that’s great news, because grapes also fit your needs:

Excellent supply: Fresh grapes from California are available nearly all year – from May through January.

Always ripe: There’s no guessing with grapes. They’re always shipped ready to use.

Dependable, first-rate quality: Fresh grapes consistently provide juicy flavor and a crisp texture. Grapes also come in three vibrant varietal colors – bright greens, stunning reds and luscious blue-blacks. Any varietal will add a touch of class and/or a sense of fun to the plate.

Versatility: In the following pages, you’ll find lots of fresh ideas on how to use grapes during all day parts.

Keep well, naturally: When handled properly (see page 14), grapes can be kept in prime condition for nearly two weeks.

Value: Combined with their excellent supply, consistent quality, versatility and wide-spread popularity, fresh grapes from California offer considerable bang for the buck.

Bottom line? Pick grapes!

World Flavors



Green Grape and Tomatillo Salsa

Yield: 2 cups

8 oz. tomatillos, husked and rinsed (about 5-8 tomatillos)

1 3/4 cups California seedless green grapes, separated and rinsed

2 Tbsp. cilantro, coarsely chopped

2 cloves garlic, minced

1 jalapeño pepper, seeded and coarsely chopped

1/2 tsp. salt

1 Tbsp. lime juice

Process all ingredients in food processor, pulsing until chopped but still slightly coarse in texture. Serve with chips for dipping or as a topping for grilled chicken or seafood.

From hamburgers, hot dogs and pizza to Tex-Mex, Pan-Asian, and Creole, American and Canadian cooks like to borrow from the old and invent the new. We also mix and match, and pick and choose whatever fits our customers' wants and needs today.

Little Plates

Seen on many menus, "little plates" is a term that serves to draw attention to smaller portions and the range of dining options available to customers. The idea comes from the tradition of "tapas" from Spain, "mezze" from the Eastern Mediterranean, dim sum from China, bistro dishes from France and Italy, smorgasbord from Sweden – nearly every cuisine seems to have its version of "a little taste of this and that."

Try creating **tempting grape tapas**: feature them "as is" using three different-color clusters paired with an assortment of interesting cheeses; toss into a small Greek or chicken Caesar salad; combine them with spaghetti, walnut oil, herbs and bay shrimp; **sugar-frost** or dip them in chocolate for a sweet finish.

■ Grape clusters can add color and juicy freshness to a mezze meal of hummus, pita bread and sliced cucumbers, or a little plate of grilled **kebobs** using lamb or beef cubes interspersed with whole grapes.

■ Make a **new-fangled salsa** appetizer with corn chips (blue corn or red chili-flavored) and a green grape tomatillo salsa. Very attractive and very delicious.

Cuisine goes global with grapes

■ Add halved grapes to Vietnamese-style **spring rolls** or stuff grapes in a Cantonese-style pork bun.

■ Offer grapes, veggies and cooked meats to dip in a spicy peanut sauce **fondue**.

You can use any of these wrap fillings for pita bread or traditional sandwiches, too.

■ Try a chicken **Waldorf** salad wrap with colorful red grape halves.

■ A vegetarian wrap with cream cheese and veggies is much more interesting with grapes.

■ How about **pine nuts**, salami, roasted red pepper and juicy grapes for an Italian wrap?

■ Curried chicken, almonds and grapes were made to be **wrapped** together. It's a complete harmony of flavors.

■ Go Latin with this wrap: sliced turkey, shredded lettuce, cabbage and grapes in a creamy lime dressing and wrapped into a tortilla spread with **molé** sauce.



Grape and Chicken Salad Wrap

Sides with Grains and Grapes

Healthy, flavorful sides featuring grapes and grains will appeal to those who prefer an alternative to fries or a baked potato.

■ A super healthy side featuring bulgur or **wild rice**, kale and green grapes is packed with fiber and antioxidants. Terrific with grilled fish.

■ Fragrant white or brown basmati rice fluffed with **roasted grapes**, ginger and basil makes a nice companion for sliced marinated flank steak or teriyaki chicken.

The World of Wraps

Wraps have been called "burritos with **frequent flier** miles." Adding grapes to wraps is a new way to rack up "points of distinction" for your menu.



Salads in the Spotlight

Grapes add star appeal

Fresh grapes are a natural in salads. Their ability to get along famously with other ingredients, especially greens of all kinds, will inspire your creativity and encourage repeat business from diners who consider salads a staple.

Signature Entrée Salads

Grapes and poultry, whether chicken, turkey or duck, seem made for each other:

- Cubed chunks of teriyaki chicken, grapes, and rings of mini sweet peppers in a rice-wine vinaigrette could be your next **Asian Chicken Salad of the Month**.
- Sliced duck and halved grapes on mixed greens with a pomegranate dressing – **very chic** and an easy sell to adventurous eaters.
- Roast turkey, smoked turkey, Italian-style

turkey and more turkey – this may be **the best grape and poultry combo** of all. Add more texture and flavors to turkey and grape salads using other fruits, such as apples, pears, plums or dried apricots. Toss in nuts, such as glazed pecans, toasted hazelnuts or crunchy peanuts. Finish the salad with a choice of balsamic vinegar – red or white – and olive oil, honey mustard, ranch or Caesar dressings. Grapes and turkey are truly a **dynamic duo**.

- And don't forget grapes and beef: go **Thai-style** with slices of medium rare roast beef and grapes tossed in a dressing of garlic, lime juice, sesame oil, chilies and basil.
- Make fruit front and center with a black berry salad (blue-black grapes, blackberries and marionberries) in a **lavender-scented dressing**. Serve with a Croque Monsieur for a French-inspired lunch.
- Cajun or Creole: make a New Orleans special with greens, prawns, spiced rice and grapes. Add a little **tasso** ham for Cajun authenticity.

Tried and Trues

- Take your favorite tuna salad and toss some grapes in the mix for a **burst of flavor** and a welcome spot of color.
- A **Niçoise-style** or other arranged salad could always use some well-placed grapes for a bonus bite or a new look.
- Add a layer of grapes to a standard **Cobb**.
- Distinguish your grilled chicken **Caesar** salad with the addition of grapes.
- **Chop, chop:** revitalize this favorite with grape halves in all three colors.
- **Louie, Louie:** Add grapes to a crab, shrimp and scallop salad with iceberg lettuce for a seafood extravaganza.



Asian Spinach and Grape Salad

Yield: 4 servings

- 4 cups washed fresh spinach
- 2 boneless skinless chicken breasts, grilled and then diced
- 1 cup peeled, seeded cucumber, in half-inch chunks
- 1 cup green California seedless grapes, halved
- 1/2 cup frozen shelled soybeans (edamame), thawed

Sweet ginger dressing:

- 1/2 cup seasoned rice vinegar
- 1 clove fresh garlic, minced or pressed
- 1 Tbsp. minced candied ginger
- 4 Tbsp. vegetable oil
- 1/2 tsp. toasted sesame oil

Combine all of the dressing ingredients in a blender and mix until smooth.

In a large bowl, combine the spinach, chicken, cucumber, grapes and soybeans. Toss with the dressing and add salt and pepper if desired. Serve immediately.

Saucy and Bold Entrées

Grapes elevate the plate

Fresh grapes add tang, color and sweet flavors to warm sauces for meat, fish and poultry. The same is true for fresh fruit salsas, seafood stuffings and entrée salads (see pages 5 and 6). And, when customers peruse the menu for your versions of pasta, the addition of fresh grapes will set the dish apart from the ho-hum and the humdrum.

- Red grapes, herbs, broth and red wine create a low-fat, **savory and satisfying** sauce for lean cuts of meat.
- Mango, papaya, grape and jalapeño salsa with **lime juice** enhances the taste and appearance of grilled white fish such as snapper, swordfish, or halibut.
- Scallops, prawns, grapes and red, green and yellow peppers grilled with your favorite marinade make **skewers** exponentially more inviting.
- Never make a **California Curry** without adding the California part: grapes.
- Stuff that delicate but plain-looking sole with **crab meat and grapes** for a bold menu debut.
- Pasta made **more bella**: Prosciutto, green grapes, garlic and Parmesan over fresh fettuccine – what could be more classically simple, yet so fresh and flavorful?
- Phad Thai to die for: Yes, grapes go with tofu and noodles and mingle well with any number of **stars**.



Thai Prawn Curry with Grapes and Fresh Basil

Yield: 6 servings

- 2 Tbsp. vegetable oil
- 1 cup chopped onions
- 1 Tbsp. finely chopped fresh ginger
- 1 14-oz. can unsweetened coconut milk
- 3/4 cup chicken broth
- 1-2 Tbsp. green curry paste
- 1 1/2 pounds medium (size 26-30) prawns, peeled and deveined
- 1 1/2 Tbsp. fish sauce (nam pla)
- 1 1/2 cups red California seedless grapes, halved
- Juice of one lime
- 1/2 cup chopped fresh basil
- 3 cups cooked basmati rice

Heat oil in large skillet over medium heat. Add onions and ginger and cook until onions are softened, about four minutes. Add coconut milk and chicken broth and bring to a simmer; cook uncovered until slightly thickened, about four minutes. Whisk in curry paste. Add prawns and fish sauce and cook just until prawns are opaque in center, about three minutes. Remove from heat; stir in grapes, lime juice and basil. Serve with rice.

Stuffed Sole Fillet with Crab and Grapes

From Beginning to End

Desserts and drinks go better with grapes



White Grape Crush Cocktail

Cocktails, hors d'oeuvres and dessert: that's **the ticket** before or after the theatre, movie or concert. Combined with a salad and an entrée for a full-course meal, this trio of extras makes small checks grow larger.

- Fresh grapes from California keep **spirits** up when used in blended (not stirred) cocktails and mocktails. Call them “infusions,” if you like, for signature drinks.

- Grape clusters are a natural garnish for a **California roll**.

- Grapes with **melted cheese** and herbs on crostini or bruschetta are both savory and filling.

- **Butter lettuce cups** with grapes and Italian, Thai, or Vietnamese fillings are full of great tastes and textures, and diners can roll them up and eat them with their hands.

- Creamy, New York-style cheesecake with **chocolate-dipped grapes** is anything but ordinary. Grapes are the reliable and desirable alternative to the usual choice of strawberries.

- Deep-purple grape **sorbet** perks up the palate right before that pre-concert shot of espresso or cappuccino.

- Madeleines and grapes layered with whipped cream, **sabayon** or vanilla custard make a sophisticated trifle.



Chocolate-Dipped Grapes



Kids Love Grapes

“No fries please”

Kids' Menus: Who says kids' menus have to talk down to parents? Help parents be smart and keep kids happy by adding the “grape choice.”

- Stats on childhood obesity aren't getting better and parents, doctors and children themselves want tasty alternatives to high-fat and over-processed foods. Kids **will choose grapes** if they are offered on menus, and concerned parents, if need be, will pay any extra cost.

- When fruit is added to a kids' menu, specify grapes and use grape clip art to decorate the selection. Why? Because kids really do love grapes and are more inclined to choose the fruit option if they perceive or read **“comes with grapes.”**

- Don't forget to include grapes in desserts: grapes in Jell-O,[®] grapes and nuts over ice cream, **parfaits** with grapes and a trio of three colors of frozen grapes can all be a delicious end to a meal for any kid – old or young.

Schools and Universities: Students want to eat healthy – at least some of the time! Help hungry learners turn from high-fat chips and low-nutrition candy by providing grapes as a healthy snack or fruit choice.

- Offer take-away **“study snack packs”** featuring grapes, carrots with dip, protein bars or cheese and crackers, and a “smart” beverage.

- Serve grapes of different colors in **salad bars**.

- Include grapes in tuna and **chicken salad** sandwiches.

- For events and celebrations, create single-serve grapes using paper **cupcake liners**.



Healthy Fruit Facts

Grapes are very, very good for you.

*Consumers love grapes, but sometimes wonder “Can food this delicious be healthy as well?” **The answer is “yes.”** Communicating the health and nutritional benefits of grapes in a foodservice setting is simple; just state the facts when they are applicable to your operation.*

- A 3/4-cup serving of grapes contains just **90 calories**, with no cholesterol or fat. Grapes contain potassium, as well as some calcium, vitamin C and fiber.
- For those who want or need to consume a **low-carb** diet, grapes are considered a low glycemic index food.
- Some of your customers are likely to have **health issues**, including heart disease, diabetes, and arthritis. A great many studies have been conducted about the benefits of grapes in connection with these conditions.
- Grapes are rich in plant compounds known as **phytonutrients**. Phytonutrients are biologically active substances that appear to help fight disease and enhance our health.
- Grape phytonutrients are well-known antioxidants that can protect cells from free radical damage. These **antioxidants**

may help combat certain types of cancer, heart disease, and several other age-related diseases, such as Alzheimer’s.

Grape and Green Tea Smoothie

Yield: 1 serving

- 1 cup green grapes, rinsed
 - 1/2 cup cold water
 - 1/2 cup diced pineapple
 - 1/2 cup ice cubes
 - 2 tsp. sweetened green tea powder
- Puree all ingredients in blender until smooth. If green tea powder is unavailable, substitute 1/2 cup brewed and cooled green tea sweetened with 1 tsp. sugar.

- **Resveratrol** is a key phytonutrient found chiefly in the skins of grapes. It is gaining notoriety for its anti-inflammatory properties and has been linked to the prevention of specific types of cancer, the reduction of heart disease, and an array of other health issues.
- Foods, like the featured Grape and Green Tea Smoothie, are a great offering for breakfast or a mid-morning or afternoon “coffee break.” Tasty and loaded with antioxidants, this wake-up or **pick-me-up beverage** doesn’t give you the caffeine jag jitters.

Grape and Green Tea Smoothie

To Go Means “Go Fast”

Grapes define the times



Remember when time went by slowly? Of course not! Who has time to reminisce? We need lunch. Now. Or perhaps sooner.

- We all take fast food seriously – we must, because we eat a lot of it. Grapes are about **as fast a food as you can get** and they’re popping up everywhere in places where drive-through is more popular than sit-down, especially in salads. Don’t be left behind by a fresh trend that’s here to stay. Go with grapes.
- Hands down, grapes in a **clamshell** to grab and go for lunch or a snack could be one of your most popular items. All you have to do is offer them and they’ll effortlessly add revenue for your restaurant, cafeteria, sandwich shop or catering operation. You don’t have to fuss with “to go” grapes either: grapes hold well and they don’t brown like many cut fruits.
- Don’t forget that grapes in sandwiches, wraps and salads help turn these familiar foods into **signature specials** all your own.

Just a Little TLC

Grape handling and storage tips

Fresh California grapes don’t ask for much, but they give a lot in return. Here are a few tips to help you purchase, store and serve great grapes every time.

- The best grapes arrive with green, pliable stems and plump berries (grapes are technically berries of the grape vine).

- Boxes of grapes, known as lugs, can be stacked, but don’t apply pressure. Please allow for adequate air circulation between lugs.
- The natural, powdery coating on grapes is “bloom.” Bloom keeps grapes fresher longer.
- Grapes should be refrigerated between 32 and 36° F (0 and 2° C), with relative humidity between 80 and 90%.
- Always store grapes unwashed.
- Rinse grapes just prior to serving or using in a recipe. The bloom should still be visible.

Seasonal Availability

GREENS	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN
Perlette									
Sugraone									
Thompson Seedless									
Calmeria									
Princess									

REDS	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN
Flame Seedless									
Red Globe									
Ruby Seedless									
Christmas Rose									
Rouge									
Crimson Seedless									

BLUE-BLACKS	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN
Beauty Seedless									
Fantasy Seedless									
Niabell									
Autumn Royal									
Sugrathirteen									





www.freshCaliforniagrapes.com

