

the halloween edition



YES CHEF

Market Report
October 2017



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Newsletter October 2017



October

October

The official first day of autumn was the 22nd September. Already the nights are drawing in, and there's a chill in the air.

In terms of food we are swapping the light and cool for the warm and comfy. The markets are full of the late summer/early autumn harvest.

The clocks go back on October 29th, which will mark the official turn onto the winter road.

The jack-o'-lanterns are the undisputed herald of the month, see the final page for our Yes Chef template to help you carve a stunner!

WARNING

**MAKE SURE YOU ORDER YOUR
PUMPKINS AS EARLY AS POSSIBLE
THIS SEASON TO AVOID
DISAPPOINTMENT!**

In This Edition

1. jack of all trades

Jack o' Lanterns this season from Whole Food Groups

2. six of the halloween best

A selection of some spooky Halloween inspired produce

3. viva italia

The best from Italy and Danny's Spanish travels

4. squash 'em in

Pumpkins and squashes for the autumn season

5. how d'you like them apples

Apples of the season and some facts about them.

6. its no yolk

Beautiful eggs from happy chickens

7. purple reign

In keeping with our spooky theme, all purple fruit and veg.

8. nurtured in norfolk

Introducing our wonderful source of all things micro like flowers, herbs and vegetables.

9. bonfire business & fiveways

Bonfire and toffee apples & products from Fiveways Farm

10. magic mushrooms

A magical tour of the best mushrooms of the season

11. rooting for you

Root vegetables for the autumn season.

12. out of the ground

A classic rundown of our heritage potatoes and chips.

13. store cupboard

A rundown of our dry-store produce and a few treats too.



YES CHEF are proud to support Global's Make Some Noise Campaign

All across the UK there are small but brilliant projects supporting youngsters and their families living with illness, disability or lack of opportunity, in their local communities. These small projects find it hard to get heard, so, Global Radio give them a voice across all their brands and platforms, and raise money for their incredible work.



We're not ones to boast here at Yes Chef, but we are very proud to announce that we have been selected as the primary distributor of Jack-o-lanterns to Whole Foods Group.

We are thrilled, because (not only do we love Halloween) but we are be representing such a great company, with a great ethos behind it.

We are working in partnership with Dan Mackelden Ltd. They are a diverse, forward thinking agricultural business, which is based at Lested Farm, Chart Sutton. The farm is family based and has been running since 1947.

A little history on the Jack-o-lantern.

The practice originated from an Irish myth about a man nicknamed "Stingy Jack." According to the story, Stingy Jack invited the Devil to have a drink with him. True to his name, Stingy Jack didn't want to pay for his drink, so he convinced the Devil to turn himself into a coin that Jack could use to buy their drinks.

Once the Devil did so, Jack decided to keep the money and put it into his pocket next to a silver cross, which prevented the Devil from changing back into his original form. Jack eventually freed the Devil, under the condition that he would not bother Jack for one year and that, should Jack die, he would not claim his soul. The next year, Jack again tricked the Devil into climbing into a tree to pick a piece of fruit. While he was up in the tree, Jack carved a sign of the cross into the tree's bark so that the Devil could not come down until the Devil promised Jack not to bother him for ten more years.

Soon after, Jack died. As the legend goes, God would not allow such an unsavoury figure into heaven. The Devil, upset by the trick Jack had played on him and keeping his word not to claim his soul, would not allow Jack into hell. He sent Jack off into the dark night with only a burning coal to light his way. Jack put the coal into a carved-out turnip and has been roaming the Earth with ever since. The Irish began to refer to this ghostly figure as "Jack of the Lantern," and then, simply "Jack O'Lantern."



SIX of the Halloween BEST

spookily delicious fresh
produce for autumn



munchkin pumpkins

MUNCHKIN PUMPKINS

A huge favourite here at Yes Chef. Not only are they tiny and cute, but they are delicious and make a great ornamental dressing to a restaurant at the right time of the season. Beautiful earthy tones.



jack 'o lanterns

JACKOLANTERNS

We don't wish to brag, but we are the primary distributors of jacko-lanterns to Whole Foods Group. These are the godfather the the squash...they mean business! See our last page for our Yes Chef template for your own festive lantern.



blood meat radish

BLOOD MEAT RADISH

They look a little nefarious but they really pack a punch on the plate. Their snow white skin belies the ruby red burst of colour inside. Just a beautiful gem of a radish for salads and cold starters.



blood carrots

BLOOD CARROTS

Purple carrots aren't simply a novelty. Purple carrots' unique color reflects their healthy phytochemical constituents. Also rich in anthocyanins, the antioxidant compounds that give blueberries their distinctive color and superfood health benefits



BLOOD ORANGE PUREE

Beautiful rich deep colour, with a sweetness that hits you after the initial tang. Puree can be used for dessert and cocktails alike. Look out for blood oranges themselves later in the year.

Yes Chef



Viva Italia

A rundown of our beautiful Italian produce this season

BORLOTTI BEANS

A variety of kidney bean, this is a large plump bean that is pinkish-brown in colour with reddish-brown streaks. Borlotti beans are widely used in Italian cooking and have a sweetish flavour with a smooth creamy texture.



PALE AUBERGINES

The bulbous pale Italian aubergines that are mottled white and mauve are one of the favourites of many notable chef's including Lello at The Lanima and Giorgio Locatelli.



CIME DE RAPE

In Italian they are called cime di rape - literally translated as turnip tips (cime di rape is the singular). They are sometimes also called broccoli di rape and are characterised by their strong bitter taste. They are deep green with small yellow flowers.



PUNTARELLE

Puntarelle or cicoria di catalogna or cicoria asparago is a variant of chicory. The heads are characterized by an elongated shape, light green stems and dandelion shaped leaves. They are a little small at present but will get bigger.



LONG ITALIAN PEPPERS

Delicious and sweet, they are beautiful at the moment, vibrant yellows and ruby reds for colour on the plate.



ROMANESCO

Its flavour is somewhere between broccoli and cauliflower, with a sweet, nuttiness and it's bereft of the slightly bitter edge cauliflower can have.



SPANISH ADVENTURE

In October Danny will be going to visit YES CHEF's newest growers in ALMERIA Spain. This is a fantastic region specialising in tomatoes...more in our next edition.

It was wonderful; to catch up with Steven Saunders and his wife in one of his restaurants- The Little Geranium in La Cala. One of Danny and Steven's first television chats was on Ready Steady Cook. His food was delicious!



Yes Chef



Squash 'em in

Squashes & pumpkins are coming into full bloom this season...

Acorn

Also known as the pepper squash or the Des Moines. With distinctive longitudinal ridges and bright orange flesh, delicious for soups and as roasted veg on the side. Seeds can be toasted too.



Kabocha

In some cultures it is revered as an aphrodisiac, the squash sweetens as it cooks, so can be used to sweeten cakes or in desserts. Sliced into thin pieces often served with fish.



Gem

The dark green spherical fruit, when fully ripe, is about the size of a large cricket ball. Beautiful for stuffing with all sorts of delicious fillings. Lovely autumn treat.



Harlequin

Beautiful to eat as well as for autumnal decorations in your establishment. These are a colourful and popular part of the squash family for both look and taste. A great choice for the menu.



Onion

So called because of its shape, its French name is derived from its chest-nutty flavour. Beautiful mini-sized, just like the mini gem variety but with bright orange skin.



STAR OF THE SHOW



PATTYPANS

Pattypan squash is a variety of summer squash notable for its small size, round and shallow shape, and scalloped edges, somewhat resembling a small toy top, or flying saucer.

The name "pattypan" derives from "a pan for

baking a patty." Our yellow and green. Pattypanns are a little larger than a 50p piece. Just gorgeous



Mini Gourds

These mini specimens look wonderful as autumnal decoration especially in the run up to Halloween. They are hardy and will last a long while.

Spaghetti

Can range either from ivory to yellow. Its centre contains many large seeds. Its flesh is bright yellow or orange and is stringy like spaghetti, which gives an interesting texture.

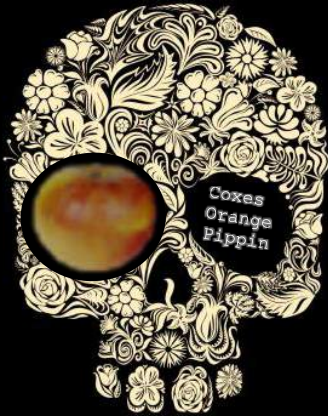


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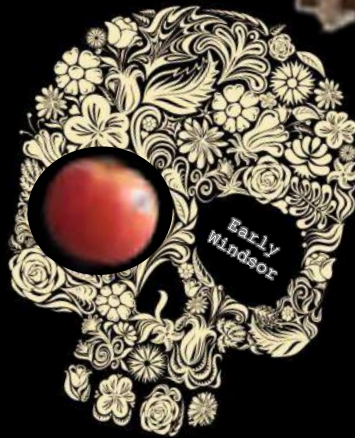


how d'you like them
halloween apples...

...and five facts you definitely
didn't know about them...



Coxes
Orange
Pippin



Early
Windsor



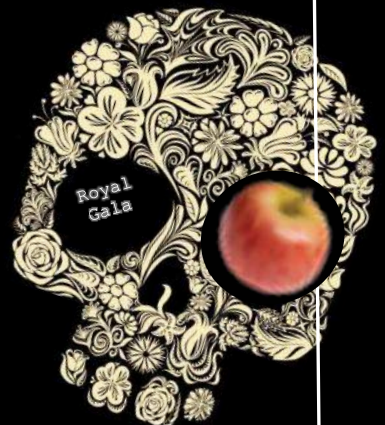
Russets



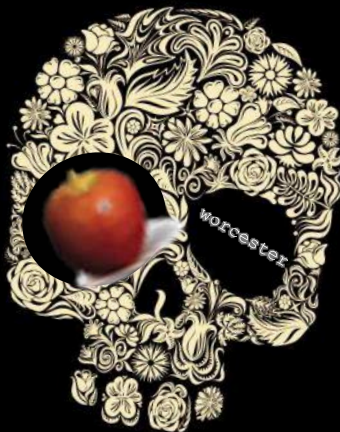
Braeburn



Discovery



Royal
Gala



Worcester



Bramley



#1. Apples are actually part of the rose family, just like pears and plums.

#2. There are more than 2,500 varieties of apples grown in the U.S. That means if you had apple a day, it would take you nearly seven years to eat each kind.

#3. There are more than 7,500 varieties of apples grown around the world. It would take you more than 20 years to try them all if you ate one a day!

#4. It takes two pounds of apples to make one nine-inch apple pie.

#5. Apples ripen up to 10 times faster when you leave them out than when you refrigerate them.

Yes Chef



Its No Yolk...

Introducing Blackdown Farm's
Artisan Eggs...



Blackdown Hills is a family run farm and egg packing business in the Blackdown Hills, Somerset, providing Westcountry Free Range Eggs to the UK Retail, Food Service and Wholesale sectors.

At the heart of their business is the welfare of their hens, and during daylight hours they're free to forage and roam amongst acres of beautiful woodland, fed only on the most nutritious diet.

But what really sets them apart, is our ability to collect, pack and deliver eggs directly from our farm, guaranteeing genuinely fresh, local and tasty Free Range Eggs.

HAPPIER, HEALTHIER HENS

Spending more time outside foraging makes for happier, healthier hens that produce better quality eggs, so they encourage our hens to roam free in a stimulating environment.

They have worked closely with FWAG (Farming & Wildlife Advisory Groups.

They allow our hens to follow their natural 'jungle fowl' instinct to shelter under tree canopies. To help, they've planted large areas of native woodland trees close to the hen houses, including oak, ash and hazel. In daylight, they really are free to roam.

Inside their houses, the hens enjoy spacious, clean and comfortable resting areas.

For their quality of life, and for tastier eggs, they feed their hens top-quality natural feed, but they also have access to grass, grubs and grit to aid their digestion.



Yes Chef



purple reign

A selection of delicious fruit and veg all in ranges of violet, purple mauve...

Purple Grelot Onion

an attractive deep purple-red skinned spring onion with a mild flavour and a crisp texture. The purple outer skin merges with the silver when peeled, adding a colour contrast to salads

Purple Cauliflower

Gets its beautiful hue, which can vary from pale to jewel-toned, from the presence of the antioxidant anthocyanin, which is also found in red cabbage and red wine.

Blood Peaches

This is the peach all the in-the-know farmers' market junkies will be looking for in June and July. Has a firm texture and is sweet yet slightly tart.

Violet Baby Artichoke

The baby violet artichoke is an intriguing vegetable. A delightful little gem of a veg is so delicious that you soon forge the time consuming task of preparing it.

Baby Aubergines

Tiny but mighty. Full of vitamins, minerals and dietary fibre and with the potential to lower cholesterol, aubergines are a great choice for salads, stews and beyond.

Purple Broccoli

This untidy-looking, colourful cousin of broccoli can be used in much the same way. Leafier and deeper in colour than calabrese, it adds vibrancy and crunch to vegetable dishes.

Aubergines

Are delicious on the barbecue or cooked slowly in a vegetable curry or ratatouille. Get versatile with these, they're really worth it.

Purple Carrots

Purple carrots (usually orange or white inside) have even more beta carotene than their orange cousins. Delicious and nutritious.

Banana Shallots

The banana shallot, or echalion, is a cross between a regular shallot and an onion. It has inherited the best qualities from each side, the larger size of the onion and the mildness and sweetness of the shallot.





Caramel apples were invented many years after candy apple, in the 1950s, Kraft Foods employee Dan Walker. Like candy apples, caramel apples' invention also resulted from experimentation with holiday candy - Walker said he discovered the recipe when experimenting with excess caramels from Halloween sales; he simply melted them down and added apples, and the rest is history.

the
by

Other Flavour Variations

In addition to the traditional candy and caramel apples, many other variations exist, including:

Taffy apples - Caramel apples are often called "taffy apples" when additional ingredients such as peanuts are applied.

Chocolate apples - These include both caramel apples dipped in chocolate and chocolate-coated apples (with no caramel).

Jelly apples - This type of candy apple is sold in Coney Island, New York. Jelly apples differ from regular candy apples in that the candy coating is softer and cherry-flavoured, rather than cinnamon-flavoured.



toffee-apple



A bit of History...

The best stone fruit and pears that we've got our hands on have come from Fiveway Fruit Farm in Colchester. Julian Mead runs a family farm with his brother and wife that has been growing fruit since before the Second World War.

Different varieties of fruit are used in different soils to extend the season so we can look forward to Fiveway's delicious fruit all year round

Danny Murphy and Martin Wheeler visited the farm themselves to get a first hand view of the produce that Fiveways offer.

Victoria Plums are considered the best culinary plums to use with its distinctive pink-orange flesh, they are perfect for jams and sauces.

Greengages are the quintessential british variety of plums. They have a soft delicate and aromatic flavour. If cooking they go well with greek yoghurt or crème fraiche.

Conference Pears are excellent eaten as a dessert and exceptional when cooked. Their flesh is sweeter and more juicy when cooking is applied.



conference pears



victoria plums



greengages



Nurtured In Norfolk are specialist growers of edible flowers and leaves as well as micro shoots and vegetables. Used by chefs around the country including Michelin starred chefs in some of the UK's most famous restaurants. Nurtured in Norfolk believes in delivering the highest quality and consistency in their products.

Micro Veg

Baby Fennel
Baby Leek
Micro Carrots
Micro Leeks
Micro Onions
Micro Turnips
Micro Rainbow Carrots
Baby Courgettes
Baby Aubergines
Cucamelons
Baby Beetroot
and many more...

Edible Flowers

Amaranth Flowers
Apple Blossom
Blackcurrant Sage
Borage Flowers
Butterfly Sorrel
Buzz Buttons
Calendula
Nasturtium Flowers
Impatiens
Lavender Flowers
and many more..

Edible Leaves

Apple Mint
Aztec Mint
Banana Mint
Bronze Fennel
Ice Plant
Large Nasturtium Leaves
Lavender Mint
Salicornia
Sea Beet
Sea Purslane
Strawberry Mint
Wild Garlic
Wormwood
and many more..



micro veg

Micro Shoots

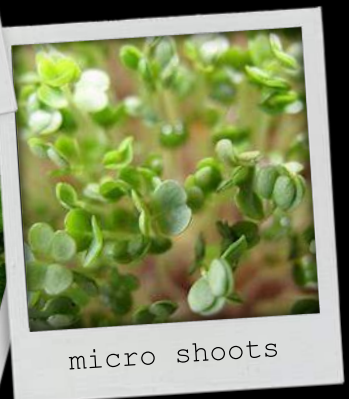
Golden Pea Shoots
Salad Pea Shoots
Sunflower Shoots
Tendrill Pea Shoots
Golden Pea Shoots
Salad Pea Shoots
Sunflower Shoots
Tendrill Pea Shoots
and many more...



edible flowers



edible leaves



micro shoots

Magic Mushrooms

A magical mystery tour through all the delicious 'fruits of the forest floor'

With its rich golden colour, fluted shape and strong aroma reminiscent of freshly picked apricots, it is a treat for any food lover. Although this variety is found throughout Europe and the US, it is the Scottish girolle, which has the most pungent aroma, that is prized the most.



Scottish Girolle

Ranging from lilac to purple-pink. Usually they have purplish tones on the stem and gills. Mature specimens have a darker colour and flatter cap. The Pied Blue taste good when it is used in game dishes.



Pied de Bleu



Ceps

Also known as a Chanterelle, it is probably the best known species of mushroom. A beautiful sunset yellow with a meaty taste. It has a smooth cap and gill-like ridges that run almost all the way down its stipe.

Currently Morels are out of season and are better replaced by delicious chanterelles and ceps.



yellow & grey chanterelles

Yellow and Grey chanterelles are an absolute delight at this time of year. They are sweet, delicate and meaty all at the same time. They are indeed the Bell of the Late Summer Ball.



Pied de Mouton

Mousseron mushrooms are a light-beige to cinnamon brown in colour. Flat to bell-shaped caps, no more than an inch across, sit upon thin stems. The stems can often be tough, but they are edible; the caps are often harvested on their own.



Mousseron

A common woodland mushroom, so named because it grows in the shape of a long horn or funnel. It is also known as 'black trumpet' and 'trompette de la mort' (literally 'trumpet of death').



Trompette (de la mort)

rooting for you

All root vegetables are of excellent quality at the moment. In particular we can recommend rainbow chard, parsnips and turnips which are an ideal roasted accompaniment for a main course.

PARSNIPS & TURNIPS

The colder weather means that hearty root vegetables like parsnips and turnips are coming into their own. They'll get better and better by Christmas

Cavolo Nero can be used as a substitute in all recipes that require cabbage but is particularly good in soups. Delicious simply fried in olive oil with garlic and chillies.

CAVOLONERO

LEEKS

No wonder the Welsh consider this the emblem of their land. Hearty, delicious and can be used in place of any onion. The wonderful leek.

SAVOY

Dark-green winter cabbage with attractive, crinkled and blistered leaves and a robust flavour and texture. It is exceptionally good for use in cooked dishes. Particularly loved by the French.

CELERIAC

The unsung hero of the vegetable world, knobbly, odd-shaped celeriac has a subtle, celery-like flavour, with nutty overtones.

RAINBOW CHARD

Swiss chard is not only one of the most popular vegetables along the Mediterranean but it is one of the most nutritious vegetables around and ranks second only to spinach.

TENDERSTEM BROCCOLI

Coming from Kenya, distinctive flavour and a texture more akin to asparagus than traditional broccoli and it's deliciously succulent. with no wastage so you can eat the whole vegetable.

CAULIFLOWER

Cauliflower is incredibly versatile - from curries, to soups to the comforting cauliflower cheese. Beautiful snowy white florets on the market at the moment.

BABY RAINBOW CARROTS

Determined to showcase heritage varieties why our baby carrots come in plummy purple and crayon-bright Yellow. They are stunning on a plate.

Yes Chef



OUT of the Ground

Please state when ordering whether you need the potatoes for shipping or mashing, we can guide you to the best for your needs.



Sweet Potato

More and more popular now and becoming just as popular as the standard chip for health conscious diners.

Sweet potatoes are native to the tropical Americas and are sometimes referred to as 'yams' in the USA. These tubers are rich in fibre, vitamins A, C and B6, and an excellent source of carbohydrates. The orange-fleshed variety are also rich in betacarotene.



Fit for purpose

Fit for purpose potatoes

As always we offer "fit for purpose" potatoes which are perfect for all your spud staples- chipping, roasting and mashing.



Maris Piper

Available washed in boxes and in nets.

A very old variety dating back to 1850 which has made an astonishing comeback in recent years. This variety is a long potato pink in colour with a butter yellow middle. It is suitable for boiling, steaming or roasting whole.



Vitelotte Noire

HALLOWEEN SPECIAL!

The stunning and delicious French "black potato" is actually a vibrant mauve colour and is such a stunning edition to the menu. Excellent for the spooky season.



Elongated and slightly larger, good for salads.



Lords



McCains

We also stock Lord's par-fried chips, which are excellent quality. And also the nations favourite, no frills attached McCains frozen chips.



Ratte Potatoes

The Ratte potato is a small potato with a unique nutty flavor and smooth, buttery texture. The nutty flavour is said to have come from the types of soils the variety is grown in by the French farmers.

Yes Chef



store cupboard

A rundown of what we have in our dry store to compliment your fresh produce



Tinned Olives



Sun-Dried Tomatoes in Oil



Quails Eggs



Saffron 10g packs



Dairy



Vanilla Pods



Truffle Oil



Sun-Blushed Artichoke



Olive Oils



Snails

These are a very special edition to our store cupboard. Delivered live via DHL. Beautiful, traditional and fabulously French



Vinegars

We have a range of great vinegars, sherry, white and balsamic to name but a few.

Eleusi Oil comes from a family run farm on the South tip of Italy. The farm's operations began in the 1960s when Giuseppe Giovazzini planted the first 150 olive trees. The main business was local olive oil cultivation, production and marketing. During the 1980s, Giuseppe's son, Pietro, increased