

the remembrance  
edition

**YES CHEF**

Market Report  
November 2017





# Unit A2 New Covent Garden Market London

020 3617 3300  
www.yeschef.biz

Newsletter November 2017



## November



We know its only the beginning of November but we are now in full swing planning for the Christmas season. Not only is it the time of tidings and joy but also for the wonderful British produce available on the market.

Great hispi, savoy, cauliflowers, romanescó, parsnips, turnips, swedes, black cabbage, curly kale, rainbow chard and a wide range of potatoes.

We are buying all our cucumbers, peppers, aubergines, courgettes and tomatoes (if the colour and taste is right) direct from our growers in Spain.

As we approach the busiest time of the year please give at least

### 24 hours notice

...for any and all prep orders

## Christmas Opening Times

Fri 22nd Dec: Normal

Sat 23rd Dec: 2nd deliveries must be placed by 10.30am

Sun 24th Dec: Closed

Mon 25th Dec: Closed

Tue 26th Dec: Closed

Wed 27th Dec: as 23rd

Thu 28th Dec: as 23rd

Fri 29th Dec: as 23rd

Sat 30th Dec: Closed

Sun 31st Dec: Closed

Mon 1st Jan: Closed

Tue 2nd Jan: Normal

## CHRISTMAS is COMING...

**Yes Chef...your one stop shop for all your Christmas needs!**

**Trees, Holly, Cones, Mistletoe and much, much more...**

## In This Edition

### 1. bonfire business & remembrance

Food for bonfire night, and the history of remembrance sunday

### 2. six of the best

A selection of some autumn inspired produce

### 3. viva italia

The best from Italy for the autumn/winter season

### 4. squash 'em in

Pumpkins and squashes for the autumn season

### 4. sweet & sour

Information about the best citrus of the season.

### 5. how d'you like them apples

Apples of the season and some facts about them.

### 6. its no yolk & fiveways

Beautiful eggs from happy chickens and fiveways farm

### 7. Christmas Market

Special produce especially for the run up the Christmas

### 8. a few of our favourite things & nurtured in norfolk

Introducing our wonderful source of all things micro like flowers, herbs and vegetables. Plus great bits for the festive season.

### 9. magic mushrooms

A magical tour of the best mushrooms of the season

### 10. rooting for you

Root vegetables for the autumn season.

### 11. out of the ground

A classic rundown of our heritage potatoes and chips.

### 12. store cupboard

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



# SIX of the BEST

Chestnuts add a beautiful depth of flavour especially to winter puddings.

With all the taste and nutrients of their older brothers, but in a cute miniature floret. These are for show on the side of a hearty meat dish.

baby cauliflower

Yes Chef

bunched rainbow carrots

Beautiful, delicious...you can literally taste the rainbow. They retain their colour when cooked and so add a flash of interest and art to the plate.

Symbols of bonfire night, these are children's favourite. See page 2 for a little history of the provenance of the toffee apple. Love it or with a crisp shell or a silky chocolate coating, they are delicious

toffee & chocolate apples

Also known as Romanesque or Roman Broccoli, these delicious odd florets are wonderful this season.

romanesco

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PEACHES & NECTARINES

Stone fruit are just delicious at this point in the season. Peaches, nectarines and nadorcotts are best from south Africa at the moment...you can really taste the sunshine in them.





Viva Italia

A rundown of our beautiful Italian produce this season



BORLOTTI BEANS



PALE AUBERGINES



ROMANESCO



CIME DE RAPE



PUNTARELLE



SPIKEY ARTICHOKES



LONG ITALIAN PEPPERS



LONG ITALIAN



BERGAMOT LEMONS



STRIPY AUBERGINES



LEMON LEAF



CASTELFRANCO



ITALIAN WAX PEAR



LEAFY ORANGES





# 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.



### Mini Gords

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



### PATTYPANS



## STAR OF THE SHOW

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 "pattypan" derives from "a pan for baking a patty." Our yellow and green. Pattypans are a little larger than a 50p piece. Just gorgeous



### 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.



# Yes Chef



sweet & sour

Information on citrus this season



The Spanish Citrus season is in full swing now. Week by week the colour and flavour is getting better and better. When ordering oranges remember to state what size you require (small, medium, large). Satsumas and clementines with leaves are also very festive at the moment.



Lemons are coming from Spain and limes from Brazil or Mexico. We always try and buy the best colour limes with the fullest content to make sure the yield is as good as possible.



We can buy Italian citrus (oranges, limes and leafy clemes) but these tend to be more expensive. However their flavour is stronger.





# Yes Chef



how d'you like them  
apples...

...and five facts you definitely



English Apples are great at the moment, we think braeburns are the best. They are the favourite of Pierre Koffmann who uses braeburns for his delicious Tarte Tatin, which is a beautiful recipe to showcase sweet winter apples. The braeburn holds its shape when baked and retains its beautiful sweet flavour with an edge of sharpness on the palate. Russets are also great for this.







mistletoe



door wreaths



xmas tree



holly



Pine garlands



ivy

During the Christmas season we often get requests for all sorts of festive bits and pieces. We are located in the heart of Covent Garden Market, and can offer our customers the A-Z of Christmas cheer.

48 hours notice required



# Christmas Market

leafy clem



pomegranate



chestnuts



dates



mixed nuts



cranberry



horseradish



turnips





**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.



### **Edible Flowers**

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

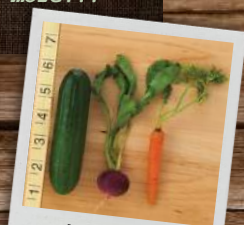


**edible flowers**

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...*



**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 leaves**

### **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 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

## 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.



## 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.



## 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.



## CAULIFLOWER

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



## 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.



## 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.







## 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.



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

Elongated and slightly larger, good for salads.

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.





# 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