



Asian

Spring-Summer 2011

Fresh Solutions for Fresh Produce.®

Brands

- Ready-Set-Serve (RSS): table-ready fruits, vegetables, and juices packed to detailed specifications
- Markon First Crop (MFC): whole fruits and vegetables packed to detailed specifications

Food Safety

- Every case of RSS or MFC you purchase from a member distributor has met or surpassed Markon's unparalleled standards for food safety
- Our 5-Star Food Safety® Audit Program is based on specifications, inspections, and information at five key points: fields, facilities, transportation, distributor warehouses, and operator kitchens

Sustainability

- Markon was the first to test sustainable practices that result in specific, verifiable, and measurable data; we know the importance of quantifying water use, pesticides, and energy, and partner with like-minded grower-shippers
- We continue to set new benchmarks, meet them, make adjustments, and pass these standards along to the rest of the produce community

Trends

- Feature ethnic sandwiches like the Vietnamese banh mi: line French baguettes with pickled RSS Carrot Coins, Serrano chile peppers, RSS Washed & Trimmed (W&T) Green Leaf, RSS Sliced Red Onions, and deli meats
- Fantasy fusion—this year's hottest trend happened when Korean BBQ met Mexican street food. Experiment with Asian flavors and European techniques
- Create easy-to-eat entrées for your kids' menu like kebabs with grilled chicken and pineapple or beef and mushrooms served with teriyaki or peanut sauce
- Keep it cool with Asian ceviche options made with fresh seafood and RSS Lime or Lemon Juice, herbs like MFC Basil, Cilantro, and Mint, RSS Peeled Garlic, ginger, and lemongrass



Roasted Red Miso-Glazed Scallops, MFC Bell Peppers, and MFC Mushrooms with MFC Basil

Suggested Items & Pairings

• MFC Basil	bell peppers chicken curry paste	green beans rice
• RSS Carrot Coins	chile peppers coconut milk lime juice	potatoes teriyaki sauce lime juice
• MFC Bell Peppers	beef bok choy broccoli	daikon radishes scallops
• RSS Shredded Green Cabbage	chile paste cilantro mirin	pork red cabbage
• MFC Cucumbers	green leaf lettuce peanuts red onions	soy sauce vinegar
• MFC Zucchini	asparagus green onions miso	mushrooms sesame seeds

Yields

- MFC Basil 56 Tbsp. (chopped) per 1/2# bag
- RSS Carrot Coins 40 4-oz. servings per 2/5# carton
- MFC Bell Peppers 10 cups (diced) per 5# carton
- RSS Shredded Green Cabbage 80 4-oz. servings per 4/5# carton
- MFC Cucumbers 6 cups (chopped) per 5# carton
- MFC Zucchini 21 cups (chopped) per 5# carton

Yields are approximate

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Usage Ideas

MFC Basil

- Simmer MFC Red Bell Peppers, green beans, and MFC Basil in red curry paste, coconut milk; serve on rice
- Roll MFC Premium Green Leaf, RSS Shredded Carrots, MFC Yellow Bell Peppers, MFC Cucumbers, MFC Basil, and shrimp in rice paper; serve with peanut dipping sauce (see photo)
- Drop shredded chicken, MFC Basil, and MFC Red Bell Peppers into soups like tom kha, tom yum, udon, and miso

RSS Carrot Coins

- Marinate RSS Carrot Coins and slices of MFC Cucumbers with rice wine vinegar, RSS Lime Juice, and minced Serrano chile peppers; serve salad with spicy curries
- Add RSS Carrot Coins, chopped MFC Potatoes, and RSS Sliced Yellow Onions to green curry paste and coconut milk
- Stir-fry RSS Broccoli and Cauliflower Florets, RSS Carrot Coins, baby corn, and strips of chicken in teriyaki sauce

MFC Bell Peppers

- Sauté MFC Bell Peppers and strips of beef with black bean sauce; garnish with shaved daikon radishes
- Stir-fry bok choy, chopped chicken, cashews, MFC Broccoli, MFC Red and Yellow Bell Peppers, and RSS Sliced Yellow Onions with Hoisin sauce; serve with udon noodles
- Roast scallops, mushrooms, and MFC Red and Yellow Bell Peppers brushed with red miso paste (see photo)

RSS Shredded Green Cabbage

- Sauté RSS Shredded Green and Red Cabbage, RSS W&T Cilantro, MFC Red Bell Peppers, RSS Peeled Garlic, cubes of pork, and cashews; serve on short-grained rice
- Dress RSS Green Cabbage, RSS Shredded Carrots, and julienned snow peas with ginger-mirin vinaigrette
- Ferment RSS Green and Red Cabbage with chile paste for Korea's national dish: kimchi

MFC Cucumbers

- Mix RSS W&T Romaine, sliced MFC Cucumbers, RSS Shredded Carrots, and crunchy noodles; toss with soy-rice wine vinegar dressing
- Garnish pad thai and drunken noodles with thick slices of MFC Cucumbers and chopped peanuts
- Line banh mi sandwiches with shaved MFC Cucumbers, RSS Sliced Red Onions, and RSS Green Leaf Fillets

MFC Zucchini

- Brush sesame oil and minced RSS Peeled Garlic onto MFC Zucchini and mushrooms; broil
- Roast MFC Asparagus and MFC Zucchini; toss with miso dressing and serve over sticky rice
- Stir-fry RSS Shredded Green Cabbage, mushrooms, MFC Zucchini, RSS W&T Green Onions, and sesame seeds; add salmon and soy-ginger sauce

Asian Essentials

These staple ingredients add traditional flavors and color to a variety of recipes—from soups and salads to stir-fries, rice, and noodles:

MFC Basil

- MFC Basil, along with cilantro and mint are the magical trinity of flavors that work in Chinese, Indian, Japanese, Thai, and many more Asian cuisines
- Fresh or cooked, MFC Basil will impart a bright anise flavor to recipes across the Asian spectrum
- Sneak into items such as banh mi sandwiches, spring rolls, and sushi
- Enhance flavor in Thai iced, boba, and green teas
- It's great integrated into recipes, but don't forget what an ideal garnish MFC Basil (or MFC Opal Basil) make; try whole sprigs, slivers, and deep-fried leaves

MFC Bell Peppers

- Sweet with a hint of spice, MFC Bell Peppers impart crunch to salads and Asian slaws
- Their bright color improves the presentation of curries, kebabs, and noodle dishes
- Roasting and peeling lends a silky texture to soups and porridges
- For an edible serving dish, hollow out large MFC Bell Peppers and fill with rice, stir-fries, and sauces like raita and tamarind chutney
- Pickle strips of MFC Bell Peppers and MFC Red Onions with RSS Carrot Coins for an easy side dish

Spring Rolls with MFC Premium Green Leaf Lettuce, RSS Shredded Carrots, MFC Yellow Bell Peppers, MFC Cucumbers, MFC Basil, and Shrimp



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