



Asian

Fall-Winter 2010

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

- Crunch is key for small plates and appetizers: coat RSS Broccoli Florets, mushrooms, and thin slices of MFC Eggplant with tempura batter and panko breadcrumbs; lightly fry and serve with ponzu dipping sauce
- Most Asian cuisine is perfect for family-style portions: curries, stir-fries, and fried rice dishes can be easily shared by groups
- Noodles are back—experiment with udon, ramen, cellophane, soba, and vermicelli to give your menu variety and keep it on trend
- Go interactive: one-pot dishes such as Japanese shabu shabu and Chinese hot pot soup allow your guests to enjoy delicious food and friendship



Flash-fried RSS Kale, RSS Stir-Fry Cut Onions, MFC Red Bell Peppers, and RSS Peeled Garlic

Suggested Items & Pairings

• RSS Broccoli Florets	carrots cauliflower florets Chinese sausage	garbanzo beans orange juice
• MFC Eggplant	bell peppers mushrooms noodles	oyster sauce star anise
• RSS Baby Spinach	garlic sesame oil spare ribs	sweet potatoes water chestnuts
• RSS Peeled Garlic	dal (lentils) kale onions	potatoes snow peas
• MFC Onions	celery fish ginger	mango zucchini
• RSS Washed & Trimmed Cilantro	cucumbers dashi (fish broth) green onions	tofu yogurt

Yields

• RSS Broccoli Florets	24 4-oz. servings per 2/3# carton
• MFC Eggplant	10.5 cups per 3-count carton
• RSS Baby Spinach	40 4-oz. servings per 4/25# carton
• RSS Peeled Garlic	28.5 cups per 6/3# carton
• MFC Onions	159 cups (1/4" diced) per 50# carton
• RSS Washed & Trimmed Cilantro	992 Tbsp. (chopped) per 4/1# carton

Yields are approximate

To learn more about Markon, please contact your sales representative.

Usage Ideas

RSS Broccoli Florets

- Sauté chicken strips, RSS Broccoli Florets, and RSS Carrot Coins; deglaze with RSS Orange Juice, fresh ginger, and brown sugar
- Toss steamed RSS Broccoli and Cauliflower Florets, RSS Diced Green Onions, cooked garbanzo beans, and curried couscous; serve with mango chutney
- Add steamed RSS Broccoli Florets, Chinese sausage, and sliced mushrooms to an egg fu yung recipe

MFC Eggplant

- Simmer chunks of MFC Eggplant, MFC Red Bell Pepper, mushrooms, RSS Peeled Garlic, and MFC Basil in oyster sauce; serve with brown rice
- Stir-fry slices of MFC Eggplant, RSS Sliced Onions, and cooked soba noodles; serve with Sriracha sauce
- Broil thick slices of MFC Eggplant tossed with peanut oil and star anise; garnish with RSS Washed & Trimmed Cilantro

RSS Baby Spinach

- Add sautéed RSS Baby Spinach, RSS Peeled Garlic, and chopped ginger to broth-based soups ([see photo](#))
- Stir-fry RSS Baby Spinach, Chinese spare ribs, and water chestnuts in sesame oil
- Toss roasted sweet potato cubes with RSS Baby Spinach and sliced shallots; drizzle with wasabi dressing

RSS Peeled Garlic

- Add cubed MFC Potatoes, sliced MFC Red Bell Peppers, RSS Peeled Garlic, and snow peas to yellow curry sauce
- Sauté minced RSS Peeled Garlic, finely chopped MFC Carrots, and RSS Diced Onions; add soaked dal (lentils) and vegetable stock; simmer until tender
- Flash-fry RSS Kale, RSS Stir-Fry Cut Onions, and RSS Peeled Garlic ([see photo](#))

MFC Onions

- Use diced MFC Onions, RSS Diced Celery, and ginger as a starter for broth-based soups, stews, and stir-fries
- Toss sliced mangoes with sliced MFC Onions, RSS Lime Juice, and cayenne pepper; serve with grilled beef
- Coat sea bass, sliced MFC Onions, and chopped MFC Zucchini with miso glaze; broil until cooked and caramelized

RSS Washed & Trimmed Cilantro

- Stir puréed cucumbers and RSS Washed & Trimmed Cilantro into plain yogurt; serve with Indian food
- Simmer small cubes of tofu in fish broth; stir in miso, minced RSS Washed & Trimmed Cilantro, and chopped RSS Washed & Trimmed Green Onions
- Stir into a variety of coconut- or dashi-based recipes such as soups, satays, and curries

Asian All-Stars

These staple ingredients are flexible enough to fit into most of your recipes—from soups and salads to stir-fries, rice, and noodles:

RSS Baby Spinach

- Versatile spinach can be used in nearly every savory Asian application
- Whether raw or cooked, RSS Baby Spinach adds color and texture
- Simmer in soups, curries, and sauces
- Add to stir-fries, spicy noodles, and rice dishes
- Great partners include beef, garlic, ginger, onions, rice, and soy sauce

RSS Peeled Garlic

- Garlic may just be the most important ingredient in Asian recipes—use it liberally!
- Impart pungent flavor to dishes with the Asian version of a mirepoix: RSS Peeled Garlic, RSS Diced Onions, and minced ginger
- Mashed garlic can be used to create a variety of staple seasoning pastes when paired with ingredients such as chile peppers, lemongrass, miso, and vinegar
- Deep-fried garlic is ideal in recipes and as a garnish
- Add zest to salad dressings and sauces like Hoisin, peanut, and sweet-and-sour fish

Dashi-Based Soup with RSS Baby Spinach, RSS Peeled Garlic, Mushrooms, and Ginger



To learn more about Markon, please contact your sales representative.