



# Hispanic

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! Give deep fried texture to queso-filled squash blossoms, slices of zucchini, even avocados!
- Home-style stews like birria, posole, and menudo fit the comfort food bill; accent them with cilantro, raw MFC Red Onions, and lime wedges
- Pump up the heat—spice is on this year's culinary agenda; try adding raw or roasted chile peppers like Serrano, Jalapeno, and (for the true aficionados) Habanero to everything from salsa to sautéed vegetables, and even cream sauces
- Explore lesser-known regional cuisines like Panamanian (think corn fritters and cheese-filled empanadas), Columbian (be sure to add plenty of coconut to rice), and Chilean (tasty fried mashed potato cakes)



RSS Avocado Chunks, MFC Red Onions, RSS Lime Juice, and Pomegranate Seeds

### Suggested Items & Pairings

• <b>RSS Shredded Green Cabbage</b>	carrots cilantro corn tortillas	green leaf lettuce lime juice
• <b>RSS Washed &amp; Trimmed Green Onions</b>	eggs queso fresco squash blossoms	steak tomatillos
• <b>MFC Oregano</b>	epazote masa mole sauce	potatoes yuca
• <b>RSS Avocado Chunks</b>	cumin goat cheese lemon juice	pomegranate taro chips
• <b>MFC Red Onions</b>	nopales oranges tamarind	tomatoes watermelon
• <b>MFC Bell Peppers</b>	garlic oregano plantains	pork yellow onions

### Yields

- RSS Shredded Cabbage 80 4-oz. servings per 4/5# carton
- RSS Washed & Trimmed Green Onions 320 stalks or 36 cups (chopped) per 4/2# carton
- MFC Oregano 132 Tbsp. (chopped) per 1/2# bag
- RSS Avocado Chunks 96 2-oz. servings per 6/2# carton
- MFC Red Onions 74 cups (1/4" diced) per 20# carton
- MFC Bell Peppers 10 cups (diced) per 5# carton

*Yields are approximate*

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## Usage Ideas

### RSS Shredded Green Cabbage

- Fill warm corn tortillas with shrimp, RSS Shredded Green Cabbage, RSS Washed & Trimmed Cilantro, and RSS Shredded Carrots ([see photo](#))
- Toss MFC Green Leaf Lettuce with RSS Shredded Green Cabbage, and Mandarin orange segments; drizzle with cilantro vinaigrette
- Simmer red beets, MFC Red Onions, and RSS Shredded Green Cabbage in stock and RSS Lime Juice until tender; purée and garnish soup with more shredded cabbage and crema

### RSS Washed & Trimmed Green Onions

- Mix queso fresco with diced RSS Washed & Trimmed Green Onions; use filling to stuff squash blossoms; batter; lightly fry
- Stir chopped RSS Washed & Trimmed Green Onions into scrambled eggs; drizzle with tomatillo salsa
- Grill lightly oiled RSS Washed & Trimmed Green Onions; serve aside Argentine-style steaks

### MFC Oregano

- Sauté chopped MFC Potatoes with Serrano chile peppers, MFC Oregano, and chorizo
- Roast yucca with MFC Oregano, epazote, and cumin; mash and serve smothered with Oaxacan mole sauce
- Steam tamales made from masa, cheese, and MFC Oregano

### RSS Avocado Chunks

- Mix RSS Avocado Chunks with toasted cumin, MFC Red Onions, RSS Lime Juice, and pomegranate seeds; serve with baked beet and taro chips ([see photo](#))
- Surprise guests with avocado ice cream made with RSS Avocado Chunks, sugar, RSS Lemon Juice, and cream
- Mash RSS Avocado Chunks and goat cheese together; spread on crisped tortilla triangles and top with a red or yellow grape tomato (alternating on an appetizer plate)

### MFC Red Onions

- Steam peeled nopales; chop; mix with minced MFC Red Onions, chopped MFC Tomatoes, and crumbled Cotija cheese
- Combine RSS Diced Red Onions, RSS Orange Sections, and chopped watermelon; use relish to top steak
- Simmer beef with tamarind, sliced MFC Red Onions, and RSS Washed & Trimmed Cilantro until tender

### MFC Bell Peppers

- Roast MFC Red Bell Peppers with RSS Sliced Yellow Onions and MFC Oregano; use atop pork chops
- Stir roasted MFC Red Bell Peppers into mashed plantains; spread on Cuban sandwiches
- Upgrade entrée plates with sauce of roasted and puréed RSS Peeled Garlic and MFC Red and Yellow Bell Peppers

## Hispanic Home Runs

Ingredients like avocados, cilantro, oregano, and green onions are at the heart of the cuisines of Mexico, Peru, Brazil, Cuba, and other Latin American countries. Keep plenty on hand to lend authentic flavor to your recipes:

### RSS Shredded Green Cabbage

- Give cole slaw a twist: combine RSS Shredded Green Cabbage, RSS Shredded Carrots, shredded jicama, shredded Pasilla chile peppers, RSS Washed & Trimmed Cilantro, RSS Lime Juice, mayonnaise, and hot sauce
- Braise for subtle sweetness: top carnitas with slow-cooked RSS Shredded Green Cabbage and RSS Sliced Onions; sprinkle with crumbled cheese
- Use as a base for appetizers and entrées
- Offer on salad and taquito bars along with RSS Washed & Trimmed Green Onions, RSS Washed & Trimmed Cilantro, and RSS Romaine Ribbons
- Add texture contrast to soups and ceviches with a garnish of RSS Shredded Green Cabbage

### RSS Washed & Trimmed Green Onions

- Serve grilled RSS Washed & Trimmed Green Onions as a side dish or in sandwiches and burritos
- Finely chop and garnish egg, potato, cheese, and meat dishes
- Use in salsas and marinades for a mild, peppery flavor
- Snip into salads, dressings, marinades, and sauces
- Purée with roasted tomatillos for a tangy condiment

## Shrimp Tacos Made with RSS Shredded Green Cabbage, RSS Washed & Trimmed Cilantro, and RSS Shredded Carrots



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