



Trends IN FOODSERVICE

Featuring Grapes from California

Enliven the Menu. Elevate the Fun. Accent the Plate.



Trend: The Artisan Factor

What if you could make an Italian-inspired **antipasto plate** using only North American products? Well, of course you can – right now – as shown here. Superb artisan breads, crackers, cheeses, charcuterie, even dolmades are probably made by a devoted producer near you. For our marinated item we've added **colorful, spicy pickled** grapes, another trendy item you can easily make in your own kitchen.

The fruit accompaniments are refreshing **palate-cleansing grapes**. And, after all, California's grape growers are artisans, too: the vast majority are family farmers with generations devoted to grape-growing. Plus, California grapes are North America's "local" grape. According to surveys, **consumers prefer California grapes** over imports by a 99% margin.







Trend:

The Signature Happy Hour

Craft cocktails created and poured by your **resident mixologists** and innovative food that may also serve as dinner for customers are hallmarks of the signature Happy Hour.

Grapes have a lot to offer in this new bar environment. They're seen as a "classic" but also as a "new" ingredient in both appetizers and cocktails.

Sliced, roasted, grilled, pickled, muddled and as a side or garnish, fresh grapes brighten, lighten and add a tart sweetness and a **"pop"** of juice to your best bar fare. Shown here are roasted grapes with roasted feta, grapes added to fried calamari and grapes grilled with prawns.

→ ICEVINE COCKTAIL

Everything in this luscious and potent cocktail is made from grapes, even the vodka.

.75oz Inniskillin "Pearl" Icewine
1.5oz Ciroc Vodka
15 green seedless
California grapes
½ cup ice

Place all ingredients in blender and blend for 15 seconds. When pouring into glass, pour slowly to keep all excess skin from grapes at the bottom of blender. Garnish with two frozen grapes.

From Four Seasons Hotel, Chicago.







Trend:

Eclectic Bistro Fusion

Fusion has found its perfect venue, the **new-fashioned bistro**. Any combo goes if it tastes good, looks good and meets the bistro goal of serving the “neighborhood” and the clientele.

Here an Asian-style Véronique features salmon and rice. Another plate offers duck breast with fresh grape relish served over couscous. As always, **grapes provide a sweet-acid balance** that fulfills an important function in balancing creamy sauces and complimenting spices, such as star anise or garam masala, or herbs, such as cilantro, mint or your own za’atar mix.

Trend:
little and BIG Plates



The concept of little plates, introduced way back in the '90s, is now mainstream. On the other hand, customers still love their big plates, too, and make that a steak, a burger or a rack of ribs, please.

Grapes are a natural on little plates where intriguing ingredient pairings can be explored on a smaller scale, like the salad entrée pictured here. Sliced beef, a hunk of blue cheese, grilled onion slices, and a creamy vinaigrette are all **enhanced with the addition of grapes.**

For a big plate, a **roasted grape sauce** is magnificent on a skirt steak or a thick-cut pork chop.

Here's **another reason to feature grapes** on big plates: research studies have shown that grapes eaten after a big meal, especially one high in fat, can actually lessen the "bad" effects of that meal on the heart and circulatory system, and boost antioxidant levels in the body. If your customers want that big plate, fries included, **accent the meal with a serving of grapes** and keep them coming back for more.







Trend:

Health + Comfort at Salad Bars

Customers in **school and business cafeterias** love their salad bars. The freedom to choose what they want **and combine ingredients in ways that please them** is the biggest attraction. The challenge for operators occurs when patrons say they want healthy choices but they also want comfort foods. And dressing — lots of it.

Luckily grapes are not only a light and healthy food, they're also colorful, and very comforting and pleasurable. For salad bars, **grapes can be portioned into small clusters**, offered singly (three colors is a nice touch) or halved, in fruit combinations and as part of a **tuna, turkey or chicken salad**. Grapes can be located next to cheeses, yogurt and cottage cheese; they have a real affinity for creamy foods.

Trend:

Good-for-you-grapes For Kids

- It's a fact and a disturbing trend: **childhood obesity** is threatening an entire generation with **serious health problems** now and in the future, not the least of which is Type 2 diabetes.
- Many foodservice operators are changing kids' menus to help ameliorate the problem, often **substituting high-fat fries for grapes**.
- **Kids love grapes** and putting them on the menu also helps parents keep their children on a better food track, one that includes **more fruits and vegetables**.



JUST FOR KIDS MENU



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Trend: More **To-Go** Than Ever





Sometimes your customer has to eat lunch at her desk. Sometimes even the VP of Finance needs a snack around 3 pm. That's when grapes to-go are a welcome addition to the day – just **a little cheeriness and sweetness** for elevating the mood and providing hydrating energy.

Grapes are really a SuperSnack, not only because of their flavor, portability, no muss-no-fuss characteristics (no peeling, no coring, no chopping), which is great for at-your-desk dining, but also for their **health benefits**.

Over the last decade researchers have been reporting compelling evidence that eating grapes can **contribute to a healthy heart**. Emerging studies suggest that grapes may help defend against a number of age-related diseases as well. How can this be? Grapes contain natural components called polyphenols, which at the most basic level appear to help **maintain and protect the healthy functioning of our cells**. It's a big job for a cluster of grapes, but they're up to the task.

FRESH GRAPE

Handling and Storage

- * High-quality, fresh grapes from California will have green, pliable stems and plump berries.
- * Grapes generally have a much longer shelf life than other berries, but they still need TLC to keep them at their best.
- * Providing good air circulation is one of the best ways to keep grapes in optimum condition. When buying in volume, gently stack grape boxes in the cooler **so that air can circulate around them.**
- * Store grapes immediately in refrigeration when received. The ideal condition for grapes is 30-32°F with 90-95% relative humidity.
- * Do not store grapes near cooling unit's direct air path to avoid accelerated dehydration.
- * Like most berries, grapes can absorb strong odors. Try to avoid storing them next to green onions and leeks.
- * **Never store or display grapes where they will come in direct contact with water, ice or iced products.**
- * Store grapes unwashed.
- * Rinse grapes just before serving or adding to a recipe.
- * Use shatter – those grapes that fall from the stems – as soon as possible in salads, sandwiches, skewers, etc.

Season and Varieties

- * Fresh grapes from California are available from May through January.
- * There are over 70 varieties of California grapes, each with a personality all its own.



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