

# SPECIALTY PRODUCE MARKETING CALENDAR

# June Picks

**JOHN VENA, INC.**  
SPECIALTY FRUIT • VEGETABLES • HERBS

## June 2017

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

### HOLIDAYS:

JUN 1 NBA Finals Begin  
JUN 18 Father's Day  
JUN 20 Summer Solstice

June is National Fresh Fruit & Vegetables Month

## WHAT'S HOT

### FOODSERVICE TRENDS

Dips like **hummus** and **baba ghanoush** are a must-have as the trend towards small plates and shareable appetizers continues to spread. Make in house and serve with crudite like baby carrots, Belgian endive, and French breakfast radishes.

### RETAIL INSIGHTS

More than half of all consumers believe that a retailer can have a significant role in supporting their commitment to **health and wellness**. Be a part of their efforts by putting produce front and center, and sharing information about the health benefits of fruits and vegetables.

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Lychee

Rambutan

Loquats

Japanese Eggplant

Turmeric

## JUNE PEAK SEASON PICKS

**FRUIT:** Ataulfo Mango ▪ Loquat ▪ Lychee ▪ Quenepa ▪ Papaya ▪ Pineapples ▪ Rambutan

**VEG:** Baby Beets ▪ Baby Bok Choy ▪ Baby Romaine Lettuce ▪ French Breakfast Radish  
Chinese & Japanese Eggplant ▪ Baby Leeks ▪ Machê ▪ Mizuna ▪ Purple Garlic

**ETHNIC:** Bitter Melon ▪ Cactus Pear ▪ Chayote ▪ Lime Leaves ▪ Malanga ▪ Nopales ▪ Turmeric

## Father's Day Grill n' Chill

Fire up the grill on Father's Day with kebab classics and some exotic veg to turn up the heat. And don't leave fruit out in the cold - some take like wildfire to some smokiness and a few grill marks.

- **Rainbow Peppers** | The classic move for kebabs and skewers. Don't forget sweeter yellow and orange to liven up the color pallet.
- **Baby Eggplant** | Grill whole until dark and charred. The flesh will be creamy and sweet.
- **Green Tomatoes** | Not just for frying! Grill green tomatoes for a simple summer salad or relish.
- **Anaheim Peppers** | Perfect for stuffing with cheese and chorizo and grilling to perfection.
- **Plantains** | Grill ripe plantains and serve with a spicy brown sugar glaze.
- **Fresh Figs** | Gently grill on oiled grates for a decadent dessert served with vanilla ice cream.
- **Mango** | Brush cut lobes with olive oil and place flesh side down on the grill. Caramelizes for an extra sweet treat.

**RETAIL PRO TIP:** Cross-merchandise grill-able fruits and veg with a suite of CPG and non-food items to complete the barbecue. Include wooden skewers, spice rubs, olive oils, basting brushes, aprons, charcoal, wood chips, smokers, grills, etc. Ensure produce is included at the meat and seafood counter to remind shoppers to round out their basket with a full slate of fruits and vegetables for a barbecue beyond burgers.

## Trendy Tropicals for Summer Solstice

Say it's summer with a full line-up of tropicals for sunshiny days and long, hot afternoons.

- **Dragon Fruit** | A serious attention getter. Serve fruit salad in the scooped out magenta skin.
- **Young Thai Coconuts** | Each contains fresh coconut water and meat, and can be used as an impressive seasonal drink vessel. Best with a bright colored drink umbrella.
- **Papaya** | Sweet, deep salmon color pairs especially well with lime juice and mint.
- **Lychee** | Bite size reminders of summer, overflowing with juice and wonderful floral notes unlike any other fruit. Use to set off a cocktail program as juice, shrub, and garnish.
- **Mamey** | AKA sweet potato pie fruit, this exceptionally sweet fruit is plain on the outside, but bright orange on the inside with dreamy, creamy flesh perfect for smoothies and shakes.



**FOODSERVICE PRO TIP:** Incorporate tropicals into beverage programs to easily and quickly liven up summertime menus. At the bar try a lychee mint mojito or an "island-style" young Thai coconut pina colada. For the juice bar, try an anti-inflammatory turmeric-papaya blend or a fiber-rich dragon fruit-raspberry smoothie. On the dessert menu, incorporate a rich and creamy Cuban mamey milkshake!

### COMING SOON:

Florida Starfruit, Tiger Stipe & Kadota Figs

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