

# NEWS BITES

smoked, charred, grilled  
not just meat adjectives

Bringing veggies back  
in a smokey way!  
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Looking ahead: stay  
subscribed to see  
what's on the horizon  
for all things Lipman!

**Page 10**

“Around half of all  
consumers say they are  
eating more plant-based  
foods than last year, and  
62 percent say they eat  
meatless meals at least  
once a week.”

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# Produce Beyond the Fields

Happy 2022 to our industry friends and produce fans! Although it may sound like a cliché, the ‘new year’ still creates a feeling of refreshment to me – an exciting time to reset, be intentional with my goals for the year, and become anew following a busy holiday season.

With the resilience our industry has shown and the creativity we’ve all been pushed to test, my hope for this year is that we continue to support each other in the unpredictable shifts in trends and that Lipman can continue being a strong partner in culinary support and beyond. It is a great time to be

in the produce industry as more than ever, consumers are turning to the food they eat for medicinal healing and holistic health.

We are looking forward to bringing you a stream of new content, information, and ideas throughout the year as the consumer purchasing trends evolve. We hope News-Bites remains a trustworthy newsletter for expertise in the fresh produce category and inspires you and your teams to continue reimagining what produce can be on your menus and in the grocery store.

Morgan Stuckert  
**Marketing Manager**

# The Flexitarian Way

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## *taking plants in a new direction*

Commercially produced plant-based burgers, breakfast sausage and chicken tenders made it quick and easy for operators to swap in vegan alternatives for popular items. But consumers who choose plant-based or plant-forward meals all or part of the time tend to be sustainability-minded, and these meat alternatives can be highly processed. Plus the growing number of flexitarians—those who balance veggie-focused eating with meatier meals—are looking for more creative fare.

Forward-thinking operators are crafting their own veggie burgers. Meat-centric chain Smokey Bones debuted the Good Seed Veggie Burger made with chia and hemp seeds, sprouted grains and spices, while True Food Kitchen has a house-made Vegan Double Cheeseburger featuring portobello mushrooms, walnuts, beets, kuzu and vegan cheddar on a flaxseed bun. It's even happening in the limited-service segment, with brands such as Culver's and Wendy's creating signature meatless burgers.

Concepts focusing on bowls, salads and Mediterranean fare are moving the needle the furthest, offering a wide choice of seasonal vegetables, grains and beans in both curated and customized items.

True, the number of plant-based cheese, egg and seafood products coming on the market continues to increase, along with beef and chicken analogs. These may have their place on some menus, but restaurant kitchens are constantly innovating with scratch-made items. Many fine dining restaurants now offer inventive plant-forward dishes and even vegetable tasting menus. And Michelin-starred Eleven Madison Park is now completely vegan. Look for these chef-inspired ideas to trickle down to more casual eateries.



Source: "Restaurant Industry Ripples Poised to Swell into Waves. Restaurant Business Online."

# FLEXITARIAN SANDWICHES ACROSS THE COAST

## MED VEGGIE SANDWICH

### Ingredients

2 Suntastic® red bell pepper  
2 Suntastic® yellow bell pepper  
1/3 red onion  
1 avocado  
4-6 leaves of butter lettuce  
2 tbsp. olive oil  
1 tsp chopped basil  
½ tsp fennel  
½ tsp rosemary  
Kosher salt  
Fresh cracked pepper  
2.5 oz boursin garlic & herb cheese (softened)  
4 slices favorite bread (I used ciabatta)

### Instructions

Preheat grill on high. If you have a grill tray (to prevent smaller pieces from falling between the grates), slice bell peppers and red onion into 1in slices and drizzle with olive oil, salt, and pepper.

If you do not have a grill tray, drizzle olive oil and season salt and pepper onto whole bell pepper and onion

Grill peppers and onion until a light char starts to form and meat of the pepper becomes soft.

Butter and toast bread on the grill as the peppers and onion finish cooking.

Rough chop basil, fennel, and rosemary. Mix together in a small bowl.

To assemble: spread garlic & herb cheese on bottom piece of grilled bread, stacked with bell pepper, onion, avocado slices, and sprinkle with fresh herb blend.

Top with some butter lettuce and bread.



# BAHN MI

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## sandwich

### Ingredients

Spicy, pickled Clipped & Cleaned Green Beans  
Lipman cucumber coins  
Pickled carrot  
Fresh cilantro  
Crispy pork  
Hoisin-chili mayo  
Maggi sauce  
Baguette, sliced



### Instructions

\*Homemade pickled green beans (can also be store bought):

Combine ½ cup distilled white vinegar, ½ cup water, 2 tbs salt, 1 clove of garlic, 1-2 tbs red pepper flakes, and ½ tbs pepper into a pot.

Bring to a boil.

Add fresh cleaned & trimmed green beans to a mason jar, then carefully ladle boiled brine into jar over the beans (discard garlic clove).

Seal tight and refrigerate up to 2 weeks (minimum 12 hours).

Hoisin Chili Mayo Sauce:

Add ½ Cup mayonnaise, ¼ Cup HuyFung Foods Chili Garlic sauce, 1TBS Chiu Chow Chili Sauce/Oil, ¼ Cup Hoisin Sauce to a bowl.

Mix until incorporated.

Refrigerate for up to 2 weeks.

Crispy Pork:

Slice appx 1.5 lb pork shoulder into 1.5-2" thick strips the length of the sandwich.

Marinate refrigerated in 1 tsp minced garlic, ½ tsp Chinese five-spice powder, ½ tsp sugar, 4 TBS hoisin sauce, 2 TBS Honey, 2 TBS Ketchup, 2.5 TBS Soy Sauce and 2 TSP Sesame Oil for at least one hour and up to twenty-four hours.

Pull from refrigerator and rest for ~45 minutes before grilling at room temperature.

Preheat grill to medium heat.

Grill pork until it's glazed and reaches an internal temp of 145°F turning frequently.

Let rest for 10 minutes then slice into 1/3 - 1/2" thick pieces.

Sandwich:

Cut baguette lengthwise in half to make sandwich.

Spread Hoisin Chili Mayo inside on both sides of the bread, then layer pork, cucumber coins, pickled green beans, pickled carrot and fresh cilantro.

Fold bread over and serve room temperature (cold pickled vegetables contrast with the room temp/warm pork and crispy outside and soft inside of the bread).

# How are Plant-Based Food Trends Impacting Restaurants?

While just 15 percent of consumers adhere to a vegetarian or vegan diet, a growing demographic of flexitarians is likely driving market growth. Around half of all consumers say they are eating more plant-based foods than last year, and 62 percent say they eat meatless meals at least once a week. These consumers aren't eating meatless meals all the time, but they do buy plant-based foods regularly and sometimes swap them for meat products. The growth in the market has primarily been driven by these shoppers and restaurant customers, who are adopting plant-based foods without pivoting to a new diet. This shift in consumer preferences may be due to growing awareness about the environmental impact of meat and dairy, health concerns and the rising price of meat. The taste and quality of new plant-based foods may also be helping drive new purchases. Environmental concerns seem to be driving

growth, particularly among younger consumers—like millennials and Gen Zers—who are increasingly interested in sustainable goods.

Consumers May Come to Expect Meat Alternatives and Plant-Based Options  
This change in preferences could have significant implications for restaurant owners over the next few years. As eateries and major fast-food chains adopt plant-based options, consumers may come to treat them as the norm and businesses that do not offer them as unusual.

**“Around half of all consumers say they are eating more plant-based foods than last year, and 62 percent say they eat meatless meals at least once a week.”**





# Smoked Vegetables

## TOMATO

Smoked tomatoes belong on the short list of vegetarian umami bombs, next to miso paste and Bragg liquid aminos. Split them in half through the stem, arrange on an aluminum baking sheet cut side up, drizzle with olive oil, and sprinkle with salt. For a tomato that's still quite juicy, you can smoke them for just 20 or 25 minutes over medium heat, or about an hour longer for a drier, more concentrated result. For a long smoke, an outdoor smoker works best. If working indoors, transfer the smoker contraption to a preheated 275° F oven after the initial stove top smoking of 20 minutes.

Source: "Smoke Your Vegetables"



According to a Datassential report, tomato is the #1 paired flavor with smoked items, ahead of bacon and onion

## PEPPER

"Vegetables that retain the best nutrient content when heated are those that have low water content like mushrooms, onions, asparagus and peppers."

Source: "Nutrition Doesn't Have to Go Up in Smoke"



Tried and true: best ways to cook jalapenos!

PRODUCT HIGHLIGHT

# GOOD



**AIR FRIED**  
@STAY\_SNATCHED



**GRILLED**  
@WHOLEMADELIVING



**PRESERVED**  
@HONEST FOOD

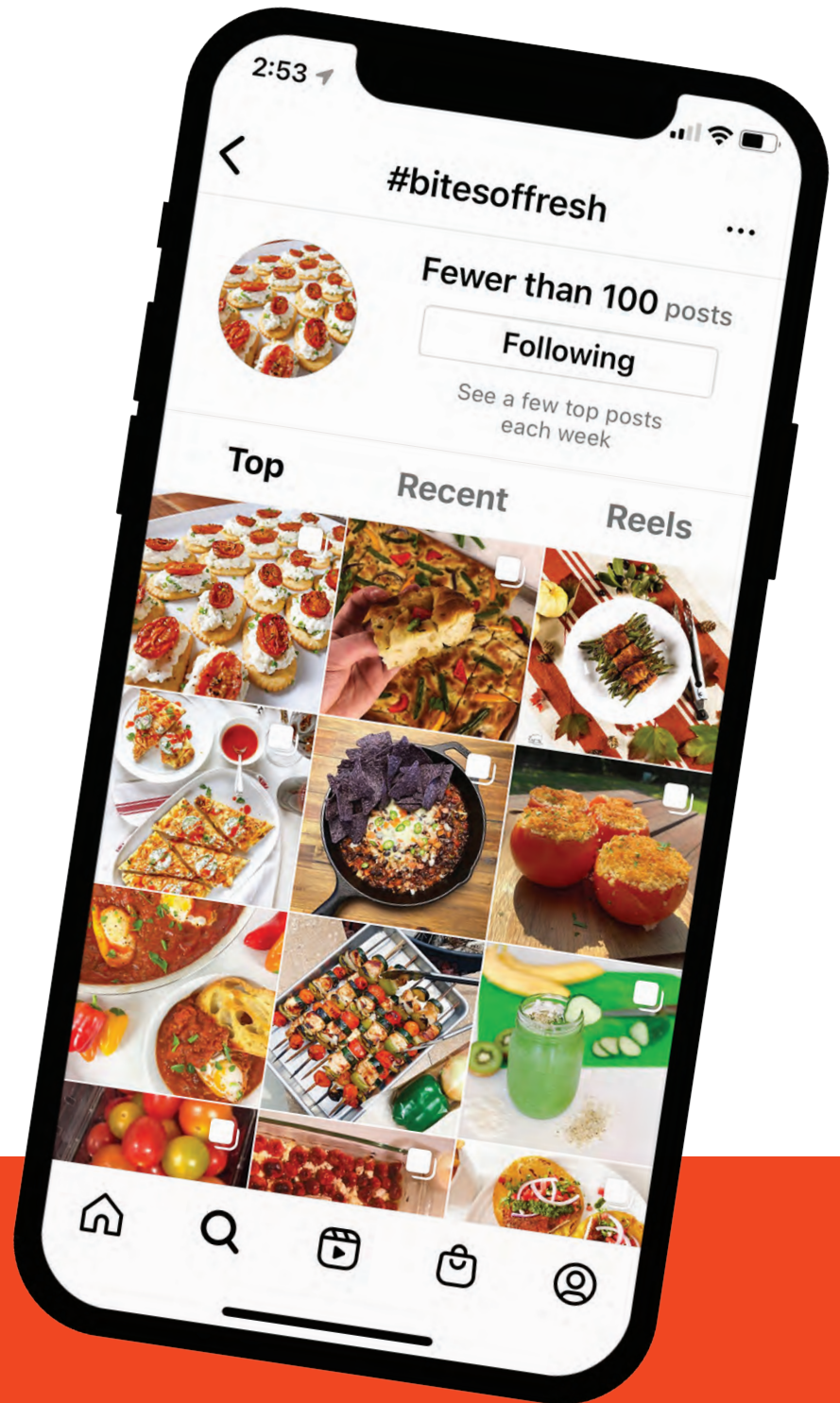
# FOOD

Jalapenos have had a steady growth in menu penetration, with a growth rate of 32% over the last 13 years.

# Recipe trend tracker:

Follow our hashtag to stay in the loop on fresh bites!

Use the hashtag to be featured in our newsletters or Instagram page!



## #BITESOFFRESH

# HUNGRY FOR MORE?

Stay in “the know” on all new Lipman products and trends - exciting things to come!

Be subscribed to receive more NewsBites trends, recipes, and tasty visuals

## Upcoming events...

### MARCH

**5** SEPC's Southern Exposure Show

Come see us in Orlando where we'll be showcasing our southeast produce offerings at booth 124.

### APRIL

**2** Lipman's 5K Run for Backpacks

Join us for our 5K Run for Backpacks as we raise money for our annual Back to School event, providing children in our communities with school supplies.

## Follow us on socials

