

HARRIS FARM
MARKETS

fresh news

— DECEMBER 2010 —

merry christmas!

Celebrating 100 issues of Fresh News!

Get to know our HFM products

Three delicious, easy salad recipes

Christmas gift ideas



HARRIS FARM MARKETS
NEWSLETTER ISSUE 100
DECEMBER 2010

What's in season: Apricots, bananas, blackberries, blueberries, currants (red & white) cherries, grapes, loganberries, lychees, mangoes, melons, nectarines, papaya, passionfruit, pawpaw, peaches, pineapple, raspberries, strawberries, Valencia oranges and youngberries.

Asparagus, butter beans, capsicum, celery, cucumbers, eggplant, flat beans, green beans, green onions, lettuce, onions (salad), peas, radish, sweetcorn, tomatoes, watercress and zucchini.



**MY PICK FOR DECEMBER:
AUSSIE CHERRIES**

“ Harris Farm Markets has long been an industry leader. We were the first Aussie fruit and vegie company to open in a supermarket style operation.

We introduced groceries that many of our competitors are only just starting to catch up with. More recently we've launched our superb range of HFM branded products, and customers are just loving them!

We believe part of our success is due to us engaging with our customers and that's why we are thrilled to deliver our 100th issue of Fresh News to you this month.

Like I say in my weekly market update, if you have a question or comment about anything in our newsletters or website, or for that matter, anything Harris Farm related, please contact us. We'd love to hear from you.

Merry Christmas! — David Harris ”

..... CELEBRATING **100** ISSUES!

FOR BEST QUALITY AND BEST VALUE

CHECK OUT SOME OF OUR HFM PRODUCTS!

Providing our customers with the very best quality, & the very best value is the idea behind all the products that carry the Harris Farm Markets label.

Produced by artisan makers our range includes beautiful olives, sourced from finest olive growing regions of Australia, as well as some delicious cheeses. Harris Farm Brie is very popular, as is our bocconcini and fresh ricotta.

Our spring water is sourced from the Central Coast, NSW and delivered to our stores within days of collection.

Our jam varieties are made exclusively by Dave and Nicki Penn on their raspberry farm, Cuttaway Creek at Mittagong in the Southern Highlands of NSW.

Our nut varieties include almonds, pistachios and cashews. We're especially proud of the George Harris Mix – a delicious and nutritious mix of almond kernels, cranberries, raisins, cashew kernels, pistachio kernels and walnut kernels. It's one of our most popular lines.

Don't forget our yoghurt (we're famous for it), and in the New Year keep an eye out for our very own HFM coffee.

DELICIOUS SALADS

Try one, or all of these delicious salad ideas. They'll all go beautifully with Christmas ham, turkey or prawns.

Halve cherry tomatoes, toss with cherry bocconcini, small black olives, chopped red capsicum and fresh basil leaves. Drizzle with olive oil and balsamic vinegar.

Toss blanched baby beans with grated lemon rind, lemon juice, and extra virgin olive oil. Sprinkle with toasted slivered almonds to serve.

Slice new season Valencia oranges (peeled) into thickish slices, add a good handful of green olives, a small finely chopped red onion and a jar of marinated feta (with a little of its marinade).

CHRISTMAS GIFT IDEAS

Consider our beautiful panettone selection – Italy's Christmas cake. They're beautifully boxed, as well as delicious to eat. Perfect as a present.

We also have the extraordinary Pudding Lane Christmas puddings in-store. Each pudding is individually mixed and shaped, tied up in calico and boiled in traditional old style 'coppers', then hung to naturally dry, age and mature.

Make someone's Xmas extra special with our selection of chocolate coated nuts, torrone, nougat and divine roasted vanilla almonds.

Check out our gourmet goodies too, they also make great gifts. Gather a collection of goodies and personalize a special gift basket.

this month's best

Hurry to enjoy sweet loganberries & youngberries.

They're around for about three weeks from the start of December. Our growers in Victoria produce some of the very best. Their berries are fantastic quality, the loganberries are juicy and sweetly tart, while youngberries (they look a little like blackberries) are slightly sweeter.

Look out for blackberries later in the month, they'll be available until mid-March. Cultivated blackberries are different to the wild type, you'll find them plump, juicy and full-flavoured.

Make the most of heavenly raspberries in mid December too, they don't flush again until autumn.

Sparkling, edible jewels... red & white currants are available for just two or three weeks from the middle of December. Currants though tangy and intensely flavoured are quite delicate and best eaten within one or two days of purchase. Take them from their stalks and freeze them in a single layer for longer storage. They look fab (frozen) piled on top of an ice-cream Xmas pudding!

Lychees are at their very best around Christmas.

Mostly grown in far north Queensland, lychees rough crimson skin is not indicative of the exquisitely sweet, delicious flavour of its white, juicy flesh. Store them in a plastic bag or container in the fridge and use within a week.

Cherries are our number one line in December.

We have the very best the market has to offer, they're sweet and utterly delicious, and they're at a great price. At HFM we supply 'Rons', 'Supreme' and 'Bing' cherry varieties. Rons have an almost black skin and sweet red flesh and juice. Supreme cherries are dark red to black with an excellent flavour. Bing cherries are a slightly firm heart-shaped cherry with a dark red skin and sweet red flesh.

Cherries don't ripen after harvest – they simply go soft. To keep them at their best store them in a plastic bag in the fridge, and use as soon as possible.

make the most of the season... go to www.harrisfarm.com.au for delicious recipe ideas

