



*Discover a whole new world  
of fresh foodservice opportunities.*

*Featuring*

*Fresh* **Fruits**  
*from* **Chile**



*Filling your seasonal gaps.  
Contributing to a year-round supply of dependable  
quality and delicious varieties.*

# Make the most of today's health trends. It's simple with fresh fruits.

Consumers, now more than ever, are challenging chefs and foodservice leaders to offer more wholesome and flavorful options. Some indisputable facts:

- Nearly 3 of 4 adults say they try to eat more healthfully in restaurants than they did two years ago. (NRA Forecast)
- 43% of participating consumers consider the presence of fruits and vegetables to be a key factor when choosing a restaurant. (Produce Marketing Association)
- Despite their interest in "good for you" menu items, consumers still demand flavor. (NRA Forecast)

**Fresh fruit, with its versatility and natural goodness can satisfy that desire as nothing else can.**

## Now you can confidently serve a wide range of healthful fresh fruits 365 days a year.



Because Chile's fruit growing season is opposite that of the U.S., foodservice operators can now count on an uninterrupted supply of many of America's most popular fresh fruit varieties.

In fact, in the full course of a year, Chile provides more than 70 varieties of fresh seasonal fruits to North America, including table grapes, apples, berries, kiwifruit, avocados, cherries, peaches, nectarines, plums, pears, and many more.

## A full spectrum of color and flavor excitement for every foodservice segment.

Here's what the growers and shippers of Chile bring to your table:

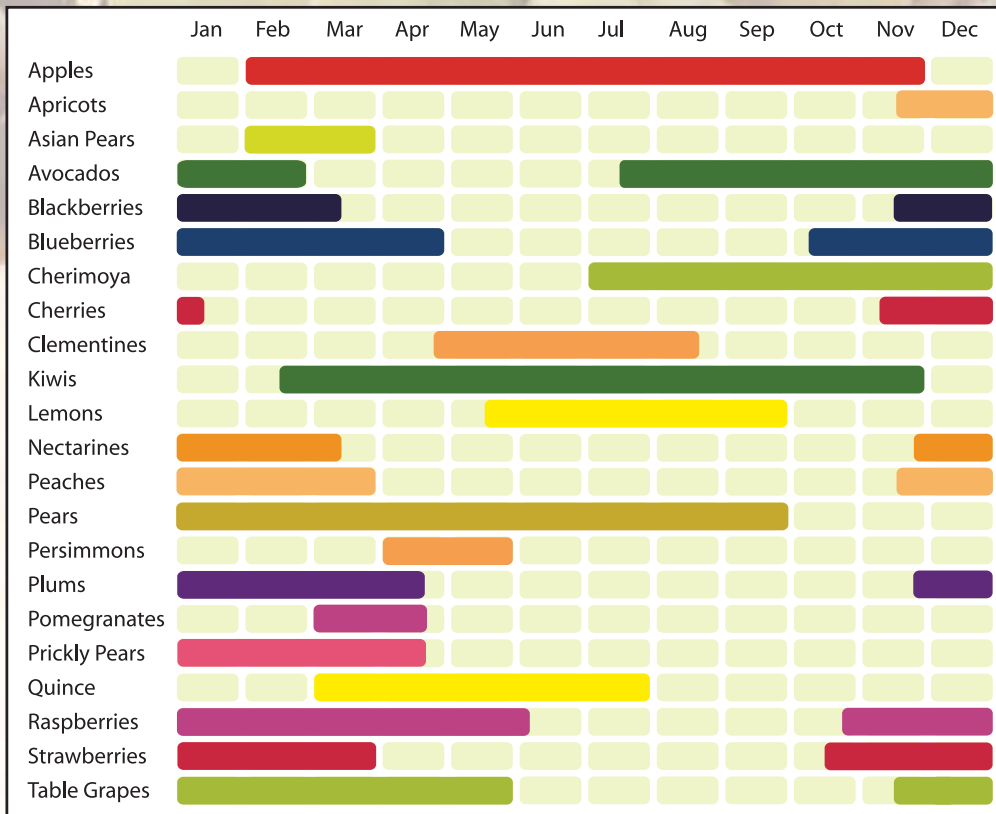
- Quality fruits at their peak of freshness.
- An ever-expanding array of creative culinary concepts.
- Profit-building merchandising ideas, and timely menu-planning solutions.



## Across all dayparts.

Chilean fresh fruits are ideally suited for every daypart and menu section. They add delicious flavors, vibrant colors, indisputable health benefits and a distinctive flair to any menu.

# What's Available & When



## Chilean Fresh Fruits Stay Fresh En Route.

Chilean fresh fruits are normally shipped to North America's ports within 24 hours of harvest. Dedicated highways, expanded, state-of-the-art port facilities and innovative handling procedures speed the process. Aboard ship, temperatures and humidity are carefully monitored and controlled. Fresh fruit from Chile arrive at U.S. destinations faster and in better condition than many cross-country truck or rail shipments of U.S. produce harvests.

## Chile Sets Standards for Quality and Safety.

Chile is a world leader in safe agricultural and environmental practices. Safety is paramount to Chilean fruit growers. From growing, harvesting and packing practices, to worker safety and environmental stewardship, Chile ensures fruits leaving the country meet, and most often exceed the strictest U.S. Standards.



### Storage Tips

In general, all Chilean Fresh Fruits, with the exception of citrus, are best stored in the coolest (33 to 35 degrees F.) part of the walk-in (back of the cooler away from the door and away from air circulation vents.) Keep on the middle or lower shelves to achieve optimum temperature and humidity for quality retention. Optimum ripening range is 51-77 degrees F. The fruit kill zone is 36-50 degrees F. Off-flavors can be encountered if the fruit is stored above 76 degrees F. Citrus, which is sensitive to cool temperatures, is best stored near the front of your walk-in refrigerator, or temporarily at room temperature.



## Handling with Care Pays Off.

Chile's state-of-the-art production, packing and handling practices ensure that only the freshest, highest quality fruit is shipped to North America. Proper handling at the receiving end helps maximize the flavor, freshness, color, and value of any and all varieties.



# *Menu Planning Made Easy.*

*Enclosed are fresh food concepts that will satisfy the most demanding diners.*

*Ideas that will:*

*Add flavor excitement and a burst of color to your menu.*

*Help you with year-round healthy meal options.*

*Provide you with a flow of timely profit opportunities.*

*For more inspiration and information, visit:*

*[www.cffausa.org/foodservice](http://www.cffausa.org/foodservice)*



# Quickly and easily brighten your menu with color, versatility & fresh ideas from Chile.

From a touch of freshness in a garnish to a tantalizing entrée, you can't miss with the time-honored goodness of fresh fruit.

**For a bountiful harvest of tested fresh fruit recipes and menu inspirations, go to: [www.cffausa.org/foodservice](http://www.cffausa.org/foodservice).**

Here are some examples of our tested customer pleasers:

## *Simple Touches:*

- Put any choice of stone fruit on the grill flesh-side down. Great with grilled meat and seafood.
- Create a "Smoothie Bar", offering a choice of measured smoothie ingredients: fresh fruits, juice, yogurt, ice, soy powder, etc. and let your customers prepare their own smoothie.
- Toss some blueberries or chopped apples into your pancake or waffle mix.
- Wrap prosciutto around apples, peaches or pears. Serve as an appetizer or on a cheese platter.
- Offer deep-fried apple chips with cinnamon.
- Add diced clementines (peel too) to cranberries when cooking.



## *Brand New Recipes and Menu Inspirations:*

### *Breakfast & Brunch*

- Lemon Blueberry Waffles
- Apple & Cinnamon Muffins
- Berry-Good Breakfast Bar: Berries, hot and cold cereals, yogurt, granola
- Cinnamon Oatmeal, topped with blueberries and honey

### *Appetizers*

- Avocado Blueberry Salad
- Spicy Shrimp and Chilean Fruit Salsa
- Lettuce Wraps
- Grilled Fruit Skewers with melted Brie and Roasted Garlic Flatbread

### *Lunch*

- Grape, Apple, Goat Cheese Salad
- Honey-Glazed Chicken Breasts with Spicy Pear Salsa
- Chilean Kiwi and Chicken Salad with Red Seedless Grapes
- Curried Chicken & Fresh Apple-Pear Salad with Cashews

### *Dinner*

- Roasted Duck & Goat Cheese Quesadilla with Blackberry Hazelnut Salsa
- Chicken Empanada with Chili Raspberry Sauce
- Grilled Tilapia with Fresh Fruit Salsa
- Pork Tenderloin with Grilled Apples and mixed Berries.

### *Desserts*

- Chilean Fruit Tart
- Kiwi, Raisin and Walnut Cobbler with Vanilla Bean Ice Cream
- Berry Cheesecake with Ginger Pastry
- Sangria Poached Apples and Pears

### *Beverages*

- Pear Berry Breakfast Shake or Smoothie
- Chocolate Pear Frappè
- Very Berry Bellini
- Fresh Berry Lemonade served with a Fresh Berry-skewered Straw

**Find more menu excitement at: [www.cffausa.org/foodservice](http://www.cffausa.org/foodservice)**

For an all-new collection of on-trend concepts and operator support programs, just point and click:

[www.cffausa.org/foodservice](http://www.cffausa.org/foodservice)

## Recipes

Listed By Meal Occasion  
Listed By Fruits

## Menu Inspirations

Listed By Meal Occasion  
Listed By Fruits

## Fruit Availability

Business-Building Merchandising  
& Promotion Ideas

Storage & Handling Tips

Facts about Chile

And More

## *Contact:*

Chilean Fresh Fruit Association  
670 West Napa St. Suite D  
Sonoma, CA 95476  
707.938.8400

