

**LOOKING FORWARD TO
2023 WITH ELYSE LIPMAN**

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**COZY CHOCOLATE
WINTER RECIPE**

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menu **TRENDS for
your WINTER MENU!**

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NEWS BITES

WINTER EDITION 2022

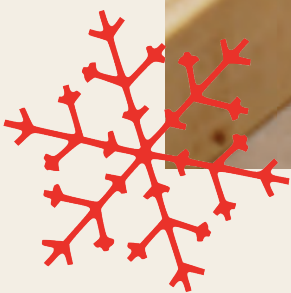


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A PLATE OF GRATITUDE

As with every year, the holidays are a time to reflect while looking towards the year ahead. 2023 will be the start of a new season at Lipman – one that holds great promise, but not without challenges. As our next CEO, I feel honored to build on the company’s history of four generations of family ownership, while igniting initiatives focused on growth for tomorrow and generations to come. We have the foundation and the team to take on anything. The best days of Lipman are yet to come.

As a shareholder and since working in the company, I have always been proud of and inspired by our people’s constant ability to adapt to the rapid changes in our industry and the world – this season is no different. With the ever-present challenges of extreme weather, inflation, and shifting consumer demands, Lipman is positioned well to succeed and continue servicing our customers in new ways.

Since Max and Ella Lipman planted their first tomato in 1948, Lipman has remained a family farmer and a grower that communities across the country can count on for fresh tomatoes and vegetables. Our vertically integrated model means we are responsible for bringing fresh vegetables from seed to shelf, in turn feeding families across North America. We do this by putting our people and our planet first – finding opportunities to connect people to the crop, using technology as tools to do more with less, and creating a diversified, reliable sourcing network to guarantee more healthy food to more people every day. We have built an incredible company over the last 75 years. I, for one, can’t wait to see where we go next.

As we wrap up 2022 and provide you with some of our favorite culinary trends and inspiration for this next quarter, I’d like to thank each of you for being a part of the Lipman family. Wishing you all a wonderful holiday season.

Elyse Lipman
Lipman Family Farms’ CEO Elect



BLOG ENTRY

2022



WINTER MENU TRENDS

SEPTEMBER 7, 2022
MARISA UPSON

[Emerging.com](https://www.emerging.com)

There was a time when we updated our menus about once a year. Those times have changed. Today, with seasonal, local, and sustainable the catchwords of the newer generations, many establishments renew their menus quarterly or even every week.

With the supply chain and inflationary pressures, many have restructured their offerings and recipes, and even more, have changed their pricing. Because of the current environment, most establishments have shortened their menus, a tactic that can save on food costs, and labor costs, and reduce waste. Streamlining the menu can also result in more creative options with focused attention on the best possible items.

To give you some inspiration for your menu, we're covering the latest restaurant food trend forecasts to help you create a menu that aligns with customers' current taste buds.

THE TOP TRENDS

SPECIALTY CULINARY MUSHROOMS

While mushrooms have been in vogue for quite some time, you can expect to see more unique offerings, such as lion's mane, shitake, trumpets, and blue oysters. This item combines two growing food trends: vegetarian options and functional food. Mushrooms have long been a popular alternative to meat; many also fall into the food as medicine category.

For instance, lion's mane has strong antioxidant, anti-inflammatory, and immune-boosting abilities. Mushroom cocktails, with or without alcohol, are also growing in interest. In addition, this unique fungus is considered a sustainable food for the future as it has a minimal carbon footprint. They require relatively little space, grow in recycled byproducts from the timber industry, like sawdust and wood chips, and require less water than most crops.

COMFORT FOODS WITHIN THE GLOBAL CONTEXT

In 2019, the battle lines were drawn for the best-fried chicken sandwich. While many of us expected a brief though courageous fight, we were proven wrong. Like the energizer bunny, fried chicken sandwiches keep on keepin' on, primarily due to consumer demand. Today, however, some of the most popular are reinterpreted with a global or unique influence.

Banh Mi-like fried chicken sandwiches may have panko breading and a touch of lemongrass with carrots, daikon, cucumbers, and cilantro. Another fried chicken sandwich may be marinated in fish sauce and kroeung and topped with a spicy papaya salad. Other offerings include tempura-battered chicken with red chile aioli and kimchi. This menu item offers two of the most popular trends: global flavors and comfort food.

On September 2, 2022, Jollibee opened its 85th North America location in Philadelphia. More than 2,500 customers lined up for hours. Their calling cards? ChickenJoy fried chicken, chicken sandwiches, and peach mango pie.

FALL SOUPS

The comfort food category also consists of fall soups that your clients start to dream about when the leaves begin to turn. Simplot mentioned a few soups your customers may find particularly appealing

in 2022 and beyond. These offer unique combinations and receive inspiration from other countries.

A few of the soups include Thai Curry Basil, Winter Blueberry Almond, Mexican Elote-Style Street Corn, and Carrot Soup with Avocado Crema. Many chefs are taking classical soups, like French onion, and reinventing them with their latest, inspired version. The more familiar an item is, the more chefs lean toward innovative recipes.

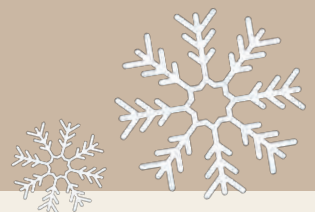
MAKING FOOD EXPERIENTIAL

You've undoubtedly heard about the growing importance of dining as an experience. For those without indoor golf ranges and high-tech dartboards, you can achieve this by considering all of the senses. The magic occurs when all five senses come together in unexpected flavors, unique textures, beautiful and unusual presentations, and remembered aromas.

First Watch is considered one of those brands that lead the way in R&D and often indicate trending favorites among customers. Their fall menu is already online and includes creamy Butternut Squash Bisque, Caramel Crunch Cinnamon Roll, Modern Croque Madame, and Pomegranate Pear Punch. The Cheesecake Factory is also considered a forward-thinking brand. A few of their specialties include Ahi Poke Nachos and Street Corn with parmesan, chile-lime mayonnaise, and cilantro. This also points to the continued fascination with smaller plates or sharable bites.

From experiential dining to culinary mushrooms that masquerade as meat, it's clear that, as Jean-Baptiste Alphonse Karr once said, "The more things change, the more they stay the same." Elevating an ordinary meal into a memorable event has always been the crowning achievement and the defining element of many successful restaurants.

Author Marisa Upson
Emerging.com





A COZY WINTER RECIPE

Combining chocolate with zucchini may sound really unique but it's actually so delicious. With zucchini in season this chocolate zucchini loaf recipe can be a great way to incorporate in-season produce to baking.

Many people don't think of zucchini as something that can work so well in baking but with its light flavor you

hardly notice it's there. It adds a great texture and moistness to baked goods, and helps bulk up the nutritional value.

This recipe will only take you an hour to make and it combines the delicious sweetness of cacao or cocoa powder with zucchini and bananas. You can even make this loaf and freeze it to serve as a tasty breakfast or snack later on.

Prep Time 15 mins
Cook Time 50 mins
Total Time 1 hr 5 mins
Servings: 1 loaf

INGREDIENTS:

1 1/4 cup all-purpose flour
1/3 cup cacao or cocoa powder
1 tsp baking powder
1 1/2 tsp baking soda
1/2 tsp salt
1 tsp cinnamon
1/2 cup chocolate chips
1 ripe banana medium-sized, mashed
1 cup grated Lipman zucchini
6 tbsp. melted butter
2/3 cup brown sugar
1 egg
1 tsp vanilla
2 tbsp milk of choice



INSTRUCTIONS:

Preheat your oven to 350F.

Lightly coat a loaf baking tin with an oil spray or butter and line with parchment paper.

In a large bowl, combine the flour, cacao or cocoa powder, baking soda, baking powder, salt, and cinnamon. Once combined, add the chocolate chips and coat them well with flour.

In a medium-sized bowl, mash the banana and then whisk in the grated zucchini, melted butter, brown sugar, egg, vanilla and milk.

Add the flour mixture to the banana mixture and stir with a wooden spoon to well combine. Transfer the batter into your greased/parchment-lined baking tin. Bake for 50-55 minutes at 350F or until a toothpick inserted into the center of the bread comes out mostly clean (you might have some melted chocolate chips on the toothpick and that's no problem, you just don't want gooey batter).

Cool for 15 minutes in the baking tin and then remove and cool completely on a wire rack. Serve with butter!

Greek Food Blogger

Food by maria

veg-centric

POPULAR WINTER

menu trends

- **CRUNCHY BUDDHA BOWL** — Hopcat - Grand Rapids, MI

complete with — exotic grains, roasted cauliflower, corn & bean relish, roasted chickpeas, grape tomatoes, pickled red onion, queso, avocado, & cilantro-tahini dressing

- **SWEET POTATO TACOS** — The Herb Box - Scottsdale, AZ

complete with — cotija, caramelized onions, cilantro crema, micro greens, roasted corn, avocado, black beans, mango salsa

- **AUTUMN'S HARVEST** — Rasa Rasa - Burlingame, CA

complete with — lemon, turmeric, rice, harvest vegetables, coconut ginger sauce, tamarind glazed brussels, masala beets, pumkin seeds, cranberry chutney

TRENDING HOT
INGREDIENTS

- **NIKKEI SASHIMI** — Chotto Matte - Miami Beach, FL

complete with — Yellowtail fish, cherry tomatoes, jalapeño, cilantro, yuzu, truffle soy

TREND ALERT

Roasted vegetables are making their mark as replacements for meats in common dishes. Some top examples of this are grain bowls, sweet potato tacos, and cauliflower wings.



QUICK PICKLED GREEN BEANS

Quick pickled green beans are actually so easy to make. Many people believe that pickling has to be incredibly labor intensive, but quick pickling is a great way to make pickling more accessible for any level of cook.

I love to put quick pickles in Bloody Mary's, add them to charcuterie boards when hosting, chopped in salads, or even just eat them on their own. Pickled green beans have a great crunch, and delicious tang that adds a pop of flavor to any recipe.

Pickled green beans are so easy-to-make that you'll wonder why you've been buying them in instead of just making them yourself. All you have to do for great pickled green beans is prepare the green beans, make the pickling liquid over heat, and add it all in a jar. They'll be ready to enjoy in 24-48 hours and only get better as they sit in your fridge.

INSTRUCTIONS:

Prepare green beans by removing the stems, washing them and ensure they fit in the jar with enough room to be completely covered by the pickling liquid.

Sterilize the jar(s) of your choice and begin to fill each with green beans. You may need one large jar or two depending on the size of the jars.

To prepare the pickling liquid, add all ingredients into a pot and heat until salt has dissolved. Depending on the size of your jar, use 1 - 1 ½ cups water/vinegar as needed.

Remove the pickling liquid from the heat, let cool slightly and pour into a jar with the beans. Seal the jars tightly, cool and then refrigerate.

Enjoy in around 24-48 hours.

Notes:

Because green beans are tall, make sure to choose a tall jar so they fit within an inch below the lid.

White vinegar, apple cider vinegar or white wine vinegar would be the best vinegar choices.

Prep Time: 10 minutes
Cook Time: 10 minutes
Additional Time: 24-48 hours in the fridge
Total Time: 10 + 24 hours in the fridge
Servings:

INGREDIENTS:

1 lb green beans, washed and trimmed

1 cup water

1 ½ cups vinegar

1 tbsp pickling spice (whole mustard seeds, whole allspice berries, whole coriander seeds, whole pepper corns, red pepper flakes, salt, bay leaves, cinnamon sticks, garlic cloves)

1 tsp salt

1 tsp sugar

1 garlic clove sliced thin

¼ tsp chili flakes

1-2 tbsp fresh herbs like fresh thyme



Greek Food Blogger

Food by maria

ROASTED RED PEPPER TOMATO BASIL SOUP

RECIPE BY FOOD BLOGGER
PASS ME SOME TASTY

Prep Time: 15 minutes
Cook Time: 30 minutes
Total Time: 45 minutes
Serves: 6

INGREDIENTS:

2 large red bell peppers, halved and seeded
2 medium sweet onions, quartered and outer peel removed
9 medium-sized tomatoes, cored and halved
10 garlic cloves, left unpeeled but slice off the bottom of each clove exposing the garlic clove inside
olive oil
salt and pepper
1 (6 oz.) can tomato paste
½ cup heavy cream
a dollop of basil pesto, homemade or store-bought
burrata cheese

DIRECTIONS:

Preheat broiler (550°F)

Place halved red peppers (cut side down), onions, halved tomatoes (cut side down), and garlic cloves on a baking sheet. Drizzle everything with olive oil and sprinkle generously with salt and pepper.

Place in oven to broil for 20 minutes.

Remove baking sheet from boiler and wrap the red peppers in foil to allowing them to steam for about 5 minutes.

In the meantime, remove the outer skins from the tomatoes. They should just slip right off. Also remove the outer layer of charred skin from the onions and the peels from garlic cloves. The garlic cloves should just push right out of the peel since we sliced the bottom of the clove off before roasting.

Once the peppers have steamed, unwrap them from the foil, and when they are cool to touch remove the charred outer skin.

If some of the skin can't be easily removed don't worry about it. A

little bit of the skin left on is completely fine.

Transfer the roasted peppers, onions, tomatoes, garlic, and juices from the baking sheet to a blender or food processor. Add the heavy cream and tomato paste. Puree until smooth. You may need to do this in batches. Or as an alternative, place everything in a large pot and use an immersion blender to puree.

Once all the ingredients are pureed, place in a large pot and bring to a simmer over medium-low heat on the stove. Allow the soup to simmer for about 10 minutes giving time for the flavors to meld and deepen.

To serve, ladle the soup among bowls and top with fresh burrata cheese, a dollop of pesto (don't skip the pesto!), and fresh ground pepper.

Be amazed at your soup making skills.

[PASS ME SOME TASTY RECIPE LINKED HERE](#)

TRENDING COMFORT FOODS

FOOD TRENDS ARE MORE AND MORE DRIVEN BY SOCIAL MEDIA, POP CULTURE, AND ENTERTAINMENT REFERENCES AS PEOPLE ARE EATING WHAT THEY ARE SEEING ONLINE.

here are some top examples



BUTTER BOARDS

TREND STATS

244.6 million views on TikTok

Butter boards have quickly become one of the top trending comfort foods on Tik Tok. Created by lathering butter or soft cheese on a cutting board, topping with seasonings or vegetables, and then scooping up with some bread.

Check out **Cookingwithayeh's** persian twist on it. Complete with feta, fresh tomatoes, and cucumbers.



JENNIFER ANISTON SALAD

TREND STATS

18.3 million views on TikTok

This iconic salad became viral because she supposedly ate this every lunch on the set of Friends. Because of that, the recipe went viral on TikTok with an easy recipe that incorporates cucumbers, mint, chickpeas, and even pistachios.

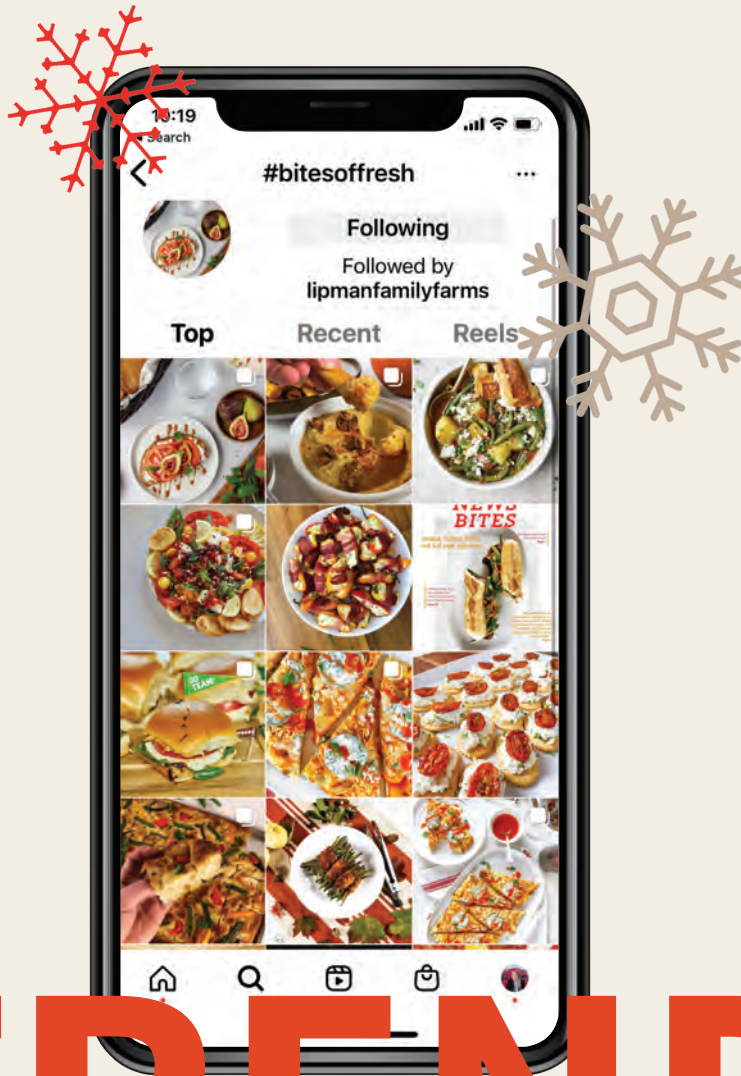


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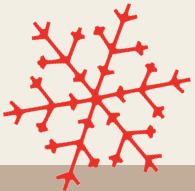
TREND STATS

14 million views on TikTok

Olivia Cooke and Emma D'Arcy chat about their drink of choice during a House of the Dragon interview, and their response, as they bounce off of each other's responses, quickly became a viral TikTok. Olivia Cooke's "stunning" was the perfect cherry on top to make it a trending sound that over 82.1 thousand people have used for their TikTok videos.



TREND TRACKER



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