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#### Operating Hours:

- Mon.- Fri.: Open 24 hrs.
- Sat.: Close 12:00 noon
- Sun.: Open 9:00 am

### • President's Day Holiday

#### Operating Schedule:

- Mon. 02/20: Open 24 hrs.

## AUTHENTIC & POPULAR ASIAN SPECIALTY PRODUCE

Specialty consumers of Asian Specialty Produce and other items are looking for authenticity for their meals and menu sets. Immigration, a boost in foreign travel and media attention have pushed Asian cuisine to the forefront of American dining and home cooking. Asian cuisine encompasses Chinese, Japanese, Vietnamese, Korean, Thai, Malaysian, Indonesian, Filipino, Indian, and other Pacific Rim cultures. According to studies and reports it has become the most popular emerging ethnic food and will continue to see positive growth through 2012. Authentic and popular items available at MCL Fresh, Inc. include **Baby Bok Choy, Chinese Long Beans, Chinese Broccoli, Japanese Cucumbers, Japanese/Chinese Eggplant, Bitter Melon, Daikon Radish, Ginger Root, Pumelos, Oro Blancos, Buddha's Hand, Rambutan, Longan, Jackfruit, Star Fruit,** and more.

## FEATURED ITEMS



**BABY BOK CHOY:** One of the oldest Chinese vegetables, it has been cultivated in China since the fifth century A.D. and in the west since the mid-eighteenth century. The name Bok Choy means, "white vegetable" in Cantonese. Baby Bok Choy also known as celery mustard and Chinese mustard, is an Asian cabbage. It is available year round and a great item to target for your Asian customers. There are two varieties that are available with regular Baby Bok Choy (white stalk) and the more prevalent Shanghai Baby Bok Choy (light green stalk). Baby Bok Choy is short 4 to 6 inches tall, usually 3 to 4 inches thick; white or light green stalks that support large, spoon shaped green leaves. Stalks are crisp like celery and have a mild, juicy sweetness that suggests romaine lettuce. The leaves are soft and more cabbage like. When cooked, Baby Bok Choy is tender, yet maintains its crispness. Baby Bok Choy is a great addition to stir-fries, by itself, in soups, steamed dishes, and raw in salads. It is a good source of potassium, vitamin A, vitamin C, and folic acid.



**LONGAN:** This fruit that is an Asian favorite is also known as "Dragon's Eye". It is the fruit of a large tree that is native to India, China, and Thailand. It is related to the Lychee and Rambutan but is a smaller version. Consumed in Asia for thousands of years, this fruit is mainly used in Asian countries, the United States, and Australia. Longans grow in clusters and are covered with a smooth, thin orange shell that changes to brown and hardens when ripe. Inside is a transparent white flesh that is juicy with a spicy, musky flavor, and gardenia tones. The flesh encloses a large, smooth brown seed that is inedible. Longans are delicious eaten out of hand. They are a great addition to fruit salads, rice, vegetables, salads, and sauces. Also, used in Asian soups and desserts. A good substitute for Rambutan and fresh Lychee when not available. They can be frozen in their skins and can be dried. They are an excellent source of vitamin C and potassium.



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## LOS ANGELES MARKET WATCH

Recent arrivals are new crop Chilean grown **Bartlett Pears** with nice coloring and good quality New Zealand grown **Apricots**. Plus new deliveries of USA grown **Baby Brussels Sprouts**. Don't miss out on organic items such as **Organic Blood Oranges**(coming soon), **Organic Edamame In shell**, **Organic Mixed Heirloom Tomatoes**, **Organic Blueberries**, **Organic Cara Cara Oranges**, **Organic Minneolas**, **Organic Meyer Lemons**, **Organic Green Beans**, and **Organic Tomatoes**. Items short and/or having supply issues are: **Dandelion Greens** N/A-short, weather/quality; **Green Kale** N/A-short, weather/quality & sizing; **Baby Cauliflower** still tight, limited production/weather; **Squash Blossoms** N/A-short, cold weather/quality; **Red Teardrop Tomatoes** remain tight, demand/weather; **Baby Artichokes** still short, limited production/quality-frosted; **Finger Limes** tight, sporadic-limited production; **Dragon Fruit** short, limited shipments arriving; **Papayas (Mexican grown)** N/A, due to continued FDA alert/quarantine; **Kaffir Lime Leaf/Other Citrus Leaf** N/A, due to continued USDA quarantine; **Passion Fruit** N/A-short, sporadic supplies; **Green Mangoes** short, weather/quality; **Tomatillos** tight, 2 weeks/cold weather; **Mexican Squash** short, weather; **Shishito Pepper** tight, weather; **Fresh Lotus Root** tight, limited arrivals; **Water Chestnuts** tight, limited arrivals; and **Chinese Long Beans** short, weather. Finishing soon will be **India Dried Ghost Chile**, **Japan 20th Century Tottori Asian Pear**, **CA Puntarella**, **CA Passion Fruit**, and finished are **Mexican Yellow Watermelon**, **Israeli Sharon Fruit**, **Taiwan Star Fruit**, **Chilean Cherries**, **WA Horn Melons**. February brings **NZ Red Currant Berries**, **NZ Passion Fruit**, **Chilean French Prune Plums**, **NZ Baby Kiwi**, **NZ Horn Melons**, **Mexican Ataulfo Mangoes**, **Mexican Eight Ball Squash**, and **Mexican Jackfruit**. In March **NW Fiddlehead Ferns**, **FL Mamey Sapotes**, **NZ Figs**, **NZ Feijoas**, **Chilean Kyoho Grapes**, **Chilean Quince**, **NW Field Rhubarb**, **CA Purple Asparagus**, **MI Ramps**, and **CA Green Almonds**.

## COMING EVENTS

**FEBRUARY:** Groundhog Day Thursday 2nd, Super Bowl Sunday XLVI Sunday 5th, Valentine's Day Tuesday 14th, President's Day Monday 20th (**LA Market Closed**) Fat Tuesday/Mardi Gras 21st, Ash Wednesday/Lent 22nd, Leap Day Wednesday 29th, National Cherry Month, Sweet Potato Month.

**MARCH:** Purim Thursday 8th, Daylight Savings Time Begins Sunday 11th, St. Patrick's Day Saturday 17th, Spring Begins Tuesday 20th, National Nutrition Month.

## WEEKLY WEATHER FORECASTS

<b>LOS ANGELES , CA:</b>	SUNNY / WIND	<b>HIGHS:</b> 60's - 70's	<b>LOWS:</b> 40's
<b>COACHELLA VALLEY, CA:</b>	SUNNY	<b>HIGHS:</b> 70's	<b>LOWS:</b> 30's - 40's
<b>SALINAS, CA:</b>	PTLY CLOUDY / SUNNY	<b>HIGHS:</b> 60's - 70's	<b>LOWS:</b> 40's
<b>NOGALES, AZ:</b>	SUNNY	<b>HIGHS:</b> 60's - 70's	<b>LOWS:</b> 30's
<b>BAJA CALIFORNIA, MEX:</b>	PTLY CLOUDY / SUNNY	<b>HIGHS:</b> 60's - 70's	<b>LOWS:</b> 40's
<b>CULIACAN, MEX:</b>	PTLY CLOUDY	<b>HIGHS:</b> 80's	<b>LOWS:</b> 40's - 50's

