

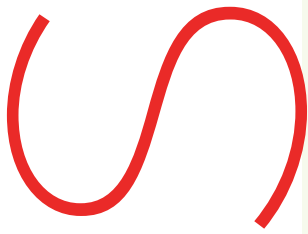
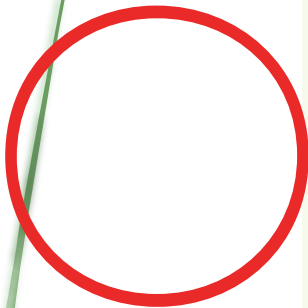
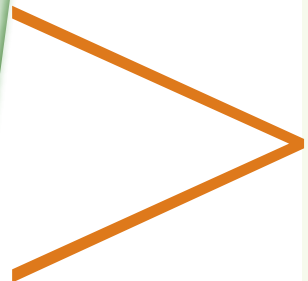
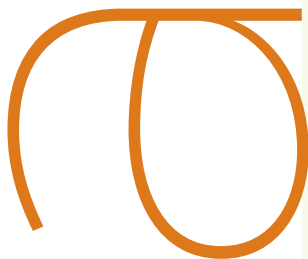


FOR AS LONG AS THERE'S BEEN COOKING, THERE HAVE BEEN **HERBS**. ONCE PICKED WILD OR FROM GARDENS AND USED EITHER FRESH OR DRIED, THEY ARE NOW MOST VISIBLE IN THEIR DRIED FORM IN JARS AND CANISTERS.

These commercially available, long-lasting dried herbs provide much of the flavor in traditional cooking. Like a juice base, a demi-glace or a tomato paste, dried herbs reconstitute and release their flavor with the addition of water or other liquids.

They are certainly convenient, but the convenience comes at a cost. The taste of dried herbs may lack some of the subtleties of the original—much can be lost in translation. In fact, many chefs hold that recipes calling for fresh herbs will lack dimension or fail to live up to their full flavor potential if dried herbs are used instead.

# HERBS FRESH

A large, stylized red letter 'S' is positioned at the top left of the page. It is part of a vertical stack of letters that form the word 'SALAD'. The letters are rendered in a simple, bold, sans-serif font. The 'S' is red, while the other letters are orange. The letters are arranged vertically, with the 'S' at the top, followed by 'A', 'L', 'A', 'D'.A large, stylized red letter 'A' is positioned below the 'S'. It is part of a vertical stack of letters that form the word 'SALAD'. The letters are rendered in a simple, bold, sans-serif font. The 'A' is red, while the other letters are orange. The letters are arranged vertically, with the 'S' at the top, followed by 'A', 'L', 'A', 'D'.A large, stylized red letter 'L' is positioned below the 'A'. It is part of a vertical stack of letters that form the word 'SALAD'. The letters are rendered in a simple, bold, sans-serif font. The 'L' is red, while the other letters are orange. The letters are arranged vertically, with the 'S' at the top, followed by 'A', 'L', 'A', 'D'.A large, stylized orange letter 'A' is positioned below the 'L'. It is part of a vertical stack of letters that form the word 'SALAD'. The letters are rendered in a simple, bold, sans-serif font. The 'A' is orange, while the other letters are red. The letters are arranged vertically, with the 'S' at the top, followed by 'A', 'L', 'A', 'D'.A large, stylized orange letter 'L' is positioned below the 'A'. It is part of a vertical stack of letters that form the word 'SALAD'. The letters are rendered in a simple, bold, sans-serif font. The 'L' is orange, while the other letters are red. The letters are arranged vertically, with the 'S' at the top, followed by 'A', 'L', 'A', 'D'.A large, stylized orange letter 'A' is positioned below the 'L'. It is part of a vertical stack of letters that form the word 'SALAD'. The letters are rendered in a simple, bold, sans-serif font. The 'A' is orange, while the other letters are red. The letters are arranged vertically, with the 'S' at the top, followed by 'A', 'L', 'A', 'D'.

## New availability

Nevertheless, dried herbs were unavoidable for many years. The fresh versions simply weren't readily available. Restaurants and home cooks were sometimes able to rely on small herb gardens for certain fresh herbs, but these were limited by climate, available space and outdoor growing season.

Today, however, a greatly expanded market for fresh herbs—along with innovations in growing, packaging and transporting them—has helped make these savory flavors much easier to source and use. Fresh basil, rosemary, thyme, oregano, sage and many others can be as close as your next SYSCO delivery truck. Plus, with more herbs being grown commercially in more places, many fresh herbs are available for far more of the year than was once possible.

## New awareness

It's an innovation that's connecting perfectly with a new appreciation for bright, fresh flavors in American cooking. Inspired by their use in the international kitchen—think cilantro and oregano in Mexican cuisine, mint and basil in Thai and Vietnamese dishes, and the sharp flavors of thyme and rosemary in the cooking of Provence—fresh herbs are adding accent and contrast to dishes of every description.

Fresh rosemary is a classic accompaniment to lamb chops; fresh basil is paired with fresh tomatoes and mozzarella in the classic Caprese salad; and fresh oregano lends a spark to pasta dishes. The simple *court-bouillon*, used as a liquid for poaching fish, gains a delicate flavor from a bundle of fresh herbs that is tied together or wrapped in cheesecloth.

Flavor can even be a secondary element in the use of fresh herbs. Chopped or whole fresh herbs are often used as garnish, and a puree of fresh herbs and extra virgin olive oil can combine bright color and fresh flavor in a form that's perfect for a delicious—and tasteful—plate decoration.

## New uses

But fresh herbs aren't just for use in main dishes and savories. Popular Latin American libations such as the Mojito and the Caipirinha incorporate fresh mint, while fresh herbs are even turning up in desserts such as herb sorbets.

If the thought of an herbal dessert strikes you as odd, compare the thought of a mint and honeydew sorbet with an herb variety like pineapple sage, which already combines light fruit flavors with herbal aromas.

## New creativity

With new varieties appearing on the market regularly, and with every season bringing a different array, fresh herbs offer unexpected flavors and infinite inspiration. The only limits? Your imagination, and your palate.

Ask your Marketing Associate about the fresh herbs in your market.