

# cultivate

Quarterly Inspiration from Vesta Foodservice



Sown & Grown  
Creative Veg Varieties

Happy Cheese  
Comes from California

No Flamingoes  
Just Fresh Juice

# Delicious by Design

Before food ever reaches the plate, its flavor is written at the seed, yet plant breeding has long favored yield over taste, nutrition, and sustainability. Since 2018, Row 7 has been working with chefs, farmers, and breeders to change that, creating bold new vegetables designed for flavor and grown for healthier soil. These new vegetables deliver unforgettable flavor while nourishing the soil, the table, and the future of food.



## Garleek

*Available: July-November*

A garlic-leek hybrid a decade in the making, Garleek combines the sweet, mellow notes of leeks with the gentle savor of garlic. Its straight, uniform stalks have no tough strings, so the entire plant — dark green tops and all — can be used raw, sautéed, or grilled.



## Honeypatch Squash

*Available: September-November*



All the concentrated sweetness of a butternut squash in a single-serving size. This small squash delivers dense, honey-like sweetness in every bite.



## Sweet Prince Tomatoes

*Available: July-October*

These uniform, two-bite tomatoes look humble but taste extraordinary. Bursting with bright, balanced sweetness and acidity, Sweet

Prince is versatile enough to roast, sauté, or dehydrate; though they're often eaten raw straight from the vine.





### Koginut Squash

*Available: September-January*

A cross between butternut and kabocha, this squash combines velvety texture with nutty, sweet flavor.



### Midnight Roma Tomatoes

*Available: August-October*

This deep purple-red paste tomato is a showstopper in the field and unforgettable in the kitchen. Its quick cook time and rich, savory flavor make it ideal for sauces and pastes with layers of sweetness, acidity, and umami.



### Badger Flame Beet

*Available: July-February*

This striking orange-gold beet is as sweet and mild as it is beautiful. Badger Flame is tender enough to eat raw and vibrant enough to brighten any plate.



### Upstate Abundance Potato

*Available: September-March*

This naturally small creamer potato concentrates everything you love about potatoes into one creamy, nutty, buttery bite — no butter required.



GLUTEN-FREE

*Pasta*

BY DE CECCO

**Premium Solutions for Gluten-Free Challenges**

As the seasons turn and fall menus embrace heartier, soul-warming flavors, pasta remains a beloved canvas for culinary creativity. Gluten-free options that truly deliver on texture and taste can be elusive, but De Cecco's gluten-free pastas rise beautifully to the occasion. Crafted from a carefully balanced blend of yellow corn, white corn, white rice, and whole grain rice, these pastas promise an al dente bite every time—offering a satisfying firmness and rich mouthfeel that elevate seasonal dishes with uncompromising quality and flavor.

*Fusilli*

Fusilli stands out in De Cecco's Gluten-Free collection, its signature spirals expertly capturing the richness of creamy cheeses, savory meats, or delicate seafood sauces. Made with care, it brings a satisfying source of fiber without compromising flavor or texture. Each bite delivers the balanced color and aroma you expect from De Cecco.

*Linguini*

De Cecco's Gluten-Free Linguine shines with a deep, vibrant flavor that complements the boldness of classic pesto. Whether dressed simply with butter and sage or enlivened with spicy olive oil and garlic, its porous bronze finish ensures every sauce is fully embraced. This pasta brings complexity and satisfaction to every plate.

*Mezzi Rigatoni*

De Cecco's Gluten-Free Mezzi Rigatoni offers a shorter, sturdier take on a beloved classic, with ridges that cling to robust meat or fresh vegetable sauces alike. Its firm texture lends itself perfectly to dishes that call for a pasta that stands up to hearty flavors. A versatile choice that honors tradition while catering to modern needs.

*Spaghetti*

The Gluten-Free Spaghetti from De Cecco delivers a wholesome, textured bite that complements both timeless dishes like Carbonara and quick, flavorful weeknight sauces. Thanks to its bronze-drawn surface, it captures every nuance of your sauce, ensuring a harmonious dining experience. A true pantry essential for pasta lovers.

*Penne Rigate*

This ridged gluten-free pasta brings family-friendly versatility to the table, expertly crafted to maintain its shape and texture no matter the sauce. From fresh, herbaceous tomato blends to fiery arrabbiata, it offers a reliable base packed with natural fiber. A go-to option that balances tradition with dietary needs.





# Perfect Pairing

*Seasonal California-grown fruits are ripe for pairing with local cheeses*

Cherish the transition from summer to fall with tropically sweet **Candy Snap Grapes**. Their high sugar / low acid flavor profile compliments the tangy undertone of **Fiscalini Farmstead's** buttery and savory **Old World Cheddar**. Fresh figs are a favorite fall fruit feature on cheeseboards and mellow, jammy **Black Mission Figs** mingle with each distinct note of **Cypress Grove's Humboldt Fog** - from the buttermilk tanginess of the chevre interior to the herbaceous creamline. Crumbly **Point Reyes Fennel Blue** sprinkled with pops of **Pomegranate** arils proves to be a combo that doesn't come out of the blue. Tart, candied bursts match the pungency of this blue studded with the grassy sweetness of fennel seeds. Di Stefano's rich and milky **Burrata di Puglia** allows the honey-like flavor of a **Fuyu Persimmon** to truly shine. The crisp, apple texture of a firm Fuyu balances well with the creaminess of burrata and it's notes of cinnamon and brown sugar bring burrata firmly onto fall cheeseboards.



# The Whey Forward: Real California Cheese



Discover the climate work powering California's best-loved wheels—and how it shows up on the plate. Backed by the California Milk Advisory Board, family dairies have cut the carbon footprint of a gallon of milk by about 45% since the 1960s and are already more than halfway to the state's 40% manure-methane goal for 2030. Digester projects are up 10x since 2016 and are on track to avoid 25M metric tons of CO<sub>2</sub>e, many farms reuse water up to four times, and over 150 dairies generate on-site solar. The Real California Milk seal symbolizes this progress and you can feel good about what you're serving - responsible practices and great flavor.

## Fiscalini Farmstead — Modesto

On-farm digesters convert manure and whey into renewable power that runs the creamery and supports the surrounding neighborhood; recovered heat goes straight back into production. The Bandage-Wrapped Cheddar delivers deep savory notes (toasted nut, browned butter) with a lighter footprint behind it.



## Cowgirl Creamery — Point Reyes Station

Milk arrives from nearby organic dairies rooted in permanently protected rangeland, a model that keeps agriculture viable and milk miles short. Mt Tam's cultured-cream richness and gentle mushroom bloom bring that coastal pasture story straight to the menu.

## Marin French Cheese — Petaluma

Founded in 1865 in West Marin, Marin French has built a legacy on soft-ripened classics like Petite Breakfast and Golden Gate. Today the creamery sources milk from nearby North Bay dairies and runs a modernized plant focused on efficiency and careful water and energy use—keeping waste low while delivering consistent, kitchen-friendly cheeses.

## Point Reyes Farmstead — Point Reyes Station

Original Blue and Toma are crowd-pleasing representations of Point Reyes's sustainability efforts using renewable energy on the farm (methane capture), solar power at the creamery, water recycling, and managed grazing.



# Florida Vibes, California Squeeze



**Whether you're elevating your beverage program or looking for premium juice as an ingredient, Natalie's delivers the authentic flavor and integrity today's guests crave. Ask your Vesta rep for a sample kit—your taste of Florida sunshine, now California fresh.**

There's something unmistakable about the flavor of juice that's been freshly squeezed—not just fresh, but alive. That's the ethos behind Natalie's Orchard Juice Company, founded on Florida's Indian River in 1989 by Bobby and Marygrace Sexton. As fourth-generation citrus farmers, they started squeezing juice at home when they couldn't find anything clean and fresh enough for their daughter, Natalie. What began as a parent's labor of love has grown into one of the most beloved premium juice brands in the country—still family-owned, still small-batch, and still doing things the hard (and right) way.

The juice is never made from concentrate. There are no preservatives, no artificial ingredients, and no filler fruits. Every bottle is made with real fruit, squeezed fresh each week and minimally processed to preserve as much of the original flavor and nutrition as possible.

With Perricone Farms acquiring Natalie's, West Coast kitchens can finally access this Florida favorite—fresh-squeezed right here in California using the same exacting standards. The result is cold-pressed, clean-label juice with a vibrant flavor profile you will appreciate and customers will notice.

Natalie's is more than just orange juice. Think Blood Orange with a floral finish, crisp Apple Cider, sweet-tart Tangerine, or Orange Beet for a modern brunch twist. (See Index for full list of varieties.) Whether poured into a glass, blended into a vinaigrette, or shaken into a cocktail, this juice carries with it a story of craftsmanship—and now, a little California sunshine, too.

# INDEX

## COVER

PLEASE BE SURE TO CHECK WITH YOUR SALES REPRESENTATIVE OR CUSTOMER SERVICE ABOUT PRODUCT AVAILABILITY IN YOUR MARKET.

## 1-2 IN SEASON

28625 TOMATO-MIDNIGHT ROMA 12/1PT  
28627 LEEK-GARLEEK 10LB  
28626 BEET-BADGER FLAME ORGANIC 25LB  
28670 SQUASH-HONEYPATCH ORGANIC 35LB  
28673 SQUASH-KOGINUT ORGANIC 35LB  
28676 TOMATO-SWEET PRINCE 12/1PT  
28678 POTATO-UPSTATE ABUNDANCE 20LB

## 3 EDITOR'S PICKS

28805 DECECCO LINGUINI GLFR 12/12OZ  
28804 DECECCO PENNE GLFR 6/12OZ  
28802 DECECCO SPAGHETTI GLFR 12/12OZ  
28801 DECECCO RIGATONI GLFR 6/12OZ  
28800 DECECCO FUSILLI GLFR 6/12OZ

## 4 CURD NERD

09281	FISCALINI FARMSTEAD OLD WORLD CHEDDAR ~15 LB	25694	CANDY SNAP GRAPES CASE
09173	CYPRESS GROVE HUMBOLDT FOG ~5 LB	01120	BLACK MISSION FIGS 9/12 BK
27455	POINT REYES FARMSTEAD FENNEL BLUE ~6 LB	01330	POMEGRANATE CASE
28474	DI STEFANO BURRATA DI PUGLIA 2/3 LB	01283	FUYU PERSIMMON CASE

## 5 COMMUNITY MATTERS

Look for the Real California Milk Seal on cheeses from our vendor partners:

BELLWETHER FARMS  
COWGIRL CREAMERY  
DI STEFANO CHEESE  
FISCALINI FARMSTEAD CHEESE  
KAROUN DAIRIES  
LOS ALTOS

MARIN FRENCH CHEESE COMPANY  
PACIFIC CHEESE  
POINT REYES FARMSTEAD CHEESE CO.  
ROGUE CREAMERY \*ON SELECT/SEASONAL RUNS.  
SIERRA NEVADA CHEESE CO.  
VINTAGE CHEESE COMPANY

## 6 TRAVELOG

28660	ORANGE BEET 6/12OZ	28715	GRAPEFRUIT 6/12OZ
28691	BLOOD ORANGE 6/1QT	28664	LEMONADE 6/12OZ
28658	BLOOD ORANGE 6/12OZ	28662	STRAWBERRY LEMONADE 6/12OZ
28566	ORANGE MANGO 6/12OZ	28659	ORANGE 6/12OZ
28665	ORANGE PINEAPPLE 6/12OZ	28656	ORANGE ORGANIC 6/1QT
28661	APPLE CIDER 6/12OZ	28663	TANGERINE 6/12OZ