

cultivate

Quarterly Inspiration from Vesta Foodservice



Cauliflower Corsage
Sweet, Sprouting Cauliflower

Coffee Community
Verve's Direct Trade

Get Cracking!
Unique Egg Options



Not Your Average Cauliflower

The Many Forms of Sprouting Cauliflower

Exploring The Possibilities

Cauliflower has long been valued for its versatility, but sprouting cauliflower offers a more nuanced expression of the crop. Defined by elongated stems, tender florets, and full edibility from base to tip, these varieties move beyond the traditional dense curd and into a space where form, texture, and application matter just as much as flavor. Whether bred for precision or allowed to develop naturally in the field, sprouting cauliflower brings new possibilities to the plate, offering both consistency and character depending on the variety selected. Understanding these distinctions opens the door to more intentional use across menus, from refined compositions to rustic, vegetable-forward presentations.

Short, Clean, & Consistent

Asian varieties are bred for consistency. The sprouts grow short with even sizing, creating a uniform look that translates easily from prep to plate. Because the florets are compact and tidy, no trimming is required, which

significantly reduces labor while maintaining a clean, refined appearance. Each piece mirrors the next, making it ideal for composed dishes where symmetry and control matter.

Sourced from Mann's under the name Caulilini® Baby Cauliflower, this product arrives trimmed and washed, streamlining prep even further. Its reliability extends beyond appearance. With year-round availability, it can remain on a menu long-term without concerns around seasonality or supply gaps. The flavor is mild and familiar, allowing it to adapt effortlessly to a wide range of cuisines while still offering visual distinction from traditional cauliflower.



An Elongated, Versatile Sprout

This Italian-style sprouting cauliflower leans into elegance through shape. Long, slender stems resemble broccolini, creating a natural line that works beautifully when laid across a plate or used as a structural element in composed dishes. The consistent elongation provides visual rhythm while still feeling organic and approachable.

Sourced from Andy Boy as Florentino® Sweet Baby Cauliflower, this variety features slim stalks with blonde-to-cream florets that open delicately at the top. From stalk to floret, every part is edible. The texture is crisp and fresh, while the flavor remains mild with a gentle sweetness that holds up well across cooking methods. Roasted, grilled, blanched, or sautéed, it adapts easily without losing integrity. Its versatility and year-round availability make it a dependable option for menus that value both form and flexibility.



Letting Nature Take Its Course

Natural sprouting cauliflower tells a different story. Rather than being bred for uniformity, this is a standard cauliflower that several farmers allow to grow out in the field, producing sprouts of varying lengths and shapes. The result is a more expressive ingredient, one that feels agricultural and alive. No two pieces are the same, which lends itself to organic, spread-out plating styles where movement and variation are part of the visual appeal. This type appears in a range of colors, including white, purple, and yellow, further enhancing its visual impact. Availability depends heavily on weather conditions. While cauliflower thrives in cold

temperatures and may appear from winter through spring, supply is never guaranteed and shifts year to year. We recommend checking our farmers market availability ahead of menu planning with your sales representative.



Within this category, the Murasaki Fioretto cauliflower from Girl and Dug Farm stands out. Its tender purple stems and amethyst florets offer a striking contrast, both visually and texturally. The stems carry a sweetness reminiscent of fresh corn, while the florets echo that same delicate profile. Its leaves are also edible, with a flavor and texture similar to collard greens, expanding its usefulness beyond the sprout itself. Although its season is brief and may not carry through this Spring, it's a chef-worthy standout that deserves a spot on your culinary radar when fall and winter roll back around.

Not One Size Fits All

Sprouting cauliflower generally is not a one-size-fits-all ingredient. Each variety serves a distinct purpose, shaped by how it grows, how it is harvested, and how it performs in the kitchen. Uniform, low-labor options lend themselves to clean execution and repeatable results, while elongated and naturally sprouted types introduce movement, texture, and a sense of seasonality. By choosing the right variety for the right application, sprouting cauliflower becomes more than a supporting vegetable. It becomes a thoughtful design element, capable of anchoring a dish visually and texturally while maintaining the mild, adaptable flavor that has made cauliflower a staple in professional kitchens.

ROASTING RESILIENCE



What started as Verve Coffee Roasters' sourcing philosophy has evolved into the Farmlevel Foundation, a 501(c)(3) that finances producer-led initiatives in infrastructure, research, innovation, and change processes.

Rather than applying standardized solutions, Farmlevel listens first. The foundation supports projects identified by producers themselves, including agronomy, education, experimentation, and environmental stewardship. Many initiatives are multi-year, emphasizing continuity, trust, and shared learning over short-term outcomes.

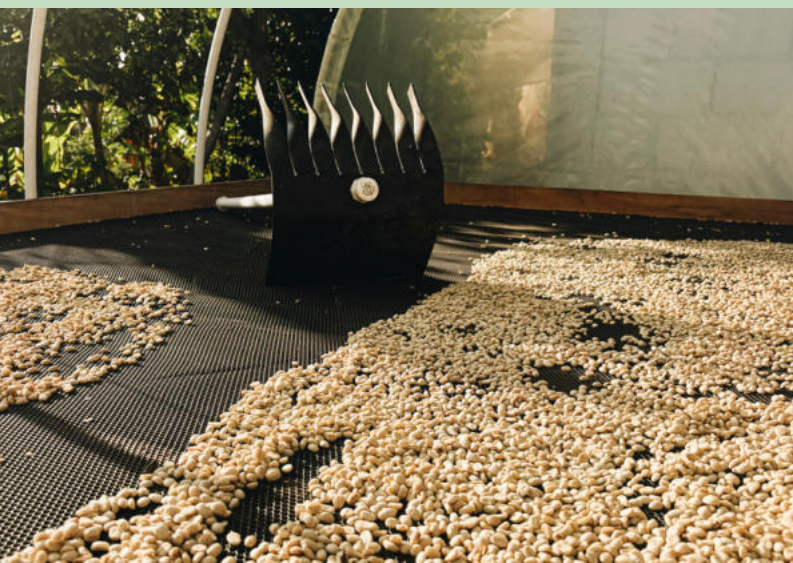
At its core, Farmlevel is about generational sustainability, ensuring farming remains viable, dignified, and economically stable. The foundation reflects a belief that long-term quality, resilience, and impact in coffee are inseparable from the health of the communities that produce it.



A key element of the initiative is creating collaborative international spaces where producers can connect, exchange ideas, and tackle shared challenges. Through education, experimentation, and open dialogue, Farmlevel aims to make the coffee marketplace a two-way street, with producers shaping the future of the industry.

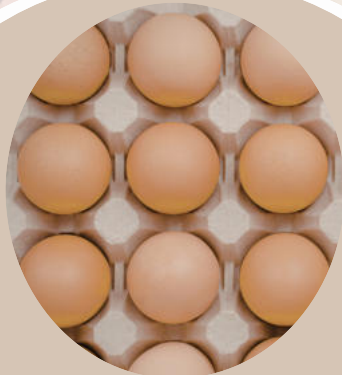
Recent projects include funding parabolic solar dryers at Monte Benito, helping families reduce harvest loss, improve consistency, and increase energy efficiency, as well as the Farmlevel Summit, an educational platform that brings producers and industry leaders together to develop long-term solutions.

When producers are given resources, sustainability becomes practical and lasting. Farmlevel empowers communities to strengthen their land, livelihoods, and future while creating a coffee system where quality and equity grow together.



EGG-CELLENT CHOICE!

The perfect poach, a scrumptious scramble, and the best Benedicts all start with outstanding eggs.



Chino Valley Ranchers Pasture Raised Eggs

Hatched by hens who enjoy fresh air, sunshine, and plenty of room to roam on family farms. They forage on insects, seeds, and grasses on dedicated pastureland that allows them at least 108 sq. feet per bird.



Chino Valley Ranchers Soft-Boiled Eggs

Cage-free eggs are delicately cooked to produce tender, fully set whites with a jammy yolk. Use as a garnish for ramen, savory porridge, and salads. Chino Valley has perfected the soft-boil for foodservice application and major convenience.



Duck Eggs

Free-run duck eggs have a rich flavor and creamy texture and are a great alternative to chicken eggs. They are larger with a higher yolk-to-white ratio as well as superior protein, Omega-3, and vitamin values. Their higher fat content makes them ideal for baking.



Quail Eggs

Nutritious and rich in healthy fats, quail eggs have large, thick yolks. They are creamy no matter how you cook them and are the ideal (cute!) size for garnish applications, elevated eggs on toast, and perfect for pickling.

Cypress Grove Goat Dairy Darling



Known affectionately as the “country club,” the Cypress Grove dairy in Arcata, CA is home to the happy herd of goats that provide the fresh, high-quality milk used to make their much-adored cheeses. In spring, the goats are ruminating on fresh pasture that is packed with nutrient dense grasses, flowers, and herbs which imparts a mosaic of verdant flavors. We welcome these new Cypress Grove cheeses to our lineup this spring!

Cheddar Aged Goat Milk Cheese
Aged a minimum of three months, this cheese has a slightly sharp, complex flavor that is versatile and approachable. Smooth, nutty, and savory, it has a meltable and stretchable texture that makes it a great option for elevating grilled cheese sandwiches, burgers, or enchiladas.



Purple Haze Log Everyone’s favorite flavored goat cheese that exemplifies springtime with lavender and hand-harvested fennel pollen. The clean, herbaceous notes are accentuated by the high-quality goat milk that is the cornerstone of all Cypress Grove Cheeses



Buche de Cypress Inspired and crafted in the style of a classic French Bucherondin, this cheese has a natural addition to the Cypress Grove line-up. Beneath its delicate bloomy rind lies a creamy, luscious layer that gives way to a dense, tangy core - a beautiful contrast that evolves as the cheese matures. Smooth and tangy with well-rounded earthy notes, Buche de Cypress develops a savory, umami depth and gentle brothiness as it ripens. It delivers a delightful presentation when sliced for cheeseboards.



Meyer Lemon Honey Log Floral Meyer lemon slightly sweetened with delicate alfalfa honey creates a tangy and well-balanced goat cheese that is as bright as the California sunshine in spring.

ITALIAN TRADITION

Finished with Precision



There's a specific satisfaction to charcuterie done right: slices that drape, aromas that open, flavor that lingers. Maestri D'Italia delivers those familiar Italian profiles in a format designed for foodservice that's authentic on the palate, dependable in execution. The difference is in the finish.



One bite can feel like standing at an Italian salumeria counter. Time honored craft, regional flavor, and that just-sliced aroma is matched with modern innovation. Traditional products are paired with state of the art slicing that delivers a clean, consistent cut that truly eats like it was sliced to order. That precision makes plating effortless: boards build faster, portions stay consistent, and the presentation holds up from first slice to last.



A new batch of Italian essentials are now available. Guanciale launches in both whole and ready-to-use strips for carbonara, amatriciana, beans, and vegetables. Pancetta follows in slab and strips, offering the choice between full control or quick pickup across pasta, pizza, and salads. The assortment also expands with whole muscle options like Coppa and Prosciutto which is deboned and trimmed for operators who prefer to slice in house while relying on Maestri for consistency and yield.



New to the lineup, the Maestri Heritage line brings domestically produced salumi crafted with time honored Italian tradition, offering delicious pre-sliced options at an exceptional value including Genoa, Sopressata, and Calabrese. Rounding out the program is Prosciutto Cotto, known as Cotto al Rosemarino: smooth, savory, and remarkably versatile, equally at home in a classic sandwich build or on a breakfast menu.

Maestri makes it easy to deliver an Italian charcuterie experience that feels special, but runs like a system: authentic flavor, modern precision, and formats that help kitchens plate beautifully and stay fast through every service.

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COVER

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

1-2 IN SEASON

21686 CAULILINI 3/2 LB
24481 FLORENTINO CAULIFLOWER 18 CT
29124 FIORETTO PURPLE CAULIFLOWER GND 4 LB

3 COMMUNITY MATTERS

17672	VERVE BRONSON FRENCH ROAST WHOLE BEAN 5 LB	29142	VERVE BUENA VISTA DARK ROAST GROUND 5 LB
18905	VERVE SERMON ESPRESSO WHOLE BEAN 5 LB	22218	VERVE BUENA VISTA DARK ROAST WHOLE BEAN 5 LB
18906	VERVE STREETLEVEL GROUND 5 LB	27049	VERVE SEABRIGHT WHOLE BEAN 5 LB
27043	VERVE STREETLEVEL WHOLE BEAN 5 LB	27422	VERVE ASTER WHOLE BEAN 5 LB
19269	VERVE VANCOUVER DECAF GROUND 5 LB	25066	VERVE NITRO FLASH BREW ORIGINAL 12/7.5 OZ
27042	VERVE VANVOUVER DECAF WHOLE BEAN 5 LB	25059	VERVE NITRO FLASH BREW SINGLE ORIGIN 12/7.5 OZ
		25065	VERVE NITRO FLASH BREW DECAF 12/7.5 OZ

4 EDITOR'S PICKS

20049 CHINO VALLEY RANCHERS ORGANIC PASTURE RAISED EGGS 15 DZ
29169 CHINO VALLEY RANCHERS SOFT-BOILED EGGS 6/18 CT
28916 DUCK EGGS 40 CT
01605 QUAIL EGGS 10 CT

5 CURD NERD

29193	CYPRESS GROVE BUCHE DE CYPRESS 2/~2.2 LB	29199	CYPRESS GROVE MEYER LEMON HONEY LOGS 6/11 OZ
29197	CYPRESS GROVE CHEDDAR ~5 LB	29200	CYPRESS GROVE PURPLE HAZE LOGS 6/11 OZ

6 TRAVELOG

29137	MAESTRI GUANCIALE ~2.54 LB	28387	MAESTRI HERITAGE CALABRESE SLICED 5/16 OZ
29136	MAESTRI GUANCIALE STRIPS 5/16 OZ	29165	MAESTRI HERITAGE GENOA SLICED 5/16 OZ
29138	MAESTRI PANCETTA SLAB ~3.5 LB	29166	MAESTRI HERITAGE SOPRESSATA SLICED 5/16 OZ
29139	MAESTRI PANCETTA STRIPS 5/16 OZ	29176	MAESTRI HERITAGE PROSCIUTTO COTTO SLICED 5/16 OZ
29140	MAESTRI COPPA WHOLE ~3.5 LB		
29135	MAESTRI PROSCIUTTO DEBONED TRIM ~11 LB		