

# *in the* **BAG**

THE FORESTWAY **FRESH** MAGAZINE



***LOOK*** at  
**what we have!**

Feature products  
reviewed

Get behind the  
scenes on **HERBS**

***Where does  
it come from?***

The source  
of our fresh  
produce is revealed...



**FREE**

Plus...  
***SPUDwatch!***

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We hope you enjoyed the first issue of *In the Bag*. The magazine is designed for you, so we want to know what you would like to see in future issues. To have your say fill in your details below and hand it to our friendly Forestway Fresh staff.

Name: .....

Address: .....

Contact no: .....

Comments: .....

.....



# ciao!

## Welcome to the first issue of *In the Bag* – the Forestway Fresh Magazine!

We are excited to bring you a magazine which we hope you will find interesting and informative. The idea for a magazine was born from talking to customers, family and friends. It made us realise how little was known about the inner workings of a retail food store. We thought a magazine would be a great way to educate and inform our customers, not only about our products and what makes Forestway Fresh so... well... fresh, but to provide an insight into the fresh food and produce industry.

Before you start flicking furiously for the recipe section, we thought we should let you know that this publication is not one of those fluffy magazines with pages of recipes. We figured you are probably getting an abundance of recipes thanks to TV shows, gossip mags and the fact that you can pretty much grab a recipe from the back of a lottery ticket these days! Instead, we are hoping to reveal little hidden gem ingredients that will give your dishes that WOW factor and provide the oomph! your recipe needs – just check out our 'hidden on the shelf' section for two

simple products that you can use to turn the ordinary into extraordinary.

Our 'inside news' section will shed some light on the food and fresh produce industry and give customers some firsthand insight into how the industry works... you will be surprised at what you will learn. We will also take you 'behind the scenes' and explain some of the practices and work ethics that give Forestway Fresh that leading edge.

And of course, a magazine wouldn't be complete without a bit of gossip so for our first issue we've dug up the dirt on the humble potato in 'spud watch' to let you know the best use for different varieties of potatoes.

Finally, we would love to hear your thoughts on our first issue of *In the Bag*, so please send us your comments by completing the form on the left or by emailing us at: [inthebag@forestwayfresh.com](mailto:inthebag@forestwayfresh.com).

Happy shopping!

**The Polistina family**

# Where does your **fresh produce** come from?

We reveal the answer to one of the most frequently asked questions...

Ever wondered where grocery stores get all their fresh produce? Well you are not alone. According to Pasquale and Tony Polistina from Forestway Fresh, it is one of the most commonly asked questions.

The answer is Sydney Markets in Flemington. Sydney Markets is a 42 hectare site which houses some 400 wholesalers. The majority of retailers selling fruit and vegetables in the Sydney basin source their produce from Sydney Markets. This includes stores as far away as Canberra, Wollongong and the coast. All the serious growers, and in fact almost all the growers, send their produce to Sydney Markets to be sold.

Forestway Fresh also sources produce from local growers when available. "We often get spinach and rhubarb from local growers in Terrey Hills", explains Pasquale, one of the two sons who own the family-run business. "At the moment, we are also sourcing some organic Australian garlic, grown by Indigenous Australians in Beechwood, NSW (near Port Macquarie)."

**Tony and his dad Domenic are at the markets from 2am every single day.**

Sydney Markets is officially open from 6am, five days a week for shopkeepers. However, in order to ensure that they obtain the best and freshest produce, Tony and his dad Domenic are at the Markets from 2am every single day. Domenic has been going to Sydney Markets for over 40 years. "Sydney Markets is a big place so to get the best it all comes down to how you choose your produce and to do that well you need knowledge and experience", explains Tony. "There is also a little bit of first in, best dressed!" This means that you need to be at the markets bright and early to have the prime choice of what is available each day.



One of the many wholesaler's docks at Sydney Markets.



Tony believes that your reputation is also as important as your punctuality. “When wholesalers know you want the best and you don’t squabble about the price too much, then you are always first in line”, he says. “Forestway Fresh has a fantastic rapport with the wholesalers and growers in the market.” This includes boutique growers who only produce and sell a small amount of produce because of the size of their farm and also because they are very particular about how and when they pick their produce. Usually these boutique growers produce some of the finest fruits and vegetables, but because of their limited supply they demand a slightly higher price. “We have a good relationship with these boutique growers and they always make sure that we are one of the first in line for their fresh picks of the day”, Tony explains.

Prices in the market, as with any market, are based on a supply and demand basis. However fruit and vegetables, especially volatile produce such as berries and green vegetables, can be severely affected by weather, which can change the price overnight.

Sometimes large chain stores can create what is called a ‘false market’. This occurs when a chain store buys out all of a particular product because they want to put it on special. The chain buys all of the produce it can find from various growers in the markets (and sometimes from the growers direct) and leaves minimal quantities available for everyone else. Pasquale explains that this results in higher prices for other buyers. “Once the chain clears out the

majority of the produce, supply is low, which means the remaining buyers have to pay a premium... so while the chain is able to flash their red dot special, the independents have no choice but to sell it at a higher price."

Sometimes large chain stores can create what is called a 'false market'.

Chain stores will also buy out the market when a certain product is in low supply, to ensure that they have it in stock. One of the

problems they face is that when a product is in low supply it is naturally expensive and the quality is poor compared to when supply is plentiful. "This is where knowing how to buy and choose your produce becomes important", Pasquale explains. "We do all the hard work for you so you know that when you take your fruit and vegetables home, they will not only be the best and freshest available but they will also last longer in your fridge. If we don't think a particular product is up to scratch... well then... we will leave that up to the chain stores to deal with!" ■



Tony Polistina personally selects the best trays of apples from the apple shed at Sydney Markets.

## Passion makes a **herb** of a difference

Come in any time of day, any day of the week, and we guarantee you will find Domenic Polistina sifting through bunches of herbs.

Owner Domenic believes it is this attention to detail that separates Forestway Fresh from the rest. It is also one of the main reasons why the herbs you find at Forestway Fresh are so vibrant, fresh and full of life.

Forestway Fresh sources its herbs fresh from local growers. However this is not sufficient for Domenic, who makes it his priority to sort through bunches of herbs stem by stem, leaf by leaf to ensure there are no yellow or wilted leaves. He does this every single day (except on his day off!) on an on going basis throughout the day.

By comparison, many food stores just sell the bunches as they have received them from the grower without any further scrutiny. Domenic, however, insists on sorting and re-bunching the herbs no matter how time consuming the task. In many cases, the bunches sold to customers are actually bigger than those received from the growers as a result of the re-bunching process.

So what motivates Domenic to keep those herbs looking like they have just been picked? "The reason I like to re-bunch the herbs is because I believe customers are sick of seeing the herbs

looking sad and tired in other food stores", Domenic explains. "It's nice to see the herbs looking fresh and alive, and it's this sort of thing that reflects the difference between Forestway Fresh and the rest." So next time you pick up a bunch of herbs, spare a thought for Domenic and his obsession... oops, we mean passion for excellence! ■



Domenic Polistina re-bunching herbs at Forestway Fresh.

# When you need to fatten up your menu... it's **friselle!**

Have you ever found yourself rummaging through your cupboards looking for something simple, quick and tasty to supplement a menu that is a little on the light side? Well, have we got the product for you... friselle!

Friselle are a ring-shaped bread imported from Italy made essentially of durum wheat. They are half-baked, cut in half and then re-baked at low heat until they are completely dry. The result is a crispy, crunchy crouton-like bread.

Don't let their simplicity deceive you. Friselle can be used in a variety of ways and are the perfect product to have in the pantry when the fridge is bare and you need something else to serve with that boring salad and lonely looking steak.

You can break them up and use them like croutons in salads or in soups or eat them simply, like the Italians do, and dress them up with garlic, olive oil, salt and some oregano. We love to eat them with freshly chopped ripe tomatoes, basil, salt and lots of extra virgin olive oil. If you find them too hard for your liking, you can try soaking them in water for a few seconds before dressing them. We find, however, that the olive oil and the juice from the tomatoes soften them up a little while retaining the perfect amount of crunch... now that's friselle! ■

**FIND IT...** in the savoury biscuit aisle, \$4.19 for 350g packet.



# Introducing **burratina** – the newest formaggio on the block

At first glance **burratina** resembles a ball of mozzarella...

But upon further scrutiny it's clear that this round of cheese is softer and indeed, when cut, has an interior that spills out revealing soft, stringy curd and fresh cream. If you're a lover of mozzarella, ricotta, or really anything that's straight-up creamy, this cheese is so what you want.

Our burratina is imported from Italy and is best eaten fresh and at room temperature. Ultra soft and creamy, burratina has a fresh buttery flavour and is much more luxurious than its mozzarella cousin. Burratina is a smaller version of burrata. The name "burrata" means "battered" in Italian.

Serve it as an appetiser with a drizzle of olive oil, some tomatoes, basil and a pinch of salt and pepper. It goes hand in hand with friselle (featured on the left)



or any other crispy bread and tomato salad combo. Also perfect on top of pizzas or shredded in salads.

For a truly amazing experience, try serving with warm crispy pancetta. Simply fry cubes of pancetta until crispy, cut open the burratina and sprinkle the warm pancetta directly on top. Add a little drizzle of olive oil and we can guarantee you will be coming back for more! ■

**FIND IT...** in the mozzarella section of the cheese fridge, \$8.99 for 250g tub.

## Tried it, loved it, can't buy it?

We love specialty products at Forestway Fresh. So if there is a special food item that you have had and can't find any more, please let us know! If the product meets our criteria, we will do our best to stock it in store. Just remember it is you, the customer who decides what we stock! ■

# SPUD*watch!*

We take the humble potato and place it under the spotlight to see which of these varieties scrubs up the best...

## Sebago (aka 'brushed')

Proof that you don't need to be good looking to be popular. This **dirty** potato is great for everything from baking to mashing, but we love it because it makes the best **hot chips**.

BEST FOR  
**HOT  
CHIPS**



## Desiree

Sounds exotic but this **pink-skinned** all-rounder is very versatile. It gets extra points for its firm pale yellow skin that holds its shape well during cooking. Despite its many uses, it's our favourite for **mash**.

BEST FOR  
**MASH**



## Nadine (aka 'washed')\*

This elegant spud is white and floury. Good for mashing and roasting but we think a **natural beauty** such as this shouldn't be spoiled... perfect for baking in its **jacket**.

BEST FOR  
**BAKING  
IN ITS  
JACKET**



\* Forestway Fresh stocks the Nadine variety of both chat and washed potatoes. Nadine has a better shelf life, creamier flavour and is slightly more oval shaped with a slightly cream coloured skin compared to the

## Kipfler

It's waxy and slightly odd looking, but this **yellow-skinned** and light yellow flesh spud has a **buttery, nutty** taste and is great boiled or steamed. Use it in salads or on top of pizzas but whatever you do – don't fry it.



BEST FOR  
**SALADS**

## Pontiac

Good for boiling? Tick. Mash? Tick. Bake and roast? Tick. Frying? Well, not so much...

Still, we think it is the best of the all-rounders and one of the **sweetest** – how can you go past that pretty **pink** exterior and **lovely white** flesh?

BEST **ALL**  
**ROUNDER**



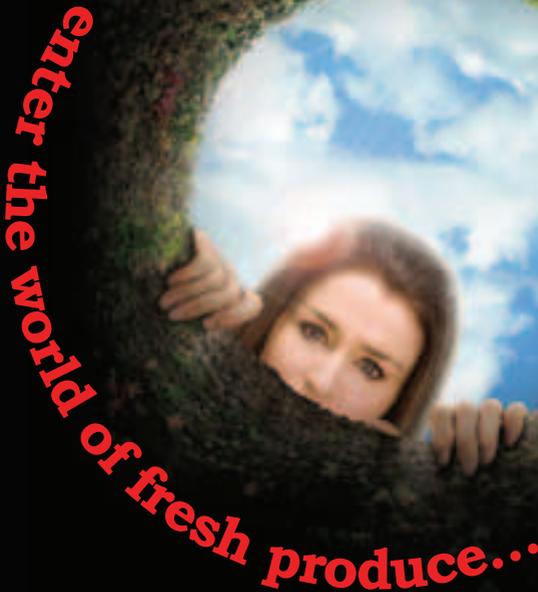
## Chat\*

Good things come in small parcels and these **little gems** are no exception. Take the work out of cooking and throw some of these little potatoes in the oven, skin and all. Can be boiled but we definitely recommend them for **baking or roasting**.

BEST FOR  
**BAKING**



# Discover a food wonderland at **Forestway Fresh!**



*Enter the world of fresh produce...*

**Winner 2011:** SMH Best Food Store

**Winner 2009:** Mushroom Retailer of the Year

**Winner 2008:** SMH Young Achievers Award

**Winner 2007:** Sydney Markets Distinction in Retailing

**Winner 2006:** Batlow Apples Awards  
– Best Display and Range

