



# Celebrate **SPRING**

With showers & flowers. And veggies.

**freshdirect**®

# Celebrate Spring with FreshDirect

One of my favorite things about spring is the fresh smell in the air. The cold weather is finally over and the buds have started to appear, promising a flower show we haven't seen for months. This spring will be my first in New York City, and my first as FreshDirect's new Chief Merchandising Officer—I'm excited for all it has to offer.

From crisp asparagus from Long Island to glorious local greens, I can't wait for you to try the best-of-the-best fresh food our team will be bringing in this season. I know what I'll be making first: thin asparagus wrapped in prosciutto and Fontina, grilled on the BBQ. Yum!

In this booklet, you'll find a guide on how to celebrate food this spring. Whether it's experimenting with new veggies in our seasonal guide, cooking up a fun recipe for your spring party, or giving oysters a try at home, we've got inspiration for you to get your celebration on—and we've even got spring cleaning tips for when the party is over.

Enjoy the season,



Toby Noiles  
Chief Merchandising Officer

## Why We Love...

### SHENANDOAH VALLEY ORGANIC CHICKEN

Our commitment to bringing you the highest quality organic free-range chicken led us to the rolling hills of the Shenandoah Valley in Virginia, where a coalition of 18 family-run farms raises chickens humanely, without antibiotics, pesticides, and hormones. The result? Chicken that is better for you and, just as important, better tasting—plump, juicy, and perfect for any chicken recipe.

### Spice up Mealtime with Our Robust Rubs

Add a little kick and color to your organic chicken breasts (great for kebabs!) with Just FreshDirect blackened spice rub or our rockin' Moroccan rub.

Springtime means outdoor grilling! Apply Just FreshDirect barbecue rub liberally to, well, everything.



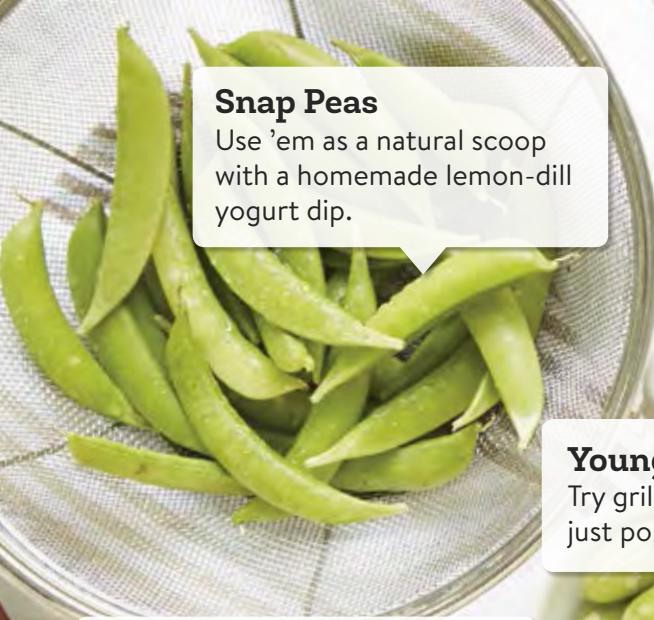
SHOP  
MEAT

# Spring into Produce

Eating seasonally means you're cooking with the best, freshest, tastiest produce around. Look out for these spring favorites.

## Snap Peas

Use 'em as a natural scoop with a homemade lemon-dill yogurt dip.



## Rhubarb

While classic strawberry-rhubarb pie is just fine, try baking up a rhubarb upside-down cake.

## Young Garbanzo Beans

Try grilling with their skins on—just pop off the skins and enjoy.



## Plus, Don't Miss:

- Spring asparagus
- Purple artichokes
- CSA boxes (they're back!)



## Ramps

Sauté until wilted and fold into an omelet or crepe with a sprinkle of your favorite aged cheese.



## Young Garlic Bulbs

They're tender and fresh—grill whole or use like garlic for a milder flavor.

See more of what we're cooking up this spring with these veggies and our local CSA boxes (no subscription needed!) at [blog.freshdirect.com](http://blog.freshdirect.com).

## Fiddleheads

Sauté whole in butter and cover until tender. Mix with morels and serve with pasta.



SHOP  
VEGETABLES

# Don't Be Vanilla!

## TRY BLUE HILL

Blue Hill yogurt, one of our favorite new products, is made using milk from 100% grass-fed cows from small family-owned farms in the Northeast. The festival of unexpected flavors include beet, sweet potato, and tomato. Try the carrot flavor in this easy recipe:



### Minted Carrot & Cabbage Slaw

(Makes 4–6 servings)

1/2 cup sliced almonds  
1 container Blue Hill carrot yogurt  
3 tbsp white wine vinegar  
1 tbsp honey  
1 tbsp extra-virgin olive oil  
Fine sea salt  
Freshly ground black pepper  
4 cups coarsely shredded carrots (from about 1 lb)  
4 cups thinly sliced cored green cabbage (from a 1-lb head)  
1/2 cup golden raisins  
1/4 cup finely chopped mint

1. In a medium skillet, toast almonds over medium-low heat, tossing occasionally, until lightly golden—about 5 minutes. Transfer to a plate and let cool completely.
2. In a large bowl, whisk together yogurt, vinegar, honey, oil, 1/4 teaspoon salt, and a generous pinch of pepper. Add carrots, cabbage, raisins, mint, and nuts; toss to combine. Adjust seasoning to taste. Chill at least 30 minutes or up to 2 hours before serving.

Enjoy!

SHOP  
DAIRY

See Back Cover for 20% off Blue Hill Yogurt



# Flower Power!

**Fresh Inspiration:** Create your own centerpiece using our flower bouquets and a cabbage vase. Perfect for Mother's Day or bridal and baby showers, get the DIY instructions at [blog.freshdirect.com](http://blog.freshdirect.com).

Win Big on 

### Celebrate KINDness This Spring!

Join [@freshdirect](#) and [@kindsnacks](#) in sharing kindness on Instagram this spring.

#### How to Enter:

- 1 Follow [@FreshDirect](#) on Instagram.
- 2 Find the pic featuring the KIND giveaway.
- 3 Tag your bestie in the comments of that picture.



#### From April 13 – April 27

Tag a friend you want to send kindness to in the comments of our KIND Instagram photo, and you'll both be entered for a chance to win two cases of the new **KIND Healthy Grains®** and a box of our best spring produce.

Visit [blog.freshdirect.com](http://blog.freshdirect.com) for official rules.

**KIND Healthy Grains®** Bars have a foundation of five super grains and a unique chewy and crunchy texture. This snack is the perfect combination of nutrition and tasty. Always gluten-free and non-GMO.

# Spring Celebrations

## Creamy Avocado Hummus

This is what happens when hummus meets party-ready guacamole.

### Ingredients

1 (15 oz) can of chickpeas, rinsed and dried  
1 1/2 medium ripe avocados, pitted and peeled  
3-4 tbsp of extra virgin olive oil  
1 1/2 tbsp of tahini  
3 tbsp of fresh lime juice  
1 clove of garlic, peeled and roughly chopped  
A handful of kale or spinach leaves  
Table salt and pepper  
Cumin, to taste  
Garnish with chopped cilantro leaves

### Step 1:

In a food processor, pulse chickpeas with tahini, lime juice, and garlic. Slowly add olive oil until smooth consistency. Season with cumin, salt, and pepper to taste.

TIP: For even smoother hummus, remove the skins from the chickpeas after they're rinsed and dried.

### Step 2:

Add avocados and pulse until smooth and creamy. For an even greener color, add a handful of kale or spinach leaves and purée until fully incorporated and smooth.

### Step 3:

To serve, top with a swirl of olive oil and sprinkle with chopped cilantro.

Recipe from our Friends at



### Let Us Help

The return of warm weather calls for company, and we've got crowd-pleasing platters for all your spring celebrations. You make the avocado hummus and we'll bring colorful crudité for dipping!



SHOP  
CATERING

# ENJOYSTERS!

Whether you're an oyster aficionado or newbie, these delicacies make a sophisticated addition to any dinner party.

**1 Blue Point:** A rugged oyster from the Long Island Sound with mild salinity. A substantial size, versatile for slurping raw or cooking.

**2 Beau Soleil:** From Miramichi Bay; sweet and petite with a light, clean taste. A punchy brine up front, but never overwhelms the palate. Easy to shuck.

**3 Montauk:** These pearls begin life as small seeds before growing into briny, plump oysters that taste like the ocean.

**4 Pemaquid:** Grown in the cool waters of the Damariscotta; fleshy, fruity, and sweet. Zippy salinity and a clean finish in a gorgeous shell.

**5 Watch Hill:** The nutrient-rich Winnapaug Pond gives its firm meat a buttery, miso soup-like savoriness. Oceanic salinity, smoky accents, and a mollusky undertone.

Pair oysters with something special! Check out our favorite wines and bubbly to wash down your oysters at [blog.freshdirect.com](http://blog.freshdirect.com).



## Accoutrements

**The Classic:** Three drops of freshly squeezed lemon or red wine mignonette.

**The Modern:** Freshly grated wasabi, ginger, and lime juice.

**The Minimalist:** Freshly grated black pepper and a couple of drops of lemon.

**The Luxe:** Dollop of crème fraîche with American Hackleback caviar on top.



Photo courtesy of Julie Qiu. Julie is the founder and author of *In A Half Shell*, a website dedicated to international oyster appreciation. Julie also hosts private oyster tastings and oyster bar crawls in New York City. Follow on [@inahalfshell](https://www.instagram.com/inahalfshell) at [@inahalfshellblog](https://www.twitter.com/inahalfshellblog).

## Get to Know Just FreshDirect™



From Alderfer family farm in Pennsylvania



We're proud to work with local artisans and farmers to bring you the absolute best in fresh and delicious products. From breakfast essentials, satisfying snacks, and pantry favorites, Just FreshDirect is a line of great food made by people we know with ingredients you can pronounce.



## WHAT PUTS THE "US" IN JUST?

- All-natural and organic ingredients from the best possible sources
- We take the time to visit the places and people behind our food
- You can taste the difference, consistently
- It's quality you can trust at prices you'll love

*Just the way you like it.*



From the heart of wheat country



SHOP  
JUST  
FRESHDIRECT

# Spring Training

## Hydrate >

Mild dehydration by as little as 1% can negatively impact our cognitive function (think foggy brain), resistance to fatigue, perception of effort (making work and exercise feel harder than it is), athletic and exercise performance, and even mood state!

**WTRMLN WTR** is nature's low-calorie, low-carb, and fat-free answer to rehydration—it has the ability to replenish lost electrolytes with just the right amount of carbohydrates to quickly satisfy your energy needs.



Get a **FREE** 12-oz. bottle of WTRMLN WTR with promo code: **HYDRATE** while supplies last\*

## Get Moving >

The snow has melted—no more bundling up to go outdoors! Grab a friend or family member and head outside for a long walk.

## Get It Done Early

Wake up 35 minutes early to sneak in a morning workout. That gives you five minutes to get dressed and 30 minutes to go outside and start moving before your work day.

Tips from Jess Underhill, owner of Race Pace Wellness, a run coaching and personal training company in NYC. Follow her @RacePaceJess.

\*Offer valid for (1) one complimentary bottle of WTRMLN WTR Watermelon Juice for residential customers only when promotion code HYDRATE is entered at checkout. Selection of items is subject to change without notice. Quantities are limited and offered on a first-come first-served basis. All standard customer terms and conditions apply. FreshDirect reserves the right to cancel or modify this offer at any time. Offer expires at 11:59pm ET, May 8, 2015 and will be removed from orders that are modified after this time. Offer is nontransferable. Void where prohibited.

## Refuel >

According to registered dietitian, Melinda Hemmelgarn, it's best to refuel with carbohydrates and high-quality protein post-workout to maximize your recovery and help build lean muscle.

### Organic FUEL Milk Protein Recovery Shake

Recovery Shake is packed with 27 grams of unrefined carbohydrates to help replace muscle glycogen and 26 grams of organic milk protein to enhance muscle repair.



## Share Goals

Set a realistic (but challenging) fitness goal to accomplish six weeks from today, and start working toward your goal now. Share it with a friend who will help hold you accountable.

## Train Smart

If you're training for a spring athletic event, take the first few weeks to ease back into it after the long winter, and be patient if you're feeling out of shape.



# Get Your Clean On

Is spring cleaning on your to-do list? Before you check it off, you've got to stock up!

## Cleaning Supply List

- Glass cleaner for windows (let that sun in!), glass tabletops, and mirrors
- Bathroom cleaner that handles mild(EW)
- Disinfecting wipes to eliminate lingering winter germs
- Paper towels, sponges, and rags
- The all-natural trifecta that'll clean just about any surface: baking soda, vinegar, and lemon
- Rubber gloves to keep your mani fresh



## How to Keep Your Kitchen Fresh

1. Wipe down the sink—the soapy water from washing your dishes isn't enough.
2. Cutting boards hold a lot of germs. Wash 'em down with soap and hot water after each use.
3. Kitchen countertops are filthy. Mix 4 tablespoons baking soda with 1 quart warm water to clean tough stains.
4. Easily forgotten, but very necessary: stove knobs and refrigerator handles—keep them clean, especially when handling raw meat.

SHOP  
HOUSEHOLD

See Back for 20% off  
Seventh Generation Products



## INTRODUCING Our New iPad App

Shop from Anywhere Faster



- ✓ Updated search and navigation for faster shopping.
- ✓ Shop from recipes and shortcuts in our inspirational Ideas section.
- ✓ Checking out is easier than ever—just one step!



Don't have an iPad? Make sure to check out our other smartphone apps so you can shop or update your order any time, anywhere.



iPad is a registered trademark of Apple Inc.  
© 2015 Google Inc. All rights reserved. Google Play is a trademark of Google Inc.

# 20% OFF

## BLUE HILL YOGURT

USE CODE: **BLUEHILL**



Offer is good for 20% off selected items from the Blue Hill Yogurt page on your next residential order when promotion code **BLUEHILL** is entered at checkout. The promotion code is limited to one use per household, and may not be combined with any other promotion code. All standard customer terms and conditions apply. FreshDirect reserves the right to cancel or modify this offer at any time. Offer expires at 11:59pm ET, May 08, 2015 and will be removed from orders that are modified after this time. Offer is nontransferable. Void where prohibited.

# 20% OFF

## SPRING VEGETABLES

CODE: **GREENS**



Offer is good for 20% off selected items from the Spring Vegetables page on your next residential order when promotion code **GREENS** is entered at checkout. The promotion code is limited to one use per household, and may not be combined with any other promotion code. All standard customer terms and conditions apply. FreshDirect reserves the right to cancel or modify this offer at any time. Offer expires at 11:59pm ET, May 08, 2015 and will be removed from orders that are modified after this time. Offer is nontransferable. Void where prohibited.

# 20% OFF WINE

When You Buy 4 Bottles or More\*



\*Offer is good for 20% off four or more bottles of wine from FreshDirect Wines & Spirits on your next residential wine order when promotion code **WINE4YOU** is entered at checkout. The promotion code is limited to one use per household, and may not be combined with any other promotion code. All standard customer terms and conditions apply. FreshDirect Wines & Spirits reserves the right to cancel or modify this offer at any time. Offer expires at 11:59pm ET, May 08, 2015 and will be removed from orders that are modified after this time. Offer is nontransferable. Void where prohibited.

# 25% OFF

## JUST FRESHDIRECT™

USE CODE: **DRESSIT**



Offer is good for 25% off selected items from the Just FreshDirect Dressings & Oils page on your next residential order when promotion code **DRESSIT** is entered at checkout. The promotion code is limited to one use per household, and may not be combined with any other promotion code. All standard customer terms and conditions apply. FreshDirect reserves the right to cancel or modify this offer at any time. Offer expires at 11:59pm ET, May 08, 2015 and will be removed from orders that are modified after this time. Offer is nontransferable. Void where prohibited.

# 20% OFF

## SEVENTH GENERATION

USE CODE: **7GEN20**



Offer is good for 20% off selected items from the Seventh Generation page on your next residential order when promotion code **7GEN20** is entered at checkout. The promotion code is limited to one use per household, and may not be combined with any other promotion code. All standard customer terms and conditions apply. FreshDirect reserves the right to cancel or modify this offer at any time. Offer expires at 11:59pm ET, May 08, 2015 and will be removed from orders that are modified after this time. Offer is nontransferable. Void where prohibited.

