



GO FORTH & SUMMER

EPIC BARBECUES, INSANE ICE CREAM SUNDAES, AND ICE-COLD DRINKS. LET'S EAT.



freshdirect[®]

#FDGOFORTH

GO FORTH & CELEBRATE

Summertime and the living's easy! From pool parties and barbecues to beach trips and picnics, we've created an eating guide so you can enjoy a season full of great food with all your favorite people.

Want to make a splash this season? From new chef-made deli salads to weeknight-ready entrées to picnic boxes for every occasion—plus a huge selection of craft beer and crisp ciders—we're ready to help you get any celebration started faster than you can say, "Cannonball!"

Summer Savings in the Hamptons or Jersey Shore:

**GET \$25 OFF*
YOUR NEXT DELIVERY**

Use Code: **FDBEACH15**

Visit FreshDirect.com/summerdelivery

*Offer valid for \$25 off your order when promotion code FDBEACH15 is entered at checkout, and order is delivered to the New Jersey Shore or Hamptons residential delivery areas by August 23, 2015. May not be combined with any other promotion code. Valid only for your order totaling \$99 or more before taxes, delivery fee, and delivery premium. Limit one per household. All standard customer terms and conditions apply. FreshDirect reserves the right to cancel or modify the offer at any time. Offer expires at 11:59pm ET, August 22, 2015 and will be removed from orders that are modified after this time. Offer is nontransferable. Void where prohibited.

Turn up the heat with grill-ready packs of our freshest meat and seafood, ready-to-cook marinated kebabs, and more.



GO FORTH&ROCK

PIT STOP:
What the cherry plumcot is a stone fruit anyway?

A stone fruit, also known as a drupe, is a fruit with one hard stone in the center. This stone (or pit) is surrounded by an outer flesh and skin (the yummy part).

Try Something New

Don't miss out on these must-have seasonal favorites, recommended by our produce merchant Devika Kumar.

If you like:

- Fruity-spicy plums
- Lusciously juicy red plums
- Succulent syrupy apricots
- Sweet nectarines

Try a:

- Summer punch pluot
- Emerald beaut plum
- Purple rose aprium
- White donut peach

30% OFF STONE FRUIT*
Code on Back Cover

GO FORTH&LOCAL

Eating locally grown produce means you're getting the freshest, tastiest fruit and veggies around. Here are some locals we're lovin':

Organic Tomatoes from Hepworth Farms

Hudson Valley, NY

Hidden among thick trees and hilly farmland, Hepworth Farms grows some of the best-tasting tomato varieties out of the mountainous Hudson Valley soil.

Rainbow Carrots from the Black Dirt Region

Spanning Orange County, NY to Sussex County, NJ

Growing in dark, richly fertile soil deposited by an ancient glacial lake, rainbow carrots are the sweetest, crunchiest, most colorful carrots on the market.

IT'S TWITTER PARTY TIME!

Join @FreshDirect and @MeatlessMonday with hashtag #MeatlessMondayChat on Monday, July 27 at 9PM as we tweet about our favorite summer produce and meat-free meals. Even better, there will be delicious giveaways for tweeters!

MEATLESS MONDAY



GO FORTH&ROSÉ

In summer 2014, widespread panic struck the Hamptons when supplies of rosé ran dangerously low. This year, there will be no summer of discontent as social media sensations, **The Fat Jew** and **Babe Walker**, launch White Girl Rosé, available at FreshDirect Wines & Spirits.

Bloating a rich nose of watermelon, strawberry, and floral notes, this crisp wine makes an excellent aperitif.



It's perfect with barbecue chicken, burgers, grilled shrimp, and almost any cheese that has ever been mongered.

Stock up on this must-have rosé for summer!

Mix & Match

10% OFF ANY 6 BOTTLES OF WINE
15% OFF ANY 12 BOTTLES OF WINE

Share your rosé moments with **@FreshDirect** on using **#THISISSOUS**



Wine and spirits are sold by FreshDirect Wines & Spirits.
We only deliver alcohol in New York State.

GO FORTH&COCKTAIL

You don't have to be a mixologist to whip up these summer cocktails by Prairie Rose, NYC-based cocktail and spirits blogger.

Makes 4, blender needed, serve in margarita glass

2 cups cubed watermelon
10 sprigs of mint
1 cup Cimarron tequila
1/2 cup fresh lime juice
1/2 cup orange liqueur (Cointreau)
2-3 cups of ice
1 oz. Turbinado sugar
Pinch of salt



Makes 1, serve in a highball glass

4 oz. unsweetened iced tea
2 oz. fresh-squeezed lemon juice
2 oz. Montauk dark rum
1 1/2 oz. maple syrup
FreshDirect sparkling mineral water, lemon flavor
Lemon wedge for garnish

For full cocktail instructions visit blog.freshdirect.com.

Prairie Rose is the writer and mixologist behind *Bit by a Fox*, winner of *Saveur Magazine's* Reader's Choice "Best Cocktail Blog in 2014." Follow her @bitbyafox for more cocktail inspiration.

GO FORTH & SEAFOOD

Here are some summer highlights from our seafood merchant Mike Kanter, featuring the freshest in-season fish, caught just for you.

The Freshest Catch, From Dock to Door



AIN'T NO PARTY LIKE A LOBSTER PARTY

Fresh from the cold waters of the North Atlantic, the sweet meat of lobster never disappoints.

MARYLAND BLUE CRAB KITS

One of our favorite crustaceans in the nation! Our crab kit comes with a mallet so you can get whackin'.

WILD ALASKAN SALMON

There's nothing like the taste of grilled fish, and salmon caught fresh from Alaska's Copper River is perfect for your summer grilling.

ENJOYSTERS

Aww, shucks! Slurp 'em, grill 'em, or even deep-fry 'em for the ultimate po' boyster.

COLOSSAL SHRIMP

No seafood boil is complete without our shrimpzillas from Madagascar. Add them to stew, soup, or sauce—or throw these giants right on the grill.

GO FORTH & BACKYARD

Let's be Frank:

Hot dogs are delicious.
And we're relishing in these
staff-picked toppers this summer.

The Hottie

Add spice to your dog with some kimchi. We can't get enough of Mrs. Kim's Kimchi.

The Avocontrol

A bacon-wrapped hot dog topped with avocado. Need we say more?

The Hawaiian

Get tropical by adding scoops of our sweet and spicy FreshDirect pineapple salsa to your dog.

The Chili Dog

Meat lovers will rejoice when you top your dogs with our local grass-fed beef chili.

The Classic

Mustard, ketchup, relish, or any combination of the three—this classic combo never gets old.

 Check out @FreshDirect on Instagram for more hot diggity dog video inspiration.

Snacks, dips, and everyone's favorite sips—it's not a backyard barbecue without bowls full of classic party chips and an icy cooler of Pepsi. Let your guests get to snacking while you grill your cola-marinated meat to perfection.

GO FORTH & PARTY

Check out a recipe for Pepsi-marinated steak on blog.freshdirect.com



GO FORTH & PICNIC

Ahh, the picnic basket. It might just be the best part of the beach or park trip. Don't forget these must-have items:

PUT IT IN A JAR

Salad jars are having a moment. Simply stack your favorite toppings—just make sure you put the dressing at the bottom—and you're good to go! No bowl required, just shake, shake, shake when you're ready.



WE MADE YOU A SANDWICH

From ham and gruyère to roasted vegetables and mozzarella, our new ready-to-eat sandwiches make picnic packing a breeze. Find them in our kitchen section.

THE NEW BOXED WINE

From FreshDirect Wines & Spirits

Our two new favorite wine boxes, Public House Sauvignon Blanc and Steinschaden Grüner Veltliner, are easy to carry and easier to serve. Your friends will thank you.



GO FORTH & COFFEE

One of our must-haves for Monday morning (and every morning) is cold-brew coffee from our friends at Wandering Bear. Bold but never bitter (and brewed locally just across the street from our office), it's the most refreshing way to start your day. The beans are sourced from Colombia and the cold-brew is packaged 48 hours after roasting. Plus, it comes on tap in an eco-friendly box. Coffee just doesn't come any cooler.





GO FORTH & INDULGE

We've never met a sweet treat we didn't like. Here are just a few of the things we can't wait to devour this summer.

UP YOUR S'MORES GAME

Our gourmet s'mores kit comes complete with rich chocolate, marshmallows made in Brooklyn, and our homemade graham crackers—it's simply made for a campfire. Kick it up a notch with epic add-ins like peanut butter cups, sliced fruit, or BACON (yes, we went there).

OH MY PIE!

Fresh fruit baked in a buttery crust? Sign us up for the nearest pie-eating contest! We can't decide which pie we want to dive into first—cherry wine pie filled with plump cherries, classic strawberry rhubarb, Bread Alone's local apple, or bumbleberry pie. Maybe, just to be safe, we'll have a slice of each.

Get these goodies from our **Bakery & Pastry** department.

I SCREAM, YOU SCREAM

We've got so many new flavors and toppings (plus, old classics), you're going to want to scream for ice cream. Start planning your ice cream social ASAP.

ICE POPS

Hand-crafted, all-natural, kid faves, and even paleo-friendly pops. We've got you covered when it comes to cooling off.

Find these icy treats in our **Frozen** department.



20% OFF ALL CLOUD 9* Paper, Bags, Tableware & More USE CODE: GUESTS

*Offer is good for 20% off all Cloud 9 products on your next residential order when promotion code GUESTS is entered at checkout. Offer is limited to one (1) 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, August 13, 2015 and will be removed from orders that are modified after this time. Offer is nontransferable. Void where prohibited.

30% OFF ALL STONE FRUIT* Peaches, Plums, Apricots & More USE CODE: PEACHY

*Offer is good for 30% off all Stone Fruit in your next residential order when promotion code PEACHY is entered at checkout. Offer is limited to one (1) 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, August 13, 2015 and will be removed from orders that are modified after this time. Offer is nontransferable. Void where prohibited.



25% OFF BURGER PATTIES* Beef, Bison, Turkey & More USE CODE: SIZZLE

*Offer is good for 25% off select meat patties in your next residential order when promotion code SIZZLE is entered at checkout. Offer is limited to one (1) use and five (5) items 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, August 13, 2015 and will be removed from orders that are modified after this time. Offer is nontransferable. Void where prohibited.

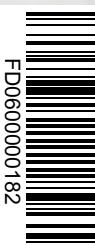
\$10 OFF WANDERING BEAR COLD BREW COFFEE* USE CODE: BEAR

*Offer is good for \$10 off Wandering Bear Cold Brew Coffee, 96oz on your next residential order when promotion code BEAR is entered at checkout. Offer is limited to one (1) 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, August 13, 2015 and will be removed from orders that are modified after this time. Offer is nontransferable. Void where prohibited.



20% OFF JUST FRESHDIRECT™ SPARKLING MINERAL WATERS* CASES USE CODE: SPARKLE

*Offer is good for 20% off Just FreshDirect™ Flavored Italian Sparkling Mineral Water in your next residential order when promotion code SPARKLE is entered at checkout. Offer is limited to one (1) 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, August 13, 2015 and will be removed from orders that are modified after this time. Offer is nontransferable. Void where prohibited.



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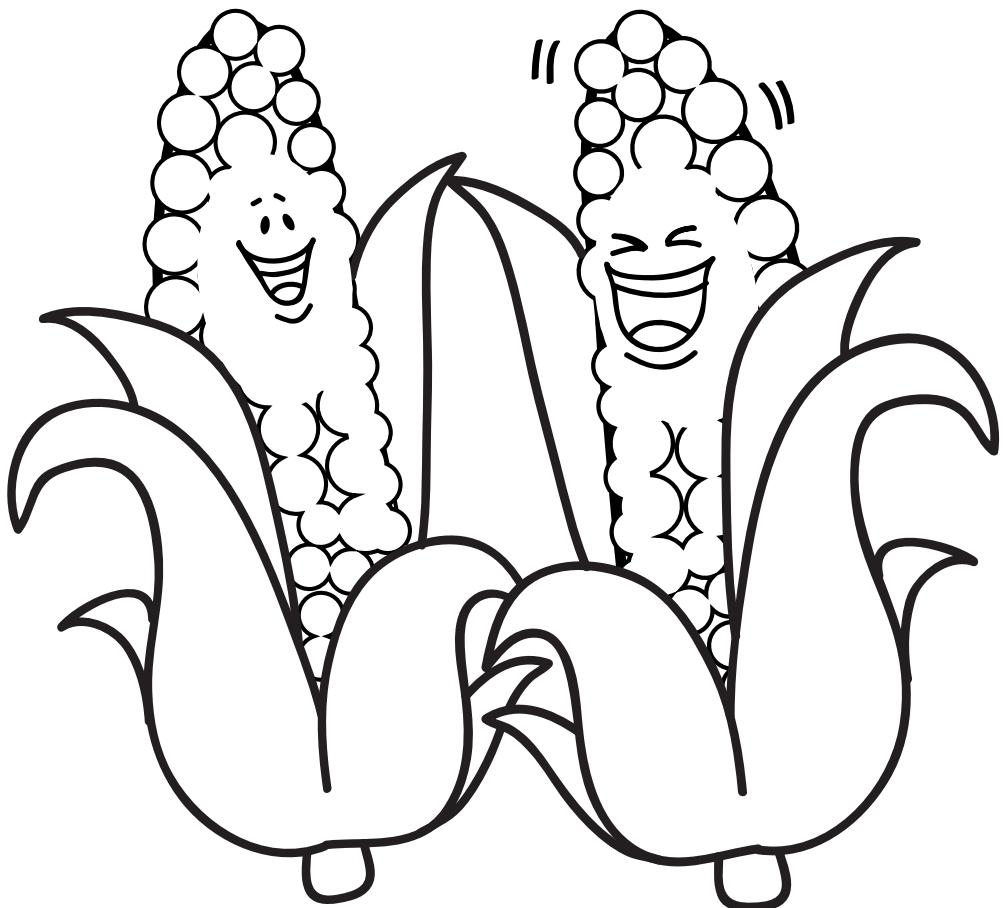


Share your colorful creations with **@FreshDirect** on



using **#FDGoForth.**

*What did one ear of corn
say to the other?*



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Answer: Can you ear me now?!