



# Trading Places

Introducing the best produce company you've never heard of.

Agri-Exotic Trading, Inc.

In business for over eight years in Manhattan. Serving finer hotels. And quietly getting ready for the next step. We are now ready to serve you in the way we've become accustomed: with excellence.

We're here to earn your business. By getting to know your needs, and meeting them.

Every chef is different, and we respect that. Our experience is ideally suited to corporate entities with multiple units, and can easily please the purchasing department and the chef with equal facility.

And for the catering chef,

Agri delivers the finest specialty produce, bringing true authenticity to your specialty menus. From five varieties of mint, to opal basil, to hoja santa.

We're here for you, Chef.



Harvest is upon us. Decorative specialty produce available with the

## Turnover Good for Something....

Restaurants across America suffer through the turmoil of turnover; but it is good for something... produce.

Clips in restaurant.org's SmartBrief include sanitation and food storage notes from recent congressional legislation. A slew of new detail daunts the surliest chow-house veteran (try <http://www.nraef.org/nfsem/>).

[www.nraef.org/nfsem/](http://www.nraef.org/nfsem/)).

But the basics are the basics because they make the biggest difference. If you want the freshest produce, follow the basic rule Agri follows every day. First In, First Out. And keep that turnover high!

FIFO! First In First Out!

### Inside this issue:

Trading Places	1
Turnover is Good for You	1
For Caterers	2
Heirloom Tomato Chart	2
Fall Harvest Calendar	3
Herb About Town	3
Company Info & Staff Profiles	4

### Special points of interest:

- Heirloom tomato descriptions inside!
- Oktoberfest, Halloween, Thanksgiving - Harvest is upon us!
- Microgreens - Exotic Herbs - Seasonal Heirloom Produce - Fine Mushrooms

## For the Caterer

After several years of fielding all new clients himself, owner-operator Stu Kaminsky has expanded the sales department of Agri-Exotic Trading. Where there once was one, there now are... two.

Agri isn't looking for a hundred new clients.

What we want is a good fit, with a few. Like you.

YOU WANT:

- to get your rep on the phone when you call.

YOU WANT:

- 200 baby pumpkins and a sack of chestnuts... at six in the morning.



Agri-Exotic Trading: a full line of rare produce sourced at your request. This in addition to a full line of standard hardware. Yes, we have celery, onions, potatoes and broccoli. We just want you to have more colors than white and green.

YOU DON'T WANT:

- the warehouse manager's voicemail because your rep is on vacation and her mailbox is full so the operator threw you to the next person in line and you are THISclose to DROPPING your produce vendor.

You want the outside world to understand that you need more. "I'll bring it right over. Give me twenty minutes." Sound good? Then you want us. Six days a week from the warehouse to your doorstep, and special requests are the norm, not the exception.



## Heirloom Tomatoes

### Wonderlight



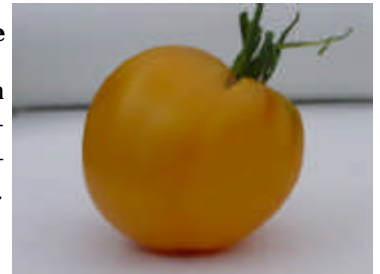
Oval, pointed tomatoes which resemble lemons in size, shape and color. Good taste, texture and appearance for salads and fresh salsa.

### Brandywine



An exceptional old Amish variety, circa 1885. Luscious flavor is very rich, loud, and distinctively spicy. Large fruits have a deep pink skin and smooth red flesh.

### Yellow Brandywine



An orange old-timer with rich taste similar to classic Brandywine. It has a large, roughly-shaped fruit.

### Pruden's Purple



Vivid dark pink skin with a crimson flesh and few seeds. Large fruits are flattened and smooth, with some ribbing at the shoulders.

### Texas Wild



A red currant with intense, sweet-tart taste and crisp texture. Nickel-sized fruit originated in South America.

### Yellow Currant



A sweeter currant, lower in acidity.

### Striped German



A striking orange-yellow fruit with a smooth texture and sweet, fruity flavor. Ribbed fruits are medium to large, with a marbled red and yellow interior. Beautiful when sliced, since the 1890's.














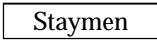




### Green Zebra



A very rare, delicious, tangy salad tomato. The small to medium fruits are ideal for salad wedges. Ripe fruits develop a yellow blushing, accentuated with darker green stripes.

# Harvest

# September/October 2004

SUN	MON	TUE	WED	THU	FRI	SAT
<a href="http://www.agmkt.state.ny.us/HarvestCalendar.html">http://www.agmkt.state.ny.us/HarvestCalendar.html</a> For general New York harvest info.			1	2	3	4
<b>Heirloom Apples from Agri-Exotic</b>			 Jersey Mac	Tydeman Paula Red Jonamac Gingergold 		
5	6	7	8	9	10	11
 Macintosh					 Gala	
12	13	14	15	16	17	18
		 Macoun  Cortland				 Red Delicious
19	20	21	22	23	24	25
 Jonathan	 Mutzu/Crispin	 Empire				
26	27	28	29	30	1	2
	 Golden Delicious					 Rome
3	4	5	6	7	8	9
			 Ida Red			
10	11	12	13	14	15	16
 Staymen				 Fuji  Braeburn		
17	18	19	20	21	22	23
24	25	26	27	28	29	30
 <i>Get your pumpkins for Halloween!</i> 						
31	1	2	3	4	5	6

## Herb About Town

Organically grown. In the Andes mountains of Columbia. Flown in daily. They are truly remarkable.

Ruddy. Full-bodied. Rustic. Immediately I knew there was something different about them.

Sure, you can get them elsewhere. But we get them first. Less than a day out

of the earth, these herbs are like no other herbs commercially available that I have seen. It is a privilege to cook with them.

The aroma of the rosemary fills the room after the bag is opened. I was so impressed with them, that I have to share. Get them first with Agri-Exotic, just one of our products that are be-

yond the others.

Get convinced. Call 917/434-6446 and get your sample.



Basil & opal basil from Agri Exotic.



# Agri-Exotic

280 Wilson Avenue  
Newark, NJ 07015

Direct: (917) 434-6446  
E-mail: cibacher@msn.com  
Phone: (973) 578-8200  
Fax: (973) 578-8411

Email friendly! Send your order to ensure accuracy!

Founder Stu Kaminsky started working in the produce business 14 years ago, packing trucks in Brooklyn. After 10 years of working in the business, he founded Agri-Exotic Trading, specializing in sourcing the unusual.

In 2003, the corporate buying office at a major hotel chain selected Agri to supply all 9 of its locations in Manhattan. With the contract, Agri increased dramatically in size, and overnight. Stu set about making the capacity changes necessary to continue providing what Agri-Exotic Trading is known for: superior service.

Recent changes include:

- Complete relocation to 10,000 sq ft warehouse with access to freeways.
- Addition of four trucks, bringing the fleet to 7 cube trucks and a panel van.
- Additional office staff and larger logistics crew.
- Newly minted sales department.

Agri is poised to make another move forward, and your company is in a unique position to benefit. This paper is in your hands for a reason; find out what Agri-Exotic Trading can do for your enterprise.

## Sales Manager Knows a la Carte

The new sales manager, Christopher Bacher, is ready to listen. Even better, he's going to understand you. He speaks "chef."

Christopher spent the last 20 years working in hospitality. As an a la carte sous chef for the now-global Nikki Beach empire, he end-capped his experience on the line there.

And that's good news for you.

The right tools for your recipe start with what comes in through the *back* door. Make sure it's the right stuff. Christopher brings twelve years in the kitchen to your fingertips.

**Now you know this:** when you pick up the phone, you've got a rep who's going to *get it*.

**And get it right!**

Good produce on time; it should be the least of your problems. Make sure of it.

"Agri hires representatives, not salesmen."  
— Stu Kaminsky

## Agri Exotic Trading Accounts

Call the office and ask for Regina, at extension 203. She will answer questions regarding setting up and using your account.

Office: (973) 578-8200

Fax: (973) 578-8411

Agri-Exotic Trading

280 Wilson Avenue

Newark, NJ 07105

Agri-Exotic Trading Inc. is a closely held New Jersey Corporation, le-

gally formed in 1996. For further corporate information, licenses, permits, insurance information or other questions, please contact Stu Kaminsky at the main number listed here. We appreciate your business.



The Holidays are just around the corner! Be sure to let us know about large quantities well in advance of holidays. Help us reserve the best!