

PAPPARDELLE'S™ *Pasta Giornale*

March 31, 2006

Vol 2, Issue 12

Hello! It's nearly April, and for those vendors in the northern part of the country I know you are incredibly busy getting ready for the start of your markets. And for some of you in the south, I know that you are starting to wind down your season. We want you all to know how much we have appreciated getting in your completed "Your Markets 2006" form. And, for those of you out there who still haven't sent it in, please do so at your earliest convenience. We will not be able to hold any markets until we have those forms in house, and in addition, we will not be able to ship any product until we have your completed forms. Thanks!

A couple of reminders:

Order Forms:

We are no longer accepting any orders that come in to our office on forms other than the our new product order form. I have attached it again for those who might like an electronic version. We understand that many of you have your own methods of tracking your orders, but because we have added over 11 new vendors in the past 18 months it is imperative that we create systems that streamline the ordering process from our end. We greatly appreciate your cooperation in this matter!

Banners:

As we mentioned in the cover letter that went out with the new 2006 Farmers' Market Program we are requiring all vendors to purchase a new banner that can be stripped across the top of your tent. When you designate the size of your booth, we will determine what size banner you will need. For example, a 10x10 booth will receive the 12" x 102" (10 ft.) banner and a 10x20 booth will receive the 12" x 216" (20 ft.) banner. Your account will be charged \$75 for the 10 ft. banner and \$150 for the 20 ft. banner. In the future if you need a banner to replace one or need additional banners for new markets, they will be \$125 for the 10 ft. banner and \$180 for the 20 ft. banner. If you have recently started with us and purchased a Starter Kit, please disregard this information as you should have already have in your possession both banners.

Ordering:

As we approach our busiest time of year, please remember that this year we are adhering to our policies laid out in Tab 11 of the 2006 Farmers' Market Program.

If you are an Out of State Vendor you must provide us with a three week lead time from the date your order is to leave our facility.

If you are picking up from us directly and have less than four markets, you must have your order to us by 9am of three business days before your desired pickup date. For example, if you wanted to to pick up your order on Friday we would need to have your order by 9am on Tuesday.

For more details on our policy, please review your Program.

Don't forget: tell your customers to find us on the web or call our 800# to order more products if they can't make it to the market. You will receive a 20% product credit on all gross sales.

Vendor Tip

I recently got a call from Mike Moller, our vendor in Georgia, who told me he and his partners sold 60 lbs of the Dark Chocolate pasta the annual Southeaster Flower Show in Atlanta in mid-February. That in itself is remarkable, but what's also interesting is that he sold the 60 lbs before the show even hit the weekend! One of his secrets to selling so much was to recommend the following to potential buyers: Top the pasta with your favorite hot fudge sauce that has your favorite cordial, such as Kahlua, mixed in to thin it out. Finish the dish out with a scoop of your favorite ice cream on top of the sauce. Voila! Easy, decadent dessert for all those chocolate lovers out there!

Recipes

I've created a new recipe for each of our new pastas. You will find attached to this newsletter recipes for: Basil Garlic Penne, Calypso Blend, Lemon Parsley Mafaldine, Saffron Red Pepper Fusilli, Whole Wheat Orzo, Veracruz Black Bean, Rosemary Garlic, Basil Spelt and Five Grain.

In the next few weeks these pastas and their accompanying recipe will all be listed online. And, as always, please send any new/different serving ideas or recipes my way! We love feedback from you and your customers!

Did You Know?

Rose hips contain high levels of vitamin C, and have been used medicinally for thousands of years for all sorts of ailments, from constipation to insomnia. Napoleon's army even used rose petals boiled in white wine to treat lead poisoning

from bullet wounds.

Food for Thought

"Life is too short for cuisine minceur and for diets. Dietetic meals are like an opera without the orchestra."

Paul Bocuse, French chef and restaurateur

Mange!

Annie