

BEST IN SEASON MARKET REPORT

JANUARY 2025

Yes Chef
PEEL THE LOVE

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A FRESH START TO THE NEW YEAR

As we bid farewell to the festive season and step into a brand-new year, all of us at YesChef would like to extend our heartfelt gratitude for your incredible support throughout 2024. Whether it was a busy restaurant kitchen, a bustling pub, or a vibrant event space, we were proud to play a part in your success. Here's to 2025—a year full of opportunities, new flavours, and exciting moments!

January often brings a mix of cold weather and fresh beginnings. While the days may still be short, the winter market offers some truly wonderful seasonal produce. This month, we celebrate hearty, comforting vegetables and the arrival of bright citrus fruits, not to mention the star of the season—English forced rhubarb. With its tender, rosy stems, it's a delightful promise of the spring to come.

We've also got exciting plans for 2025, including visits to our trusted farmers and growers, the trial of an all-electric vehicle for greener deliveries, and a new business with 9Elms Kitchen, a premier London events caterer. Read on for our January highlights, and let's make this year extraordinary together.

*Happy
new
Year*

FRUITS - BRIGHT, BOLD, AND BURSTING WITH FLAVOUR

January is the time for some of the most exciting fruits of the season. From the sharp tang of Seville oranges to the sweet warmth of South African stone fruits, this month's selection brings a touch of sunshine to the winter gloom. And don't miss out on the return of English forced rhubarb—a seasonal delight that's as beautiful as it is delicious.

SEVILLE ORANGES

Known for their distinctive bitterness and high natural pectin levels, Seville oranges are the cornerstone of classic marmalade. Their short season means they're a must-have for January, so don't miss your chance to make the most of these vibrant fruits.

SOUTH AFRICAN STONE FRUIT

Straight from the sun-drenched orchards of the Cape, peaches, nectarines, and apricots are now in full swing. Their sweetness and juiciness bring a little taste of summer to your winter menus.



FORCED ENGLISH RHUBARB

One of the great British seasonal stars, forced rhubarb makes a triumphant return this month. Its tender pink stems are prized for their tart yet delicate flavour, perfect for puddings, jams, or compotes. Fun fact: although technically a vegetable, it's been beloved as a fruit since the 19th century.

DID YOU KNOW: Forced rhubarb is grown in complete darkness, which is a technique that enhances its flavour and tenderness. The plants are typically grown in large, dark sheds or forcing houses, where they are kept warm and shielded from light. This process encourages the plants to grow quickly and produce tender, sweet stalks.

VEGETABLES - HEARTY, NUTRITIOUS, AND FULL OF WINTER COMFORT

The vegetable selection this month is all about depth and nourishment. From heritage varieties like January King cabbage to modern innovations like Kalettes, these seasonal staples bring robust flavours and beautiful colours to your winter dishes.

JANUARY KING CABBAGE

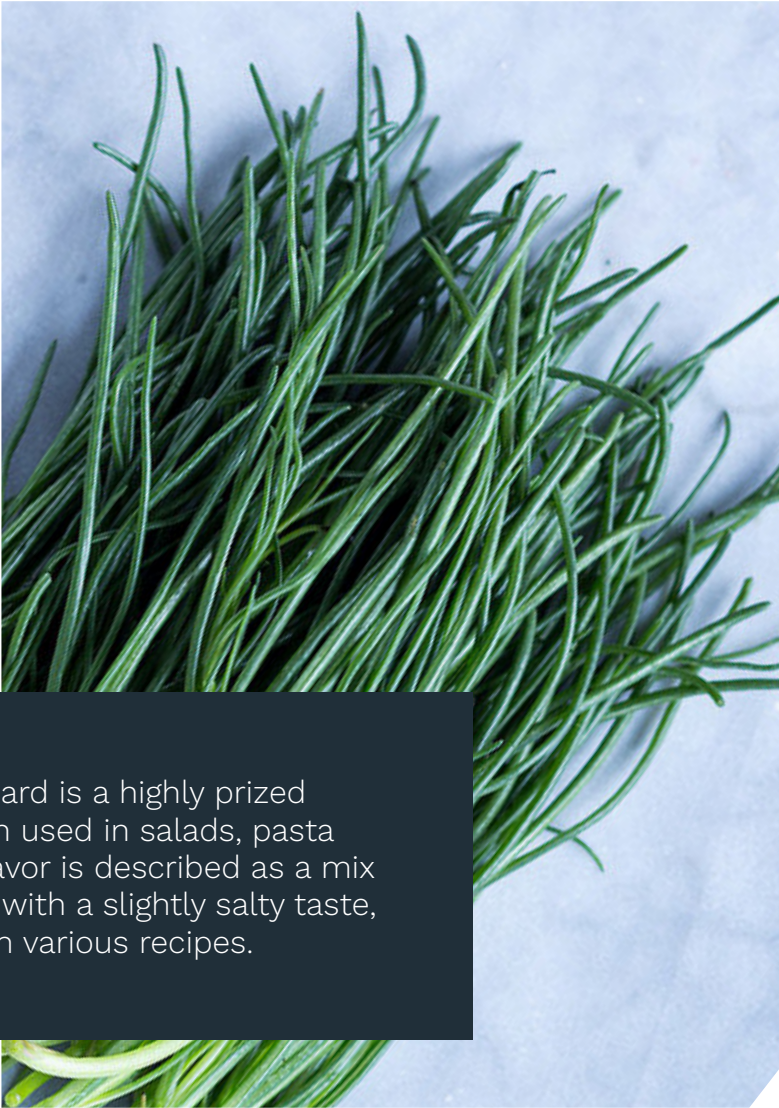
A Victorian-era favourite with stunning purple-tinged leaves and a sweet, crisp heart. This hardy winter cabbage is as versatile as it is beautiful, perfect for braises, stews, or even raw in salads.

KALETTES

A modern hybrid of Brussels sprouts and curly kale, Kalettes are packed with nutrients and flavour. Their slightly nutty, sweet taste and vibrant purple colour make them as exciting to eat as they are to cook with.

MONK’S BEARD (AGRETTI)

With its slender, succulent strands and mildly salty flavour, Monk’s Beard is a unique addition to January’s market. Often compared to samphire or spinach, it’s a crisp, crunchy ingredient that adds sophistication to your menus.



DID YOU KNOW: Monk’s Beard is a highly prized vegetable in Italian cuisine, often used in salads, pasta dishes, and as a side dish. Its flavor is described as a mix between spinach and seaweed, with a slightly salty taste, making it a versatile ingredient in various recipes.

FARM AND GROWER VISITS

We’re thrilled to announce that 2025 will see us taking you behind the scenes with the farmers and growers we’ve partnered with for over a decade. It’s a chance to explore their dedication to quality and innovation, as well as discover exciting new collaborators joining us this year.





TRIALLING AN ELECTRIC VEHICLE

In our ongoing commitment to sustainability, we'll be trialling an all-electric vehicle (EV) for deliveries this month. It's a step toward reducing our environmental impact while continuing to provide the exceptional service you rely on.



BREAKING NEWS

9ELMS KITCHEN LAUNCHES

We're excited to announce the launch of 9Elms Kitchen, our sister business located in the heart of London's New Covent Garden Market, Battersea. Purpose-built as a Central Production Unit (CPU), 9Elms Kitchen is dedicated to supporting corporate caterers with high-quality food production tailored to every need—from hospitality menus to grab-and-go solutions.

9Elms
Kitchen

WHAT MAKES 9ELMS KITCHEN UNIQUE?

Strategically positioned in London's premier fresh produce hub, 9Elms Kitchen offers unparalleled access to the finest seasonal ingredients. Whether you're sourcing components for elegant dining experiences or quick-service offerings, our state-of-the-art production capabilities ensure your needs are met with precision and consistency.

A PARTNERSHIP YOU CAN TRUST

As part of the YesChef family, 9Elms Kitchen shares our passion for quality, reliability, and innovation. We're here to streamline your food production, giving you the freedom to focus on delivering exceptional service to your clients.

Discover how 9Elms Kitchen can elevate your catering operations. Visit 9ElmsKitchen.com for more details.

Here's to a year of exceptional food, seamless events, and unforgettable moments—together, we'll make 2025 truly special!

