

BEST IN SEASON MARKET REPORT

NOVEMBER 2025

Yes Chef

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BONFIRES, BANGERS & THE BEST OF BRITISH PRODUCE

As the clocks go back and the air turns crisp, November signals the final stretch of autumn and the warm-up to the festive season. The fields may be slowing, but the markets are alive with colour — glowing oranges, deep reds, and hearty greens that echo the fireworks lighting up the sky.

This is the month when we swap salads for slow cooks, berries for citrus, and fresh greens for the earthy comfort of root vegetables. It's also the time to plan ahead, with Christmas fast approaching (yes, already!). We ask our customers to give us as much notice as possible on prepared fruit and veg orders — at least 24 hours to guarantee next-day delivery as we move into December.

Citrus fruit shines brightest this month. Expect bergamot, cedro, Buddha's fingers, finger limes, Meyer lemons, leafy lemons, clementines with leaves, and the first of the blood oranges. On the vegetable front, the markets are bursting with chervil root, parsley root, crosnes, oca de Peru, and other funky, seasonal tubers. Add to that the arrival of stunning Italian bitter leaves — castelfranco, gromolo, and travissano — and you've got a month full of bold flavour and colour.

Winter tomatoes are also looking and tasting fantastic — especially Marinda and Camone varieties from Italy. Meanwhile, British root crops are superb and well-priced, offering chefs the perfect ingredients for comforting, rustic dishes.

Soft fruit season has now closed, but South African peaches and nectarines are back early this year, bringing a welcome hit of sunshine. Apricots and cherries will follow later in the month.

THIS MONTH'S NOTABLE DATES

5TH NOVEMBER – BONFIRE NIGHT

9TH NOVEMBER – REMEMBRANCE SUNDAY

11TH NOVEMBER – REMEMBRANCE DAY

20TH NOVEMBER – HANUKKAH

27TH NOVEMBER – THANKSGIVING

30TH NOVEMBER – ST ANDREW'S DAY

IMPORTANT NOTICE:

Saturday 8th November, the prestigious Lord Mayor's Show will be captivating the heart of London. In light of this grand event, a significant portion of the city will be temporarily closed, impacting our ability to facilitate additional deliveries throughout the day.

Should you have any questions or concerns regarding this temporary disruption, please do not hesitate to reach out to our dedicated team at 020 3617 3300. We appreciate your understanding and cooperation during this time.



FRUITS

November marks the start of the citrus season and the arrival of those unmistakable festive aromas. From leafy clementines and zesty lemons to rich, honey-sweet persimmons, the markets are bursting with colour and character. This is the month for bright, bold flavours that cut through the cold — fruit that feels like a little sunshine on the plate.

CLEMENTINES WITH LEAVES

Nothing says Christmas quite like the smell of freshly peeled clementines. These easy peelers are sweet, juicy, and beautifully fragrant — a nostalgic taste of winter mornings. Their deep orange skin and leafy stems make them a festive favourite for both eating and display.



DID YOU KNOW: Clementines are a natural hybrid between a mandarin and a sweet orange and were discovered by accident in Algeria in the late 19th century by a French monk named Father Clément, who gave the fruit its name. They've been the ultimate festive fruit ever since.

FRESH CRANBERRIES

A splash of ruby red in the market, cranberries arrive just in time for the festive season. Rich in vitamin C and antioxidants, they're perfect for sauces, bakes, or festive cocktails. Grown across North America, these glossy berries add both flavour and colour to the winter table.



DID YOU KNOW: Cranberries don't actually grow in water they grow on low vines in sandy bogs. The famous "floating" harvest happens when the bogs are flooded and the berries, filled with tiny air pockets, rise to the surface to be scooped up.

PERSIMMONS (KAKI / SHARON FRUIT)

Golden and glossy, persimmons are in their prime now. Best eaten overripe, their honey-sweet, jelly-like flesh is spoonable and addictive. They're hugely popular across Europe and Asia, and it's no wonder — their natural sweetness makes them ideal for desserts or cheese boards.



VEGETABLES

The spotlight is firmly on roots, brassicas, and bold Italian leaves this month. With the weather turning, it's time for earthy, warming vegetables that bring depth to every dish. From the jewel-toned Oca de Peru to the elegant Castelfranco and the meaty winter tomatoes of Sicily, November's vegetables are as beautiful as they are flavourful — perfect for slow cooking, roasting, and hearty seasonal plates.

OCA DE PERU

Known as the lost crop of the Incas, these jewel-coloured tubers come in shades of pink, red, and yellow. Native to the Andes, they have a zesty, lemony flavour and a crisp texture when raw, becoming firmer when cooked. Roast them like potatoes or toss them into winter salads for a vibrant twist.



DID YOU KNOW: Also known as the lost crop of the Incas, Oca de Peru was once a staple food of the Andean highlands, second only to the potato. It thrives in poor soil and high altitudes where little else grows. Its tangy, lemony flavour actually intensifies after being left in the sun — a traditional Andean technique that sweetens the tuber before cooking.

CASTELFRANCO

Often called the edible rose or the winter orchid lettuce, this Italian radicchio is as beautiful as it is delicious. Its cream and crimson leaves have a gentle bitterness balanced by a mild sweetness, perfect for festive salads or elegant garnishes.



DID YOU KNOW: Castelfranco, often called the edible rose of winter, was created in the 1980s in northern Italy by crossing radicchio with endive. Its speckled, cream-and-crimson leaves form a pattern that looks almost painted by hand. Beyond its beauty, it symbolises good fortune and abundance in Italian culture — making it a favourite for Christmas feasts.



MARINDA TOMATOES

Hailing from Sicily, these winter tomatoes are known for their robust, salty-sweet flavour. Grown in saline soils under cooler conditions, they're firm, meaty, and best enjoyed simply — sliced, drizzled with olive oil, and sprinkled with sea salt. Proof that not all tomatoes are just for summer.

Remembrance Sunday

Each year, on the second Sunday of November, we pause to remember the courage and sacrifice of the Armed Forces and civilians who gave their lives in service.

The red poppy remains the enduring symbol of remembrance, a sign of respect, gratitude, and hope for peace.

For many across our industry, it's a moment to reflect amidst the busy season. A chance to honour those who served and to appreciate the freedoms and communities we enjoy today. Lest we forget.



NEWS FLASH!

BACK IN STOCK

South African peaches and nectarines are now available — sweet, juicy, and sunshine-filled. Apricots and plums are just a few weeks away.

PAST THEIR BEST

Figs, plums, and berries have now reached the end of their season, along with corn on the cob in husk.

CHRISTMAS ORDERS

Please place all prepared fruit and veg orders by 10pm to guarantee next-day delivery. From December, we'll require 24 hours' notice as we move into peak trading.

FINAL WORD

As we move from fireworks to fairy lights, November is a month of warmth, comfort, and preparation. The markets are full of life — from zesty citrus to earthy roots — and the countdown to Christmas has officially begun. Let's embrace the best of the season and keep the fires (and ovens) burning bright. Wrap up warm, lean into autumn, and let the produce do the talking.



