

# HILLTOP

Issue #1 Fall/Winter 2011/12

World Famous  
**Compost**

Looking for **Gold**

The New  
**Heirloom**

**NEW!**

**PAIR<sup>o</sup>LOGY™**  
*the art of pairing*



FRESH  
FLAVORFUL  
INNOVATIVE

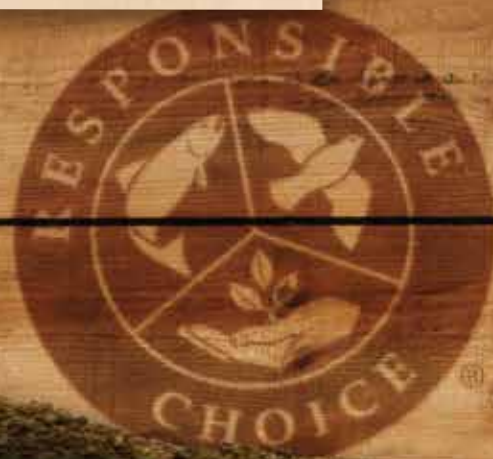
# Stemilt Artisan Organics



DECADES OF  
ORGANIC FARMING



MATHISON FAMILY  
COMPOSTING FOR GREAT FLAVORS



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fromtheeditor

Dear Readers,



Welcome to the first issue of Hilltop. As a leading grower, packer, and marketer of fresh apples, pears, cherries, peaches, and nectarines, we felt strongly that it was time to expand our quarterly newsletter to a magazine format. My family has been farming fruit for going on six generations, and we look forward to sharing our deep knowledge base and strong passion for everything fruit with you.

Hilltop will be published twice a year. Our Fall & Winter issue will highlight all that is new and exciting around apples and pears – from new varieties and technologies to produce trends and merchandising tips. Our Spring & Summer issue will follow a similar format, but will be centered on cherries, organic stone fruits, and blueberries. In every issue, we'll provide you with delicious seasonal recipes, fruit resources, and share what we're doing to keep our business sustainable for future generations.

We hope that reading Hilltop is not only enjoyable, but also highly informative. And because this is a new publication, we need and absolutely welcome any and all feedback from our readers. If you'd like to see something in particular in future issues of this magazine, or have a comment or question about a story you read, please email Brianna Shales, communications manager at Stemilt, at [brianna.shales@stemilt.com](mailto:brianna.shales@stemilt.com).

Onward,



West Mathison

onthecover



Stemilt Pairology photo shoot  
Spring 2011

# HILLTOP

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Hilltop is a biannual publication dedicated to fresh fruit growing, packing, marketing, and merchandising.

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world class horticulture



Mathison family  
flavor grown with passion



# HILLTOP



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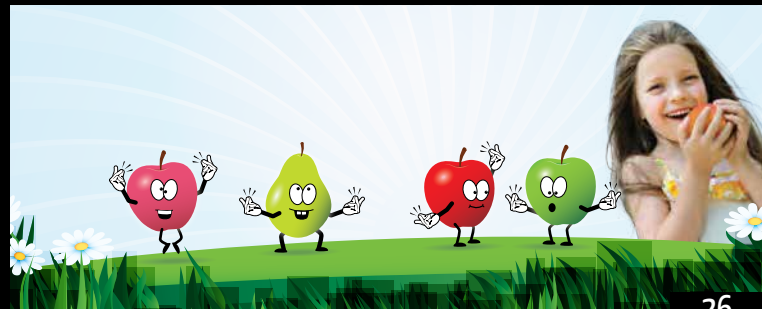
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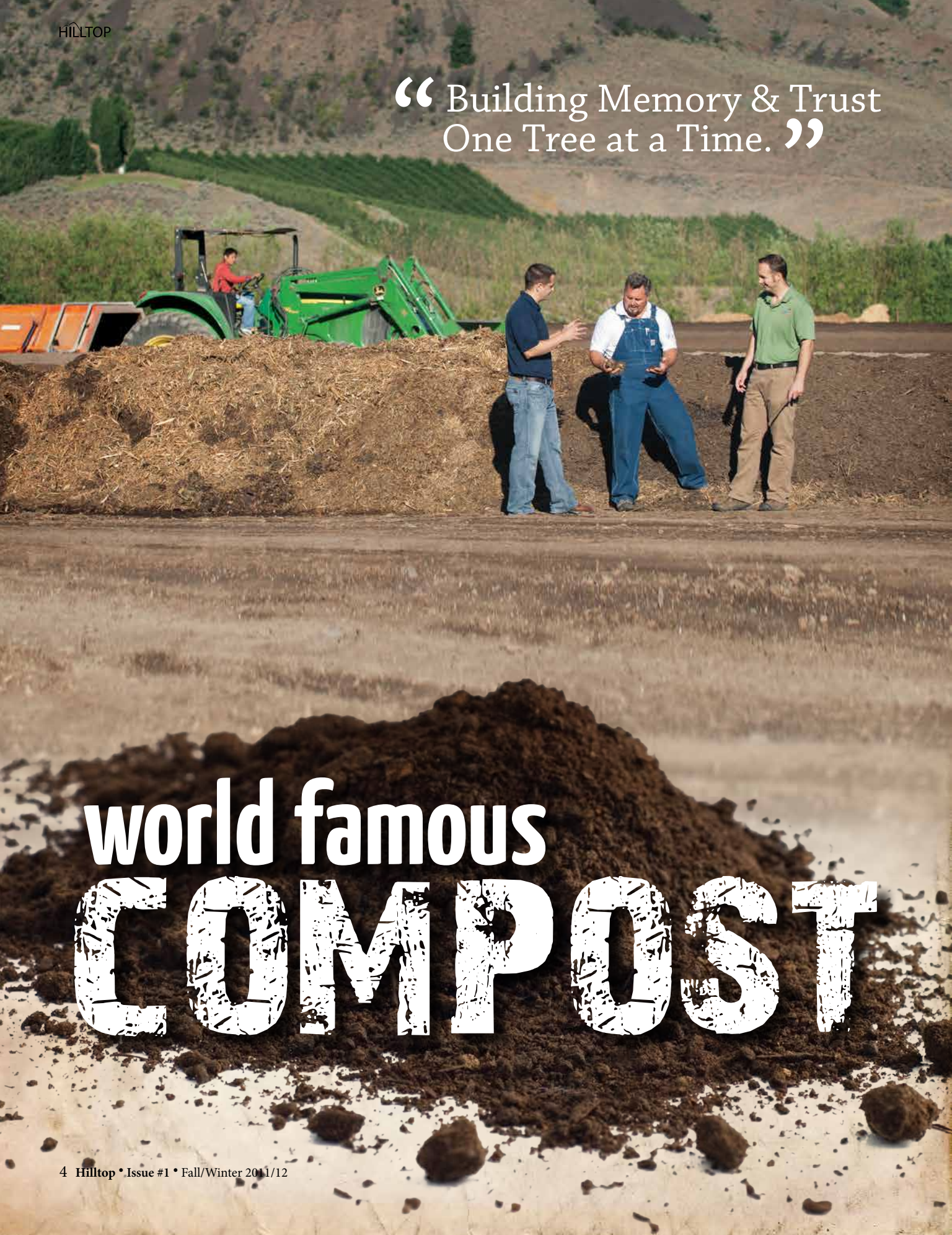
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“ Building Memory & Trust  
One Tree at a Time. ”



# world famous COMPOST



**A**t first glance, Kyle Mathison's multi-acre compost farm might just look like neat rows of dirt, some of which have a less-than-pleasant odor. But after one short lesson from Mathison on why churning green waste into natural fertilizer greatly enhances fruit flavor and overall tree health, you'll instantly know why producing compost is far more glamorous than it first appears.

The fourth generation cherry grower started composting atop Stemilt Hill near Wenatchee, WA back in 2005. He was inspired after attending a workshop in nearby Yakima, WA and hearing experts testify about their experiences using compost for fertilizer, and how it produced fruit with more complex flavors. "Many high-quality wines are produced from grapes that were fed by compost," he said. "I knew that if I could figure composting out, then it would enhance the quality and flavors of our apples, pears, and cherries."

And figure composting out he did. Mathison started collecting all of the green waste from Stemilt packing facilities, lime from refrigeration, and horse manure from local stables in order to create the right carbon-to-nitrogen mix for compost. Rotten fruit, known as culls, leaves, and manure supplies most of the nitrogen, while wood chips from broken pallets make a great carbon source.

After making the short trip up to Stemilt Hill, the natural waste is combined into neat rows where it will be transformed into compost. A giant rototiller, towed by a tractor, helps mix piles daily in order to begin breaking down the waste. Water is sprayed in order to help aerate the row of compost. Rotations become less frequent as the two-month cycle to make the compost nears the end.



sustainability

Just as the ingredients used to make compost are important, so are keeping the rows of compost at the right temperature. Employees take temperature recordings regularly to keep the compost between the ideal range of 142-145 degrees Fahrenheit. How does one come up with the temperature range? According to Mathison, that's as easy as knowing how to cook a steak.

“Cooking compost is like cooking your steak to the perfect temperature, which to me is medium-rare. You have to find the right balance between hot and cold. Warm temperatures negatively impact carbon while cool temperatures prevent microbes from working properly. We’re making World Famous Compost here and it has to be juicy,” he said.

Two months after starting a pile from green waste and long after the initial odor has gone, Mathison’s compost is complete. The finished product is fine-grained, soft, and rich with organic matter. In fact, Mathison mixes each row differently in order to fit the specific nutrient needs for the type of tree or fruit variety he will later apply the compost to. He even produces organic compost for his organic-certified orchards.

Once all is said and done, Mathison applies compost to his apple, pear, and cherry trees. He also uses compost on wine grapes that his wife, Jan, will make into fine wines, sold regionally under the Stemilt Creek label. Generally, compost is applied two different times during the year, depending on the latitude of the orchard. Mathison applies compost in June and October in California, and May and September in Washington. He also uses compost at his cherry orchard in Chile.

What started as a trial has now evolved into a large-scale operation. On any given day, two truckloads are delivered to the compost farm, and annually 500 truckloads of natural waste are churned into compost rather than filling up area landfills.



“ A giant rototiller, towed by a tractor, helps mix piles daily in order to begin breaking down the waste. ”





### World Famous Compost Feeding tomorrow's trees

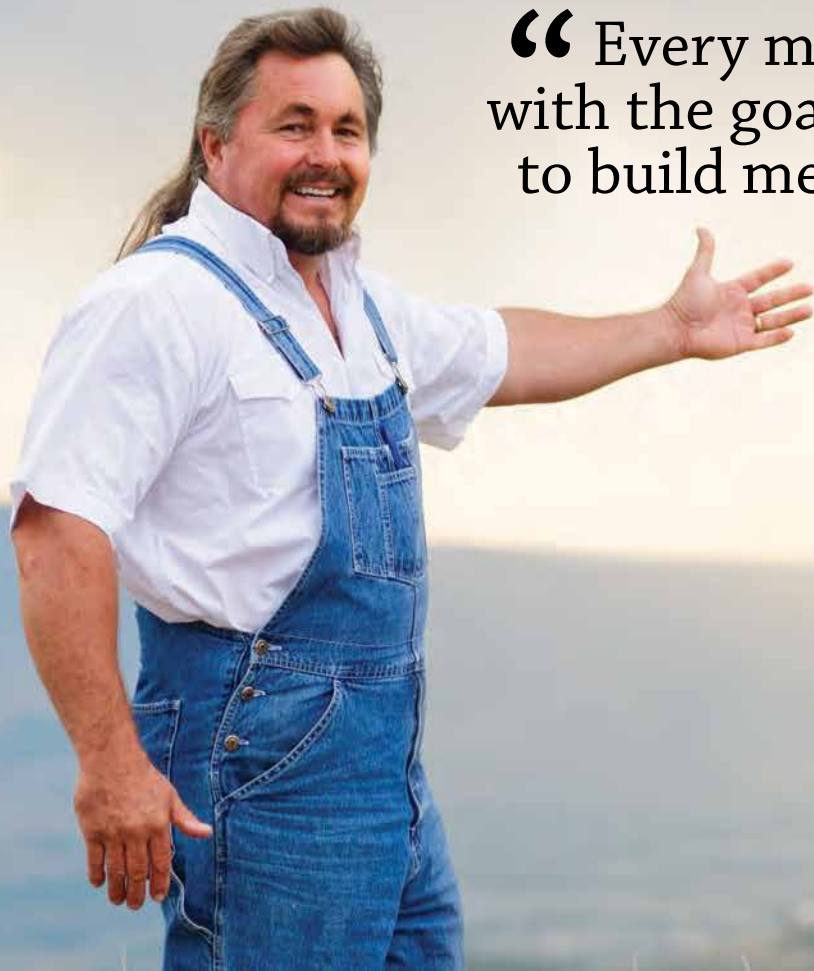
In 2010, Mathison opened the Stemilt Organic Recycling Center (SORC) in order to let the local community get involved in making World Famous Compost. From March until November, businesses and residents can dispose of their yard waste (including such items as grass, branches, and non-treated wood) to SORC. Residents can also sign up to have their yard waste picked up curbside, just like garbage and recycling would be. Waste Management then delivers the waste to SORC.

When it comes down to it, Mathison's passion for producing compost goes right back to his passion for producing fruit of the highest quality.

"Every morning I wake up with the goal of growing fruit to build memory and trust. Memory is the caveman instinct – when a person has a great experience with our fruit, they'll return to the same bush to purchase it. And then there's trust. People have to trust that they are going to have that same wonderful experience again and again. By feeding our trees with World Famous Compost, we're producing fruit with higher sugar levels and deeper flavors, both of which help build memory and trust with consumers."



“ Every morning I wake up with the goal of growing fruit to build memory and trust. ”





# PIÑATA!

A surprise for your taste buds

# the new HEIRLOOM

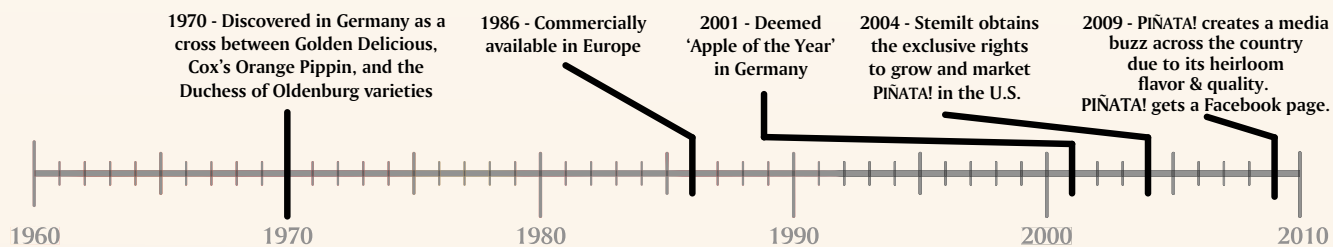


Chances are good that you've heard of – and perhaps even tasted – heirloom apple varieties like Gravenstein, Liberty, and Jonathan. These apples born long ago are pleasant reminders of childhood trips to u-pick orchards or enjoying a slice of grandma's homemade apple pie. Though they are still produced today, heirloom varieties can be quite difficult to track down, and are usually only available for a limited time. Until now that is. Stemilt's exclusive apple variety, Piñata!®, is one of the newest apples to arrive in stores, and thanks to its impressive family tree, is bursting with heirloom flavors.

Available as early as November and nationwide by January, Piñata is a cross between two heirloom varieties from Europe - Cox's Orange Pippin and Duchess of Oldenburg - and the more familiar Golden Delicious apple from the United States. Born in the 19th century as a chance seedling, Cox's Orange Pippin is a classic apple from England that is known for its dessert-like qualities. Duchess of Oldenburg is an attractive and hardy apple that originated in Russia in the early 18th century. Golden Delicious was discovered in the early 1900's on the Mullins' family farm in West Virginia, and has a mellow flavor with a smooth flesh.



### History of PIÑATA!



“ We knew we had a great apple on our hands, but had to see first hand how it would perform in eastern Washington’s arid climate. ”



When combined, these three apple varieties create a vibrantly colored and flavorful apple. The balanced sweet-tart flavor profile, tropical notes, and juicy flesh come from Cox’s Orange Pippin and Duchess of Oldenburg, while the thin skin of the Golden Delicious makes Piñata a versatile apple suitable for virtually any culinary use.

The story of how Piñata came to be Stemilt’s exclusive variety is as unique as the variety itself. It was more than a decade ago that Stemilt’s founding family, the Mathisons, began searching for an apple variety to call their own. During their search, they came across a new bi-colored apple variety that had been bred over two decades at the breeding program in Dresden-Pillnitz, Germany. Called Pinova and Sonata in Europe, the apple was even deemed “Apple of the Year” in Germany in 2001.

After a visit to look at Pinova orchards and many apple tastings later, the Mathisons decided to give the apple a try in their test orchard blocks back home in Washington state.



“We knew we had a great apple on our hands, but had to see first hand how it would perform in eastern Washington’s arid climate,” said West Mathison, fifth generation grower and Stemilt president.

The trial period for the apple was a great success. Not only did Pinova have the right characteristics and flavor attributes that would help win over consumers, but it also proved to be a no-fuss apple for farmers to grow. Long, warm days during the long summer growing season followed by cooler nights consistently produce Piñata apples with the right size, shape, finish, and eating qualities.

In 2004, Stemilt purchased the exclusive rights to grow and market the Pinova cultivar in the United States, and a few select Stemilt growers began planting trees in central Washington. Soon after, Stemilt trademarked the apple Piñata, tying together the apple’s given names with its exciting attributes.

Included among those exciting attributes is the apple’s tremendous versatility in the kitchen. Piñata was featured at a past Worlds of Flavor Conference put on by the Culinary Institute of America, where it gained notoriety as a great cooking companion. Additionally, regional chefs who have experimented with Piñata quickly realized that the apple adapts well to cooking temperatures. This fact allowed chefs to take Piñata beyond traditional baked goods and use it in a variety of gourmet dishes like risotto, pork belly, and steelhead tartare.



“In the few short years it has been available in the U.S., Piñata has proven that it’s more than just a great apple for eating fresh out-of-hand. It’s a high-quality ingredient to use in virtually any recipe one can dream up,” said Mathison.

Piñata apples are harvested in mid-October in Washington state. Though a few apples appear in stores in the late fall, the majority of Piñata’s hit the shelf around the new year, once the fruit spends a bit of time in cold storage.

“Piñata is similar to a fine wine in that the flavor and texture of the apple get better over time,” Mathison said. “Its key traits intensify in cold storage, making January the ideal time for people to experience Piñata at its best.”



Piñata is a social apple!

Connect with Pinata on Facebook to learn all about this apple, see how it progresses on the tree through each season, and where you can find Piñata during 2011/2012.

[www.facebook.com/PinataApple](http://www.facebook.com/PinataApple)



# Piñata Apple Tart Blue Cheese, Walla Walla Onion and Smoked Bacon

## Ingredients

5 each Piñata Apples, peeled, cored, and sliced ½ inch thick  
4 oz. Blue d'Arvegne Cheese  
6 Strips of thickly cut Smoked Bacon, chopped in lardons (rectangles ¼"x3/4")  
2 tbsp. Chopped Fresh Rosemary  
3 tbsp. Whole Butter  
3 tbsp. Clarified Butter  
1/4 cup White Sugar  
1 cup water  
3 tbsp. Balsamic Vinegar  
3 tbsp. Kosher Salt  
1 pint Chicken Stock  
2 lbs. Puff Pastry Dough  
4 Large Walla Walla Onions, sliced fairly thin (roughly 1/2")  
24 sage leaves, fried in olive oil and seasoned with salt

## Procedure

Preheat your oven to 375F. In a stainless steel pan, reduce the chicken stock, sugar & butter with the kosher salt on medium high heat for 10 minutes. Add the onions and simmer another 4 minutes and then place the mixture into a roasting pan. Roast the mixture for 8 minutes at 375F or until golden brown. Allow it to rest. In the same stainless steel pan, sauté the bacon until it is rendered of fat and crisp. Pour the fat over the onion mixture and stir in the crispy bacon lardons.

Roll the puff pastry onto a cutting board or smooth surface lightly dusted with all-purpose flour. Roll the pastry dough into a thin sheet, roughly 1/3" thick. Cut 6 each 4-5 inch circles out of the pastry and brush with clarified butter. Place the onion mixture in the center of the piece of puff pastry. Top with rosemary and sliced apples.

Bake at 375 for 8 minutes. Top the tart with the blue cheese and bake an additional 4 minutes.

Remove from the oven and allow a few minutes to cool. Garnish with sage leaves before eating.

Recipe Courtesy of Chef Jason Wilson, CRUSH Restaurant





# pear ripening: the next evolution

**A**dopting new technologies has been a tradition at Stemilt since Tom Mathison founded the company in 1964. He made certain that Stemilt was the first company to take on new innovations, including marketing cherries in bags and using branded PLU stickers, which have both evolved to become industry standards today.

The tradition of innovation that started many years ago continues today at Stemilt with the evolution of its pear ripening program. The company, which started its RipeRite® program just seven years ago, recently added two ThermalTech Tarpless® ripening rooms at its Miller Street facility in Wenatchee, Washington. These state-of-the-art rooms are designed to pre-ripen pears in order to deliver a dessert-like eating experience for the consumer.



Stemilt  
RipeRite  
ready to eat pear program

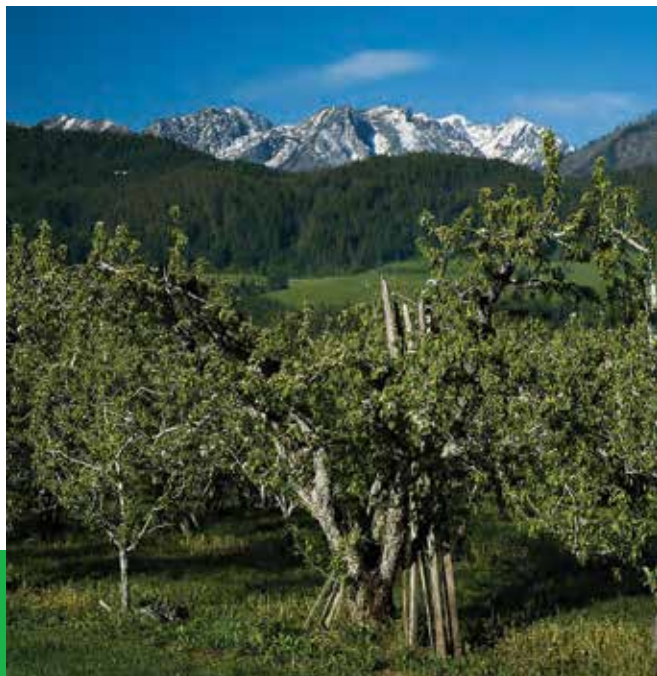
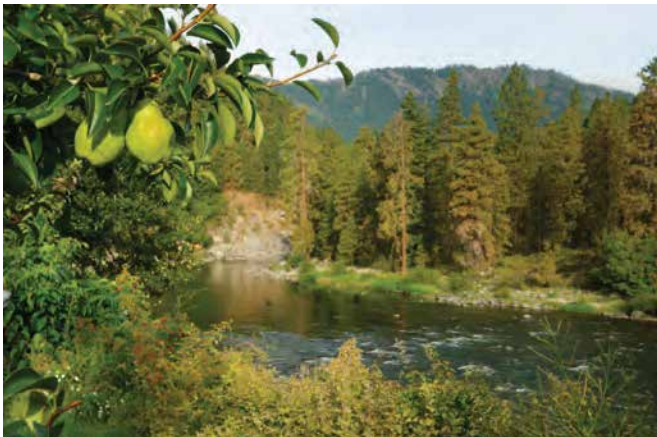
Pear Ripening  
Room  
1



## What is ripening?

The pre-ripening process (also known as conditioning) has been a common practice in the produce industry for many years. Bananas, tomatoes, and avocados are also all brought to the “just starting to ripen” stage before they make it onto store shelves. That way, shoppers don’t have to wait for these fruits to ripen and can enjoy them soon after purchase.

There are many different techniques for ripening these fruits, but each relies on a similar and natural process. Pallets of fruit are placed in an environmentally controlled room where humidity and temperature are monitored and adjusted in order to ripen the fruit. In some instances, ethylene gas, a naturally occurring gas that fruits produce during the ripening process, is released into the room in order to induce ripening. This enhances the pear’s sweetness, juiciness, and flavor while preserving its color and firmness.



## RipeRite® program evolves

Stemilt has been an industry leader in pear ripening for nearly a decade and the two new Tarpless ripening rooms will transform the company’s RipeRite program for d’Anjou and Red d’Anjou pears once again. The “tarpless” rooms will make the set-up process for ripening pears much easier. Pallets of fruit will be stacked in the two-tiered room and tarps will no longer need to be brought over the fruit. The new rooms also give Stemilt precise control over the temperature of the produce in order to consistently ripen each pear in every box, as well as control over the humidity in order to prevent fruit moisture and weight loss. Each two-tier room can hold up to 44 pallets of fruit and will ripen pears in a cycle of 12 to 24 hours.

“These ripening rooms are designed specifically to uniformly ripen each pear in a box. This is extremely important because some pears, like d’Anjou and Red d’Anjou, won’t change color when they are ripe. Ready-to-eat pears take the guessing out for the consumer and allow them to enjoy a sweet, dessert-quality pear soon after every purchase,” said Roger Pepperl, Stemilt marketing director.



## World Famous Pears

In addition to its top-notch RipeRite program, Stemilt's pear program gets a boost from state-of-the-art packing facilities and unique orchard locales.

On the packing side, Stemilt benefits from both packing flexibility and state-of-the-art technology on its lines. Stemilt has its own pear packing facility at its Miller Street location in Wenatchee, and also markets and packs pears with long-term partner Peshastin Hi-Up Growers in nearby Peshastin, WA. The two facilities have two packing lines each, which gives Stemilt great flexibility in fulfilling orders for classic varieties like Bartlett and d'Anjou to specialty varieties like Seckel and Concorde.

"Much like our new ripening rooms, our packing lines contain the latest and greatest technologies in order to deliver high-quality fruit to stores worldwide," said Pepperl.

Another unique feature of Stemilt's diverse pear program is the premier locales where pears are grown – the Upper Wenatchee River Valley and the Entiat River Valley. These two growing districts are considered to be the best locales in the world for pears. Here, pear orchards are surrounded by alpine mountains, which protect trees from the extreme heat of the summer and supply trees with clean water and high-quality air drainage.

"These unique locales are perfectly suited for growing high-quality d'Anjou pears and other specialty varieties. Year after year, these orchards produce pears with the right flavor profile, textures, and qualities," said Pepperl.



# looking for gold

**W**ith the 2012 Olympic Games in London, England less than a year away, the U.S. Men's and Women's National Water Polo teams have their sights set on one thing – a gold medal. The teams each placed second at the 2008 Olympic Games in Beijing, China, bringing home a shiny silver medal. With rosters that currently feature Olympic veterans, and star collegiate water polo athletes, both teams have a great chance at meeting their golden goal in 2012.

The U.S. Women's National team hopes to bring an experienced team with a history of winning to the 2012 Olympics. They ranked first in the world as of July 2011, and won gold at this past summer's FINA World League Final. Among the 13 players on the team, eight are Olympic veterans, including three-time Olympic Medalists Brenda Villa and Heather Petri. Betsey Armstrong, who was *Swimming World Magazine's* Female Water Polo Player of the Year recipient in 2009, anchors the goalie position, while sisters Jessica and Maggie Steffens assist her in defense. Two former UCLA Bruins, Courtney Mathewson and Kelly Rulon, round out the team's group of talented attackers. The Women's team will attempt to qualify early for the 2012 Olympics at the Pan American Games in late October in Mexico.



Jessica Steffens



“ Stemilt has been the Official Fresh Fruit Sponsor of USA Water Polo since 2010. ”



Jeff Powers

### **Water Polo 101**

Water polo is a sport that is often described as a combination of swimming, soccer, basketball, hockey, rugby, and wrestling. It originated as a recreation sport in England in the mid-1800s and had its official start in the U.S in 1888. In 1900, water polo became the first team sport added to the Olympic program.

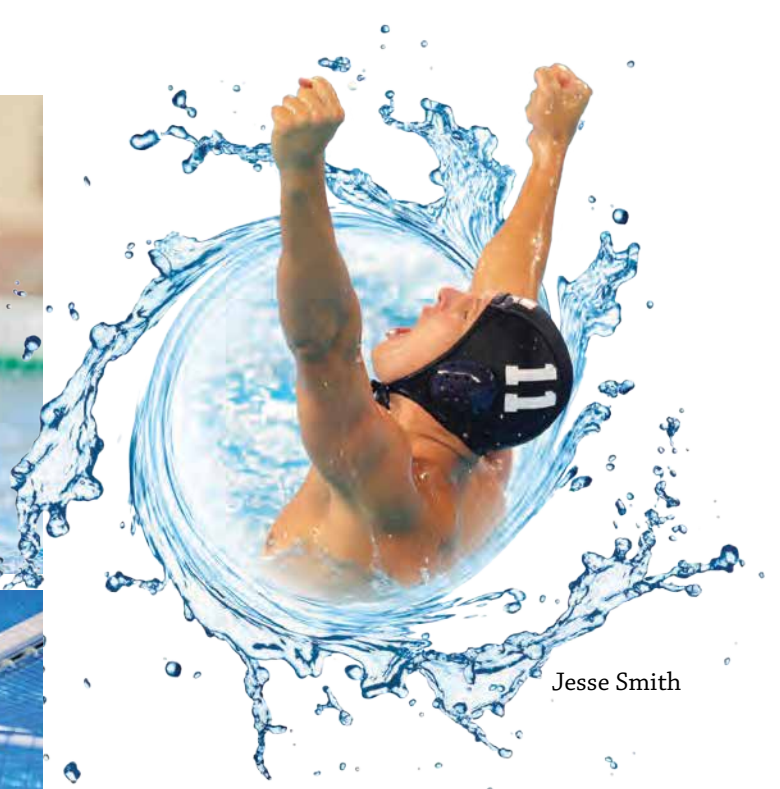
The object of water polo is simple: seven players working together to score as many goals as possible by throwing the ball into the team's goal, while preventing the opposition from doing so at the other end of the pool.



Brenda Villa



Merrill Moses



Jesse Smith



On the men's side, ten returning Olympians hope to power USA to gold in 2012. The U.S. Men's National team ranked fourth in the world as of July 2011, and like the Women's team, won gold at FINA World League Super Final. The Men's team is led by team captain and attacker Tony Azevedo, star goalkeeper Merrill Moses, and three-time Olympian Ryan Bailey. Dr. Terry Schroeder is a USA Water Polo Hall of Famer, and the current head coach of the Men's team.

Stemilt apples, pears, cherries, and stone fruits will be among the foods to help power the U.S. Men's and Women's National Water Polo teams to success as they prepare for and compete at the 2012 Olympics. Stemilt has been the Official Fresh Fruit Sponsor of USA Water Polo since 2010, and will continue this partnership in the coming year. The company provides water polo athletes with fresh fruit for their training and competitive events and also incorporates the sport into its promotions.

"Since an athlete's diet should be composed of mostly carbohydrates (somewhere between 50-60 percent), fruit offers one of the best sources. The natural sugars in ripe, seasonal fruits are one of the best energy providers for the elite athlete. What I love about fresh fruit is the additional goodness it gives my athletes like essential vitamins, antioxidants and fiber...all the things a body needs to build its immune system and fight disease. Not to mention, they come in nature's own packaging and are easy to eat when you are on the go," said Dr. Marcia Whalen, USA Water Polo's Team Physician (pictured at left).

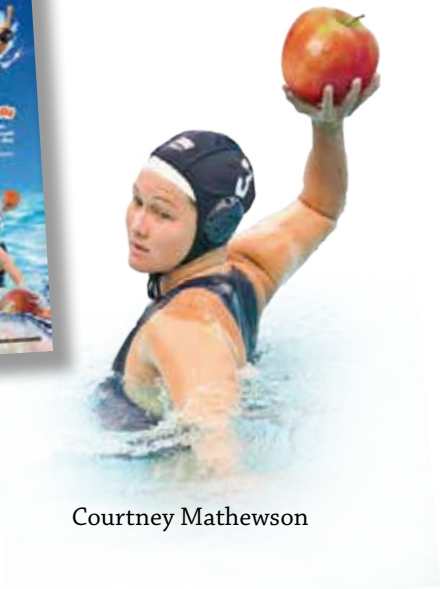


Stemilt teamed up with USA Water Polo in order to promote its fruit as a key component in maintaining a healthy lifestyle. Water polo athletes will be featured on Stemilt's Apples – The Original Superfood™ promotion materials at retail stores this fall. Stemilt will also feature healthy living tips straight from water polo athletes through a QR code and on its website.

“Partnering with USA Water Polo is a natural fit for Stemilt. These talented athletes know that a healthy lifestyle is key to being able to perform at such a high level each day. Our fruits are not only a part of a healthy lifestyle, but can also assist with weight loss and ward off many chronic diseases. Promoting the sport alongside our fruits is a great way to showcase the importance of nutrition and physical activity,” said Stemilt marketing director, Roger Pepperl.

Water polo is a sport that is growing more popular in the U.S. each day. There are over 30,000 members in the USA Water Polo community and 500 registered clubs across the U.S. To follow the U.S. Men’s and Women’s National team on their journey to Olympic gold, become a fan of USA Water Polo on Facebook:

[www.facebook.com/usawp](http://www.facebook.com/usawp)



Courtney Mathewson

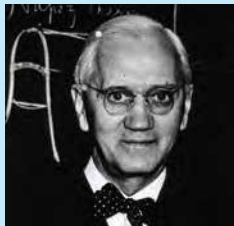


Merrill Moses

### Water Polo Fun Facts



Water polo is one of the best workouts around, burning a mind-boggling 600 calories per hour according to a recent study in Men’s Health Magazine.



Sir Alexander Fleming, who was known for his discovery of the first antibiotic, Penicillin, was a water polo player. So was Don Fisher, founder of The Gap clothing store!



USA is the only country to win medals in all three Olympic Games in the women’s competition. 2000 (silver), 2004 (bronze), 2008 (silver).



Water polo balls are the size and weight of a 14–16oz soccer ball and can be thrown at speeds of up to 60 miles per hour!



U.S. Men’s team head coach Terry Schroeder was the model for the bronze male torso sculpted by Robert Graham for the Olympic Gateway monument at the entrance to the Los Angeles Coliseum in 1984.

# Lil Snappers™

## kid size fruit

**W**hat do you call snappy, juicy, kid-sized apples and pears? According to Stemilt, Lil Snappers is the correct name for these bite-sized fruits, which are available in convenient, grab-and-go three-pound bags.

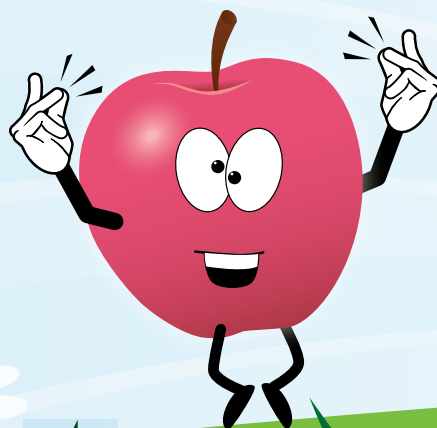
Stemilt's new Lil Snappers product line will debut this apple and pear season in produce departments nationwide. The eye-catching graphic design of this new package is appealing to parents and kids alike. Lil Snappers will come in six different varieties, which were selected based on the flavor profiles that kids enjoy. Those varieties are: Gala, Granny Smith, Honeycrisp™, Piñata®, and Pink Lady® apples, and d'Anjou pears.

Lil Snappers are packed in resealable bags that stand up easily in the refrigerator. Small ventilation holes on the bag allow the fruit inside to breathe, thereby maximizing freshness. The bags are packed into a master display-ready shipper with a lid that easily converts to signage. An optional pop-up display is also available for produce managers that want to design a secondary display for Lil Snappers. A QR code adorns both the master carton and the pop-up display. Smartphone users can snap a picture of the QR code with their phone and then view the mobile website through a QR code reader application on their phone. The mobile site for this product line talks about Lil Snappers and allows parents to download and print fun activity sheets for their kids.



Scan Me!

QR codes are featured on bins and POS signage to help educate and engage consumers.





display shipper



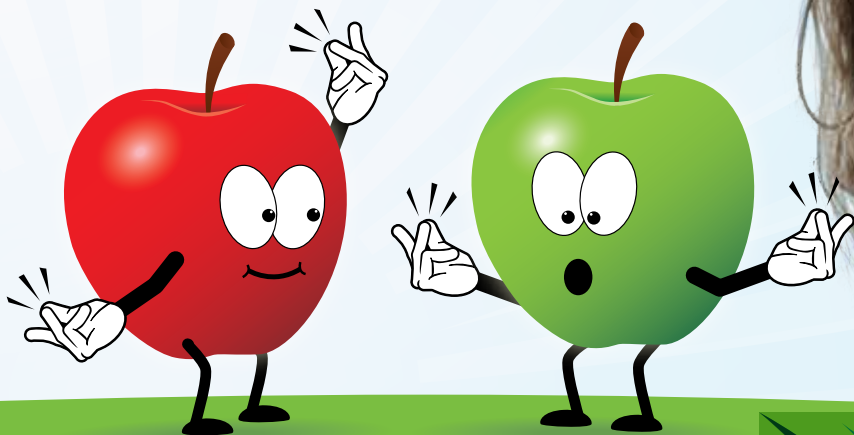
display bin



9/3lb bag



multiple varieties



# Stemilt's Warm Pear Salad with Blue Cheese

## Ingredients

2 TBSP Extra-virgin olive oil  
2 Stemilt pears, sliced  
2 small shallots, minced  
6 TBSP sherry vinegar  
4 TSP Dijon mustard  
3 cups shredded cooked turkey or chicken (12 ounces)  
1 large head radicchio, thinly sliced  
1 large fennel bulb, cored and thinly sliced  
2 large carrots, cut into matchsticks  
2 TBSP chopped walnuts  
¼ TSP salt  
¼ TSP pepper  
12 large leaves of butter or Boston lettuce  
½ cup crumbled blue cheese

## Procedure

Heat oil in a large non-stick Dutch oven over medium heat. Add pears and cook, stirring occasionally, until they start to brown, about 2 minutes. Transfer to a bowl with a slotted spoon. Whisk shallots, vinegar and mustard in a small bowl; add to the pan and cook, stirring constantly for 30 seconds. Add turkey, radicchio, fennel, carrots, and walnuts. Cook, stirring occasionally, until just wilted, about 3 minutes. Return the pears to the pan and season with salt and pepper. Divide the lettuce leaves among 4 plates. Top with the warm salad and sprinkle with the cheese.

**Nutrition Information per serving:** 384 calories, 15 g fat, 4 g saturated fat, 6 g monounsaturated fat, 0 g trans fat, 83 mg cholesterol, 32 g carbohydrate, 33 g protein, 9 g fiber, 548 mg sodium, 1,284 mg potassium.

Recipe courtesy of Stemilt Growers.





Stemilt  
**RipeRite**  
ready to eat pear program



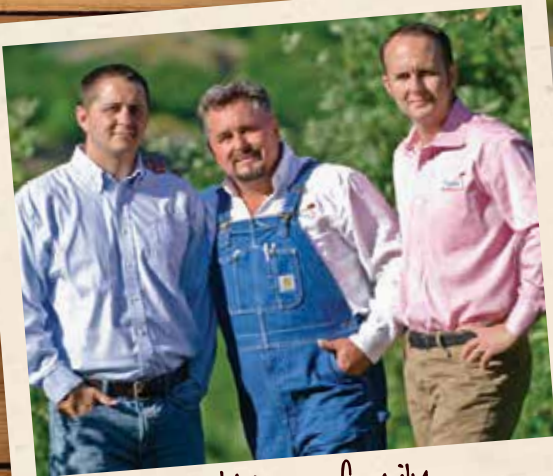
INDUSTRY LEADING RIPENING PROGRAM



**Stemilt**  
**World Famous Fruit**



world class horticulture



Mathison family  
building memory and trust



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# PAIR<sup>OL</sup>OGY™

*the art of pairing*



**P**eople from all parts of the world have paired different foods with wine for as long as history has been recorded. After all, wine was considered a dietary staple in many cultures, and was even viewed by some as being more sanitary than the local water supply! Indeed, many of the food and wine pairings from early history continue to make an appearance on our palates today - including the classic pairings of white wine with fish or red wine with meat.

While food and wine pairings have been around for a long time, they have also blossomed over the years. Today, people pair virtually any combination or trio of food with wine that you could think of. One of these pairings - fruit, wine, and cheese - has emerged as a new and comprehensive online tool made available by Stemilt. Called Pairology, this new site invites visitors to select their favorite apple or pear variety and then pair it with the cheeses and wines that complement the fruit's flavors and qualities, as well as their own taste preference.

"It's an interactive tool that lets you create a pairing based on flavors that complement each other, and the flavors that you like. If you prefer Gouda over Brie cheese, that's just fine. You choose the path and can create a pairing that meets your preferences," said Roger Pepperl, Stemilt marketing director.

In addition to helping users create pairings, Pairology provides education about the history and characteristics about each fruit variety, cheese, and wine.

"Pairology is a great resource for those planning a gathering or tasting party. You can feature pairings that you create as appetizers, and also use the information on the site to educate your guests about the foods and wine they are enjoying," said Pepperl.

# PAIR<sup>Ö</sup>LOGY™

*the art of pairing*

Considering all the apple and pear varieties that are currently in-season, fall and winter is a great time for pairing fruit with wine and cheese. We've gone ahead and created six seasonal pairings from Pairology for you to put into use for a snack or appetizer. To start creating your own unique pairings, visit the Pairology website.



[www.stemilt.com/Pairology/](http://www.stemilt.com/Pairology/)

	<p><b>Granny Smith apples, Gorgonzola cheese, and Port wine:</b> The famously green and tart Granny Smith apple goes great with the buttery and sharp Gorgonzola cheese, and sweet, dry Port wine. For those not familiar with Port, it is a fortified wine from Portugal's Douro Valley that is made from red wine grapes and a neutral grape known as aguardente. Port is sweet and because of its high alcohol content, is served in small portions for sipping after a meal.</p>		<p><b>Bosc pears, Parmesan cheese, and Chianti wine:</b> Bosc's elegant shape, crisp texture, and pleasant sweet and spicy flavor make it a great complement to distinctively salty Parmesan (or Parmigiano-Reggiano) cheese and the dry but fruity Chianti wine. Shave fresh parmesan over sliced pears and crackers for a delicious appetizer.</p>
<p><b>Granny Smith</b></p> <p><b>Gorgonzola</b></p> <p><b>Port</b></p>		<p><b>Bosc</b></p> <p><b>Parmesan</b></p> <p><b>Chianti</b></p>	



**d'Anjou**

**D'Anjou pears, Chevre cheese, and Sauternes wine:**

The juicy, sweet, and citrus-like d'Anjou pear pairs well with the pungent Chevre (or goat) cheese and very sweet and crisp Sauternes wine. One unique fact about this pairing is that all three items have ties to France. D'Anjou is a pear from Anjou or Angers, France, Chevre means goat in French, and Sauternes is a wine from the Bordeaux region in France.



**Chevre**



**Sauternes**



**Concorde**

**Concorde pears, Gruyere cheese, and Gewürztraminer wine:**

The juicy, sweet, and vanilla-like flavor of the regal Concorde pear matches well with the sweet, creamy, and slightly nutty Gruyere cheese and sweet and fruity Gewürztraminer wine. This pairing has ties to England, Switzerland, and Germany, making for one great European flavor trio.



**Gruyere**



**Gewürztraminer**

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**Fuji**

**Fuji apples, Fontina cheese, and Pinot Noir wine:**

The super-sweet and juicy Fuji apple pairs well with the creamy and mild-flavored Fontina cheese and the medium-bodied Pinot Noir wine. Consider this a pairing from around the world – Fuji is from Japan, but is a cross of two American varieties, Fontina is from Italy, and Pinot Noir from the famous Burgundy wine region in France.



**Fontina**



**Pinot Noir**

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**Piñata**

**Piñata apples, Edam cheese, and Syrah wine:**

Piñata is a new apple variety available exclusively through Stemilt. The apple's unique heritage (it's a cross between Cox's Orange Pippin, Duchess of Oldenburg, and Golden Delicious) gives it heirloom flavors with subtle tropical hints. The sweet-tart apple pairs well with the mild-flavored and nutty Edam cheese and full-bodied, fruity, and spicy Syrah wine.



**Edam**



**Syrah**

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# Stemilt Creek Winery

**We love our Wine Club Members!**



Jan and Kyle Mathison reserve the very best of their wines and hospitality for the members of Stemilt Creek Winery Wine Club. Join us as a wine club member and celebrate the joy of fine wine, good friends, and passion for life! As a member for our wine club you receive the following:

- A generous 30% Savings on each Wine Club Release
- 6 bottles of wine shipped 2 times per year (Spring and Fall Wine Club Release)
- 20% off case purchases throughout the year
- 10% off wine purchases throughout the year
- Only wine club members can order from our Library Selection Wines
- Wine Club Members get first rights on available new releases
- Monthly Newsletter
- Invitation to Wine Club Party for Fall Release
- To sign up for the Stemilt Creek Winery Wine club contact:

**[winery@stemiltcreekwinery.com](mailto:winery@stemiltcreekwinery.com)\***

\*Due to Shipping Laws, not all states are open for shipping wine.

Please contact us at [winery@stemiltcreekwinery.com](mailto:winery@stemiltcreekwinery.com) for availability in your state.





It is with great pride that we honor the pioneers who came before us through our wines at Stemilt Creek Winery. Our site-specific wines are harvested near the land planted in the late 1800's by homestead pioneer, Thomas Cyle Mathison. Jan Mathison, our winemaker, lovingly crafts the wines using grapes that Kyle Mathison grows on the same land that his

family has cultivated for over a century. The winemaking style tends to build the wine with brawny tannins to shoulder earthy flavors evident in the unique terrain of Stemilt Hill including the use of Kyle's World Famous Compost. Collectively, Stemilt Creek wines exude brawny characteristics consistently in a coherent full-bodied and lasting flavor much like the intriguing story of the Mathison family legacy.



**A Day's Work - Honors Scottish Pioneer, Thomas Cyle Mathison** - A Day's Work's flavor, structure, and finish can be summed up in the powerful story behind homestead pioneer, Thomas Cyle Mathison. Seizing opportunity to own land, he declared in a strong Scottish accent, "That I cometh to this land with nothing but a days work in me hans." These mighty hands dug ditches, mined for gold, and ultimately planted the seeds for the one of the largest fruit companies in the world. His robust spirit harmonizes with the boldness of this Bordeaux style blend with sturdy structure and a black cherry finish!

**Boss Lady - AJ Mathison** - Spectacular spice balances with a mouthful of black-strap molasses which is held up by a mineral note resembling flint - this wine is dazzling. All full of electricity and pizzazz which dances across the tongue for a long, satisfying finish sure to leave a lasting impression. Don't let all the fun fool you. AJ Mathison, known as Boss Lady, had a fiery fortitude and passion for family and the land. There is a serious side to this 2nd vintage of "Boss Lady" with sturdy tannins, toasted oak, and full flavor finish. Enjoy a sip and let your taste buds tango.

**Caring Passion - TK Mathison** - Passionate. Caring. Focused. Anyone who ever met TK instantly recognized his genuine personality. He introduced himself with confident honesty and finesse - never hiding a thing- he never had to. He knew who he was. His crew and their families knew he cared about them as much as the work and the land. This 2nd vintage of "Caring Passion" resembles that trait introducing itself with pure Merlot characteristics: soft tannins, ripe red cherry, coffee bean, and cassis with a hint of vanilla oak backing up the fruit. Just what a Merlot should be - comfortable - just like TK. Sit with it a while and enjoy.

# What's New in Produce

The fall and winter seasons bring a fresh crop of apples and pears to the produce department, as well as a fresh start to merchandising these fruits. The following are six trends to look out for in produce departments this season:



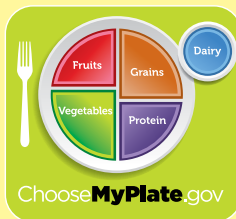
**1) Grower Signage:** Bringing the family grower into promotions continues to be a hit in produce, as shoppers continue to care about where their food is coming from and how it is grown. Share the story behind the fruit this fall and winter by highlighting growers and the unique locales where they farm.



**2) New Varieties:** Shoppers continue to be intrigued by new flavors and varieties. Niche varieties like Piñata and Pink Lady apples and Concorde pears bring lots of excitement to the apple and pear categories each year. Make this year the best yet for new varieties by giving them the shelf space and attention (think big displays and signage) they deserve during key promotion timeframes.



**3) QR Codes:** These square barcodes that originated in Japan to track parts in vehicle manufacturing are now widely seen to market products, including the apples and pears in your produce department. Shoppers can snap a picture of the QR code with their smart phone and use a free barcode reader application to go right to the information embedded on the code – such as a mobile site for a product.



**4) Nutrition:** With the rollout of USDA's new dietary guidelines and MyPlate food icon, nutrition remains a hot topic at the supermarket. Promoting the health benefits of good-for-you items like apples and pears is a great way to entice shoppers to purchase, especially around the New Year with resolutions being made.



**5) Grab & Go Packaging:** In today's busy world, convenience is everything! That's why grab-n-go packaging options like Lil Snappers or the mixed pear bag make sense for the produce department. These impulse items are attractive, family-sized, and great for in-and-out promotions.



**6) Organics:** Organic produce continues to draw interest from shoppers, and apples and pears are no exception. Help organics stand out among the crowd with regular promotions on different varieties (at least one ad per month for apples and pears) and through prominent displays.

# How could YOU use the Fruits & Veggies—More Matters logo?



It's easy to become licensed to use the Fruits & Veggies—More Matters® logo.

For more information contact Toni Eaton at [teaton@PBHFoundation.org](mailto:teaton@PBHFoundation.org) or (302) 235-2329 x316

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New item!



# Lil Snappers™

kid size fruit



Scan Me!

QR codes are featured on bins and POS signage to help educate and engage consumers.

Tasty, snappy and perfectly sized apples and pears!



9/3lb bag



display shipper

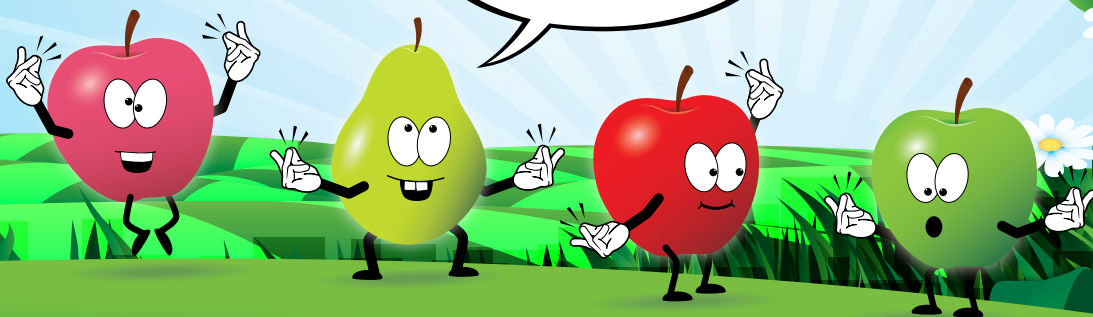


display bin



multiple varieties

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- Great for satellite displays
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- 9/3lb display-ready box
- More bags per pallet than traditional 12/3 bag cartons
- Built-in signage via printed lid
- Display bin option
- Attracts kids and moms

- Fun and healthy choice
- Resealable bag
- Encourages snacking, even in the fridge
- Impulsive kid-friendly graphics
- Best eating varieties for kids
- Perfect size for small hands & mouths
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- QR code for consumer engagement

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