



Driscoll's[®]
ONLY THE FINEST BERRIES[™]



Foodservice Guide

Driscoll's Delivers Delight

For over a century Driscoll's has been producing premium berries.

Today our proprietary berry varieties are cultivated around the world by independent family farmers and are preferred by chefs everywhere.

Chefs request Driscoll's by name for a reason—they trust us to deliver consistently fresh, flavorful, juicy, beautiful berries which provide a delightful eating experience for their customers.



The Driscoll's Difference

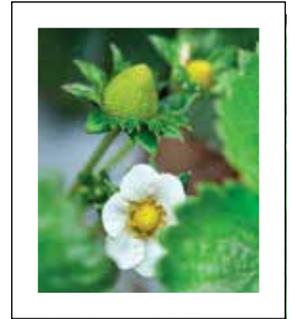
A Full Berry Patch

Driscoll's is the largest supplier of a full berry patch of conventional and organic strawberries, blueberries, raspberries, and blackberries. We also have specialty lines including long stem strawberries and golden raspberries.



Harvested for Highest Quality

- Berries are handled only once as they are picked by hand and placed into clamshell containers in the fields.
- Berries are quickly moved to nearby distribution centers where they are inspected for condition, appearance and sugar levels. They are then cooled and shipped within hours of harvest.



Growing Better Berries Naturally

Our experts use natural breeding methods, as well as extensive in-field testing, to create our patented varieties. Only Driscoll's farmers grow Driscoll's proprietary berry varieties, enhancing any menu with their flavor, color, texture, shape and aroma.

- Our primary focus is on flavor and delivering a delightful eating experience with berries that are consistently beautiful, and hardy enough to arrive fresh at any destination.
- Driscoll's proprietary breeding program uses only natural cross-pollination techniques and we never genetically modify our plants.
- Thousands of potential varieties from our test plots around the world are studied each year to choose the top 1% that will carry the Driscoll's brand name.
- It takes five to seven years to bring a new Driscoll's patented variety from seed to marketplace.

Global Food Safety Program

No matter where in the world the fields are located, all Driscoll's farmers mirror the same food safety practices.

- Every farm and distribution facility is regularly inspected to measure against exacting food safety and hygiene standards ensuring that Good Agricultural Practices (GAPs) are being stringently followed.
- A bar-code based inventory tracking system is in place to identify the field and harvest date of all fruit.
- Independent third party testing is conducted on fruit, soil and water.



Year-Round Growing Regions

Driscoll's berries are grown in ideal climates around the world insuring the freshest berries are delivered from field to kitchens all year-round.

Strawberries

Ideal Product Attributes

- Symmetrically shaped berries
- Consistent sizing in pack
- Evenly colored rich red berries with a brilliant sheen
- Fresh, green caps (calyx)
- No seedy tips or white shoulders
- White or hollow space inside the berry is a normal characteristic of certain varieties

Weights and Measures

Strawberries: one 1lb. clamshell: whole = 4 cups,
sliced = 3 cups

Average count per clamshell ranges from 18 to 23

Shelf Life at End User

2 to 5 days

Nutrition

Serving size: 1 cup		% Daily Value	
Calories:	46	Vitamin C:	140%
Protein:	1g	Folate:	9%
Fat:	0g	Iron:	2%
Fiber:	3g	Calcium:	2%

Storage and Handling

- Upon arrival remove any wet or damaged berries
- Refrigerate immediately at 32–34°F
- Store unwashed in clamshells away from sources of moisture; 90–95% relative humidity is ideal
- Rinse gently and drain well just before using



Mascarpone Crêpes with
Lavender Infused Strawberry Sauce



Strawberry Graham
Cracker Tart



Blueberries

Ideal Product Attributes

- Dry, plump, round and free of dents and bruises
- Soft, hazy white coating, which is called “bloom.”
Bloom is a completely natural part of the berries’ defense mechanism and helps protect them from the harsh rays of the sun

Weights and Measures

Blueberries: one 6 oz. container = 1.25 cups

Shelf Life at End User

5 to 7 days

Nutrition

Serving size:	1 cup	% Daily Value	
Calories:	80	Vitamin C:	25%
Protein:	1g	Folate:	2%
Fat:	0g	Iron:	2%
Fiber:	4g	Calcium:	0%

Storage and Handling

- Upon arrival remove any wet or damaged berries
- Refrigerate immediately at 32–34°F
- Store unwashed in clamshells away from sources of moisture; 90–95% relative humidity is ideal
- Rinse gently and drain well just before using



Blueberry Parfait



Blueberry Shrimp Taco



Raspberries

Ideal Product Attributes

- Plump, evenly colored berries that have a soft, hazy gloss and are free of dents and bruises
- Raspberries have tiny hairs on them called “styles.” These are a completely natural part of the fruit’s defense mechanism and do not affect the taste or ripeness of the berries

Weights and Measures

Raspberries: one 6 oz. container = 1.5 cups

Average count per clamshell ranges from 30 to 40

Shelf Life at End User

1 to 2 days

Nutrition

Serving size: 1 cup		% Daily Value	
Calories:	60	Vitamin C:	50%
Protein:	1g	Folate:	6%
Fat:	1g	Iron:	4%
Fiber:	8g	Calcium:	4%

Storage and Handling

- Upon arrival remove any wet or damaged berries
- Refrigerate immediately at 32–34°F
- Store unwashed in clamshells away from sources of moisture; 90–95% relative humidity is ideal
- Rinse gently and drain well just before using



Raspberry and Goat Cheese
Endive Bites



Red and Golden Raspberry
White Chocolate Napoleon



Blackberries

Ideal Product Attributes

- Deep, evenly colored berries with a nice sheen
- Plump, dry and free of dents or bruises
- Blackberries range in color from deep blue/purple to deep purple/black

Weights and Measures

Blackberries: one 6 oz. container = 1.5 cups

Average count per clamshell ranges from 20 to 30

Shelf Life at End User

1 to 2 days

Nutrition

Serving size: 1 cup		% Daily Value	
Calories:	60	Vitamin C:	50%
Protein:	2g	Folate:	9%
Fat:	1g	Iron:	6%
Fiber:	8g	Calcium:	4%

Storage and Handling

- Upon arrival remove any wet or damaged berries
- Refrigerate immediately at 32–34°F
- Store unwashed in clamshells away from sources of moisture; 90–95% relative humidity is ideal
- Rinse gently and drain well just before using



Frozen Blackberry Sangria
Margarita Swirl



Pork Ribs with Blackberry
Chipotle Glaze



Growing Regions and Loading Points



Conventional Berries

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	GROWING REGIONS	LOADING POINTS
STRAWBERRIES													
												Oxnard	Oxnard, CA
												Baja California, Mexico	Yuma, AZ; Oxnard and Otay Mesa, CA; Jacona, MX
												Santa Maria	Santa Maria, CA
												Watsonville and Salinas	Watsonville, Salinas, CA; Dover, FL
												Central Mexico	Yuma, AZ; McAllen, TX; Dover, FL
												Florida	Dover, FL
BLUEBERRIES													
												Florida	Dover, FL
												Georgia	Homerville, GA; Lake Park, GA
												California	Oxnard, CA; Salinas, CA; Watsonville, CA; Santa Maria, CA; Yuma, AZ
												Baja and Central Mexico	Oxnard, CA; Yuma, AZ; McAllen, TX
												North Carolina	Rocky Point, NC
												New Jersey	Hammonton, NJ
												Washington	Watsonville, CA; Grandview, WA; Burlington, WA
												Oregon	Watsonville, CA; Boring, OR; Canby, OR
												British Columbia, Canada	Watsonville, CA; British Columbia, Canada
												Argentina	Dover, FL
												Chile	Yuma, AZ; McAllen, TX; Watsonville, CA; Oxnard, CA; Dover, FL
RASPBERRIES													
												Watsonville and Salinas	Watsonville, CA; Salinas, CA
												Santa Maria	Santa Maria, CA
												Oxnard	Oxnard, CA
												Baja California, Mexico	Yuma, AZ; Oxnard, CA
												Mexico	Yuma, AZ; McAllen, TX; Dover, FL; Oxnard, CA
BLACKBERRIES													
												Watsonville, Santa Maria and Oxnard	Watsonville, CA; Salinas, CA; Santa Maria, CA; Oxnard, CA
												Pacific Northwest	Watsonville, CA; Salinas, CA
												Central Mexico	Yuma, AZ; Oxnard, CA; Dover, FL; McAllen, TX
												Georgia	Lake Park, GA
												North Carolina	Rocky Point, NC; Hendersonville, NC
												Baja California, Mexico	Oxnard, CA

Specialty Berries

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	GROWING REGIONS	LOADING POINTS
LONG STEM STRAWBERRIES													
<i>Growing regions and loading points are contingent upon production cycles. Please contact your sales representative.</i>													
GOLDEN RASPBERRIES													
												Watsonville	Watsonville, CA; Salinas, CA

Organic Berries

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	GROWING REGIONS	LOADING POINTS
ORGANIC STRAWBERRIES													
												Oxnard	Oxnard, CA
												Baja California, Mexico	Yuma, AZ; Oxnard and Otay Mesa, CA; Jacona, MX
												Santa Maria	Santa Maria, CA
												Watsonville and Salinas	Watsonville, CA; Salinas, CA
												Central Mexico	Yuma, AZ; McAllen, TX; Dover, FL
ORGANIC BLUEBERRIES													
												Washington	Watsonville, CA; East WA
												California	Watsonville, CA; Salinas, CA; Baja California, MX
												Chile	Yuma, AZ; Oxnard, CA; Dover, FL
ORGANIC RASPBERRIES													
												Watsonville	Watsonville, CA; Salinas, CA
												Santa Maria	Santa Maria, CA
												Oxnard	Oxnard, CA
												Baja California, Mexico	Yuma, AZ; Oxnard, CA
												Mexico	Yuma, AZ; McAllen, TX; Dover, FL
ORGANIC BLACKBERRIES													
												Watsonville and Santa Maria	Watsonville, CA; Salinas, CA; Santa Maria, CA
												Central Mexico	Yuma, AZ; Oxnard, CA; McAllen, TX
												Oxnard	Oxnard, CA

Enhance your customer's culinary experience, and your bottom line, with Driscoll's Berries.

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