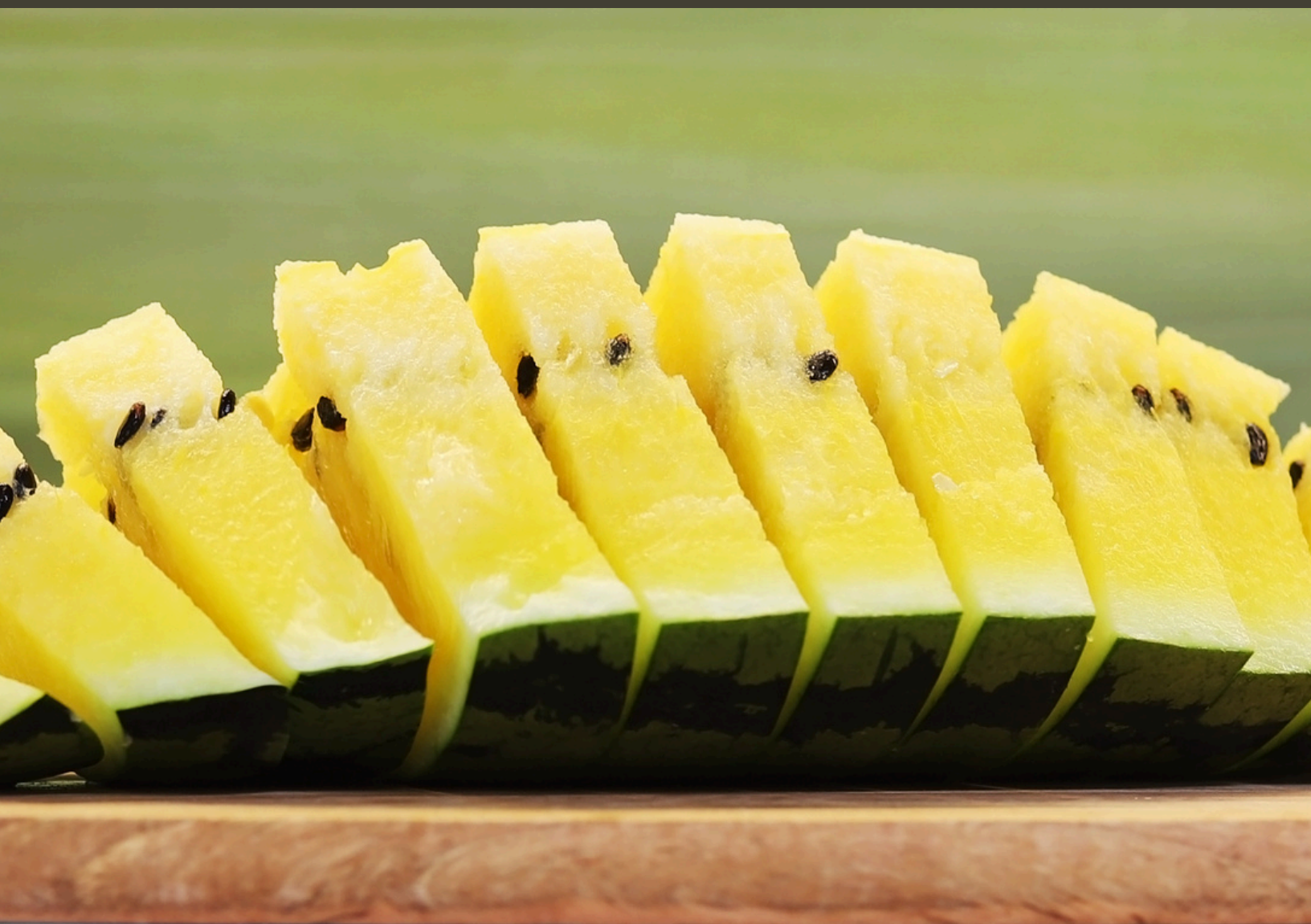


# cultivate

Quarterly Inspiration from Vesta Foodservice



**Watermelon Wonder**  
Culinary glow-up

**Marvelous Maestri**  
Tradition made convenient

**Boichik Bagels**  
Brooklyn to Berkeley



# Slice of Summer

## WATERMELON STILL RULES THE SEASON

Is there any flavor more synonymous with summer than watermelon? Juicy, refreshing, and vibrant, it brings a sense of nostalgia and joy to menus the moment temperatures rise. Whether it's served as a chilled side, blended into beverages, or spotlighted in a seasonal salad, watermelon remains a must-have—especially when it's grown locally.

We carry California-grown seedless watermelon by the each or the case—perfect for those who want to showcase peak freshness without the prep. Our mini watermelons are a kitchen favorite for their compact size and low waste, while yellow watermelons bring a touch of surprise with their mellow sweetness and sunny hue.

Why the variety? Mini and yellow watermelons were developed to meet evolving chef and consumer needs: mini for convenience and reduced waste, yellow for unique flavor and vibrant presentation.

Curious about seedless watermelon? It's not a GMO—just smart farming. Seedless varieties are created through hybridization, where a sterile watermelon (created by crossing diploid and tetraploid plants) produces fruit that's delicious and seed-free. The result? Pure watermelon enjoyment, no spitting necessary.

## Get It on the Menu

Need inspiration? Think watermelon feta salad, chilled watermelon gazpacho, spicy tepache-based mocktails, or a refreshing purée drizzle over grilled shrimp. However you slice it, summer's signature fruit is more versatile than ever.

**WATERMELON HACKS: FREEZE CUBES FOR ICE-FREE CHILLING. GRILL SLICES FOR A SMOKY TWIST. TRY YELLOW IN CEVICHE FOR AN UNEXPECTED POP. QUICK-PICKLE YELLOW WATERMELON RIND—IT'S AMAZING ON TACOS.**



## Cut, Juiced, and Ready to Go

Looking to skip the slicing? Our pre-cut watermelon chunks (2/5lb) are ideal for food bars, smoothies, or plating. Want to sip instead? Try our watermelon juice (6/1qt)—pure, hydrating, and versatile. For something with a kick, our watermelon jalapeño tepache (12/12oz) brings probiotic fizz and a spicy twist that's great for non-alcoholic menus or mocktail pairings.

**IT IS 90 DAYS TO GROW A WATERMELON FROM SEED TO HARVEST—AND EVERY PART IS EDIBLE, EVEN THE RIND!**

# Old World Craft, Modern Convenience

From the lush countryside of Emilia-Romagna, through fiery Calabria, to the markets of Barcelona, Maestri d'Italia gathers Europe's most celebrated charcuterie traditions under one label. The lineup is the real deal—think Italian mortadella & coppa, Calabrian specialties like 'nduja and spianata piccante, Spanish chorizo, and Golfetta (Italy's #1-selling salami, for good reason: it's delicious). Every item is selected for genuine origin, artisan craftsmanship, and bold, uncompromised flavor.

Packed in 1-pound, foodservice-ready trays, Maestri's charcuterie is the closest thing we've found to slicing in-house—without the labor. Their expert, precision slicing in the U.S. protects texture and aroma so well that it sets a new bar for pre-sliced meats. Authentic quality, consistent cuts, and more time for chefs to focus on the plate—that's Maestri.

## 1 Mortadella with Pistachio

Delicate, aromatic, and downright addictive—our team can't get enough. Crafted in Bologna by a small regional producer, this smooth mortadella is studded with pistachios for an elegant taste of Emilia-Romagna.

## 2 Golfetta

Italy's #1-selling salami and an absolute crowd-pleaser. Made from the lean legs of heavy Italian pigs raised in Parma and Friuli, this low-fat salame (about 11% fat) is lightly seasoned and air-dried for 45 days. The wide slices are perfect for sandwiches, boards, or anywhere you want a pop of classic Italian flavor.

## 3 Spianata Piccante

A bold Calabrian classic. Finely minced lean pork, lardons, garlic, and hot chili pepper are pressed into Spianata's signature flat shape, then dry-cured for two months. The result delivers robust heat and unmistakable southern Italian character—perfect for anyone who likes their charcuterie with a kick.

## 4 Chorizo Español

Pork with all of the classic Spanish seasonings, then air-cures for 45 days. The smoky-savory profile carries a gentle spice that makes it ideal for tapas, boards, or simply snacking—the kind you reach for again and again.

## 5 Prosciutto Italiano

An authentic regional prosciutto from Parma. Cured with sea salt and aged for more than 400 days, it's tender, all-natural, and deeply expressive of Italian tradition—pure, savory elegance in every slice.

## 6 Coppa Italiana

Dry-cured in the Piacenza region of Emilia-Romagna, this seasoned pork shoulder is salted, spiced, and aged naturally to develop deep flavor and a velvety texture.

## 7 'Nduja

(Pronounced en-doo-ya) This spreadable, fiery red Calabrian specialty is made with pork, fat, and plenty of Calabrian chili. Add to pizza, pasta, or toasted bread for a hit of smoky, spicy umami.



# Benvenuta Burrata Season

## Burrata's Birthplace

Puglia, at the southern tip of Italy, is a well-known region for several culinary delights including durum wheat, tomatoes, grapes, almonds, and olive oil. It also happens to be the birthplace of burrata, believed to be invented in the 1920's by a farmer looking for a solution for the bits of stretched curd left over from fresh mozzarella making. Traditionally, sheets of fresh mozzarella are filled with stracciatella – shredded bits of fresh mozz soaking in rich cream – and pinched closed, giving the burrata it's rounded shape and distinctive top knot. While the quintessential knot is not always present in commercially produced burrata it is a hallmark of burrata from Puglia.



## Inspired by Tradition, Leading with Technology

With roots in Italy and a home in southern California, Di Stefano marries tradition and experience with innovation to create authentic Italian-style cheeses. From fresh mozzarella in a variety of sizes to perfect pillows of burrata, Di Stefano excels in creating delicious cheeses with consistency you can rely on. The newest addition to their catalog is the Di Puglia line of Pugliese-style burrata crafted in collaboration with esteemed Italian cheesemakers from Puglia. Handmade

quality at heart, the Di Puglia brand embraces of the advantages of mechanized production to bring you high-quality cheese at the best value. Available in 1 OZ, 3.5 OZ, and a 4.5 OZ with top knot.





# CULTIVATING OUR COMMUNITY

## *Las Vegas*

On April 2nd, we transformed our brand-new 75,000-square-foot Las Vegas facility into a dynamic hub for Cultivating Our Community. Normally a bustling warehouse, the space became an energetic event venue where chefs, buyers, and industry leaders came together to taste, explore, and connect. Attendees stepped into a vibrant atmosphere filled with a curated selection of top-tier products and enjoyed behind-the-scenes tours of our state-of-the-art warehouse, showcasing Vesta's commitment to quality and innovation.

The showcase featured an impressive lineup of specialty brands, reflecting the diversity of ingredients that make Vesta unique. Sweet, farm-fresh strawberries from **Harry's Berries** were a standout, while **Verve Coffee Roasters** paired perfectly with our newest addition, the iconic **Boichik Bagels**. Local favorites **Babe Farms** and **Hitchcock Farms** displayed their premium produce, while **Valrhona** and **Adamance** wowed with world-class chocolate and pastry ingredients, complemented beautifully by **Prova's** signature vanilla.

Guests sampled delicious charcuterie from vendors like **P. Balistreri Salumi** and our new pre-sliced line from **Maestri D'Italia**. Cheese lovers indulged in the rich offerings from **Point Reyes Farmstead**, **DiStefano Cheese**, and **Cypress Grove**, highlighting the best of California's dairy craftsmanship. Pasta enthusiasts delighted in selections from **DeCecco** and **Cucina Della Cucina**. To top it all off, lucky attendees walked away with incredible raffle prizes, adding even more excitement to the event.

**Cultivating Our Community – Las Vegas** was more than just a showcase—it was a celebration of food, community, and collaboration. Next up, we're heading to **Los Angeles** on **September 30, 2025**, for **Cultivating Our Community – LA** as part of **Vesta Foodservice's 40th Anniversary celebration**. Mark your calendars for more incredible flavors, fresh connections, and another unforgettable event!

# From Jersey, to the Bay

*How a Jersey bagel obsession became a California classic*

When Emily Winston moved from New Jersey to California, there was one thing she couldn't leave behind; her deep love for a proper, chewy, flavorful East Coast bagel. Growing up, her family would make frequent trips to the iconic H&H Bagels, a New York staple known for its unforgettable texture and taste. So, when H&H closed its doors and she couldn't find a substitute nearly as good on the West Coast, Emily did what any bagel-obsessed New Jerseyan might do—she set out to recreate the magic herself.

After five years of flour-dusted experimentation, Emily cracked the code. Her bagels—authentic, nostalgic, and proudly made with premium organic ingredients—captured the essence of what she missed.



Plain



Cinnamon Raisin



Everything



Salt & Pepper



Sesame



- ✓ Women-Owned
- ✓ Premium Organic Ingredients



What began as a passion project turned into wildly popular pop-ups and, eventually, a full-fledged bagel shop. In 2019, she opened the first Boichik Bagels in Berkeley, CA, and the rest is history. Now with six locations and a bustling production facility, Boichik Bagels are putting California on the bagel map. Their slogan says it all: “There are now good bagels in California.” And we’re thrilled to now bring them to your kitchen.

We’re now offering Boichik’s standout flavors, Cinnamon Raisin, Plain, Everything, Salt & Pepper, and Sesame Seed, frozen for maximum freshness and convenience. Simply toast straight from the freezer to unlock that authentic New Jersey flavor, anytime. Check our index for product codes or connect with your sales rep to place an order. It’s never been easier to bring that iconic East Coast flair to your menu—one perfectly boiled, baked, and blissfully chewy bagel at a time.

# INDEX

## COVER

PLEASE BE SURE TO CHECK WITH YOUR SALES REPRESENTATIVE OR CUSTOMER SERVICE ABOUT PRODUCT AVAILABILITY IN YOUR MARKET.

## 1-2 IN SEASON

27798	WATERMELON JALAPENO TEPACHE 12/12OZ
21141	WATERMELON JUICE 6/1QT
19197	WATERMELON CHUNKS 2/5LB
14279	WATERMELON MINI 40LB
01208	WATERMELON SEEDLESS EACH
71208	WATERMELON SEEDLESS CASE
01209	WATERMELON YELLOW EACH
26798	WATERMELON PUREE 3/1KG

## 3 EDITOR'S PICKS

28379	MAESTRI CHORIZO ESPAÑOLA SLICED 5/16 OZ
28381	MAESTRI COPPA SLICED 5/16 OZ
28382	MAESTRI GOLFETTA SALAME SLICED 5/16 OZ
28383	MAESTRI MORTADELLA W/PISTACHIO SLICED 5/16 OZ
28384	MAESTRI NDUJA 15/6.53 OZ
28385	MAESTRI PROSCIUTTO SLICED 5/16 OZ
28387	MAESTRI CALABRESE SPIANATA SLICED 5/16 O

## 4 CURD NERD

12303	DI STEFANO BURRATA ALLA PANNA 24/2 OZ
12094	DI STEFANO BURRATA ALLA PANNA 12/4 OZ
28474	DI STEFANO BURRATA ALLA PANNA 6/1 LB
28474	DI STEFANO BURRATA DI PUGLIA 1 OZ 2/3 LB
TBD	DI STEFANO BURRATA DI PUGLIA 3.5 OZ
TBD	DI STEFANO BURRATA DI PUGLIA W/KNOT 4.5 OZ

## 5 COMMUNITY MATTERS

SAVE THE DATE! JOIN US ON **SEPTEMBER 30, 2025** FOR CULTIVATING OUR COMMUNITY - LOS ANGELES TO CELEBRATE **40 YEARS OF VESTA FOODSERVICE.**

## 6 TRAVELOG

28296	BOICHIK BAGELS PLAIN SLICED 6/6 CT
28298	BOICHIK BAGELS EVERYTHING SLICED 6/6 CT
28300	BOICHIK BAGELS CINNAMON RAISIN SLICED 6/6 CT
28302	BOICHIK BAGELS SALT & PEPPER SLICED 6/6 CT
28306	BOICHIK BAGELS SESAME SLICED 6/6 CT