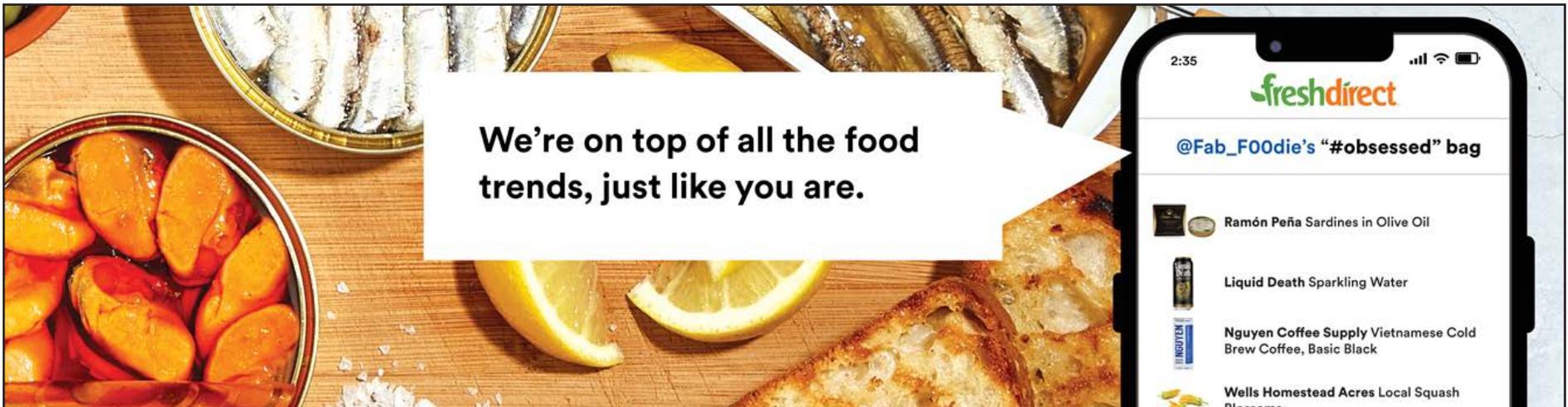
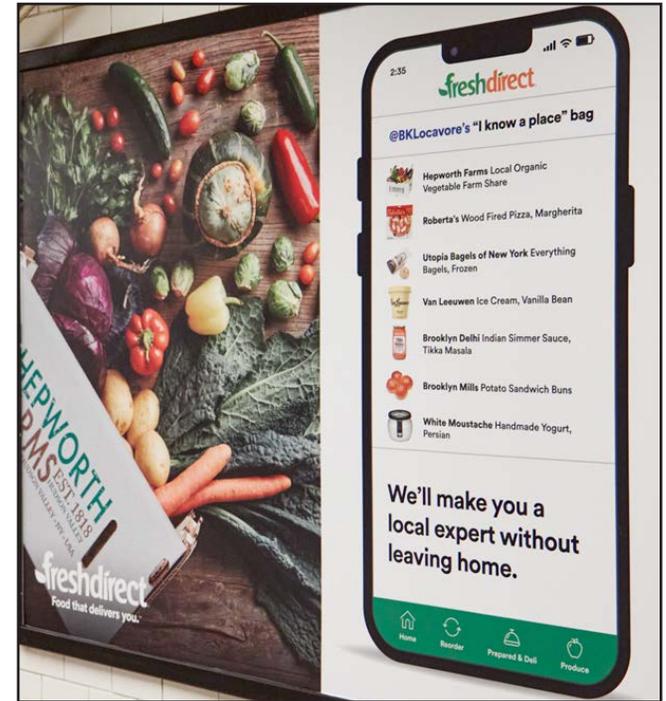
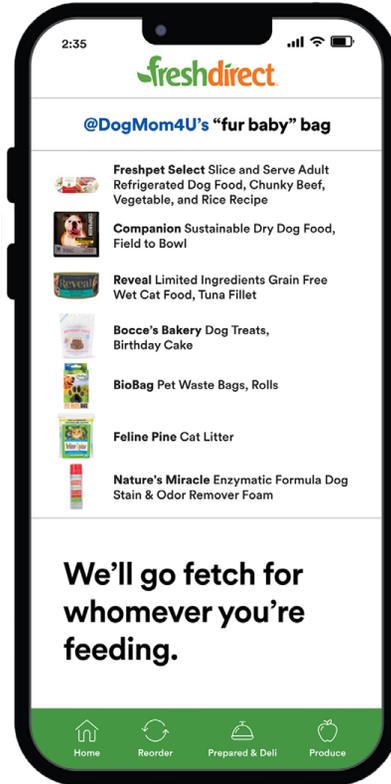
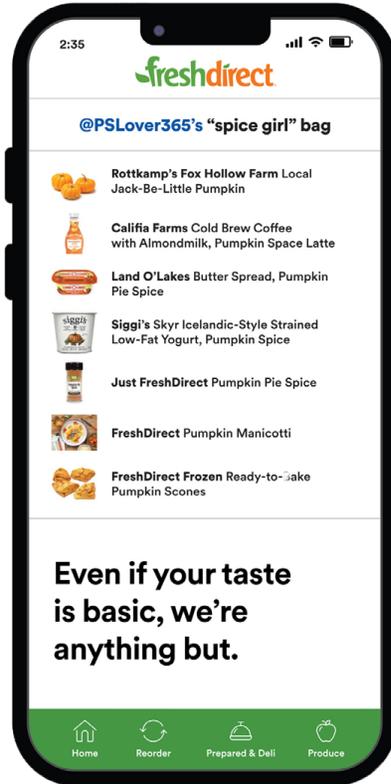
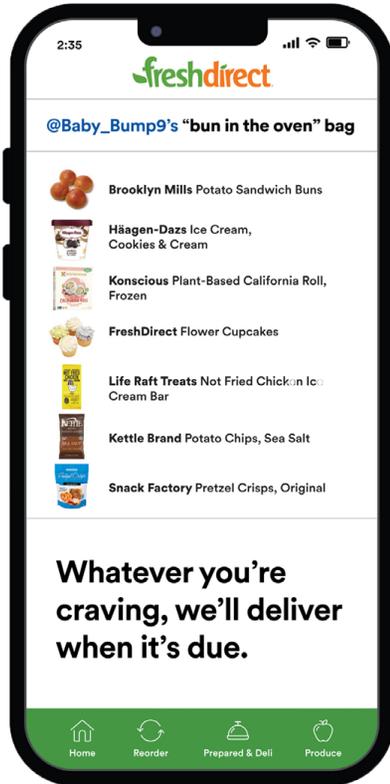


MIKI KAWASAKI PORTFOLIO

Brand campaigns: Subway Station Takeover



MIKI KAWASAKI

Brand campaigns: FreshDirect x The New York Yankees Out-of-Home Ads

Skip the store. Not the game.

freshdirect. |  Proud partner of the New York Yankees.



For when you're out (of food)

freshdirect. |  Proud partner of the New York Yankees.

Food so fresh, it's in its own league

\$50 OFF*
USE CODE: **GOYANKEES**



Our groceries cover all bases

freshdirect. |  Proud partner of the New York Yankees.

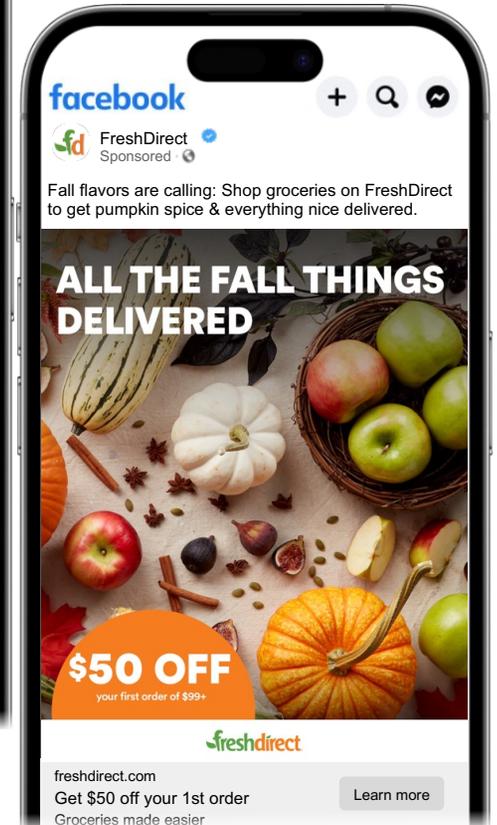
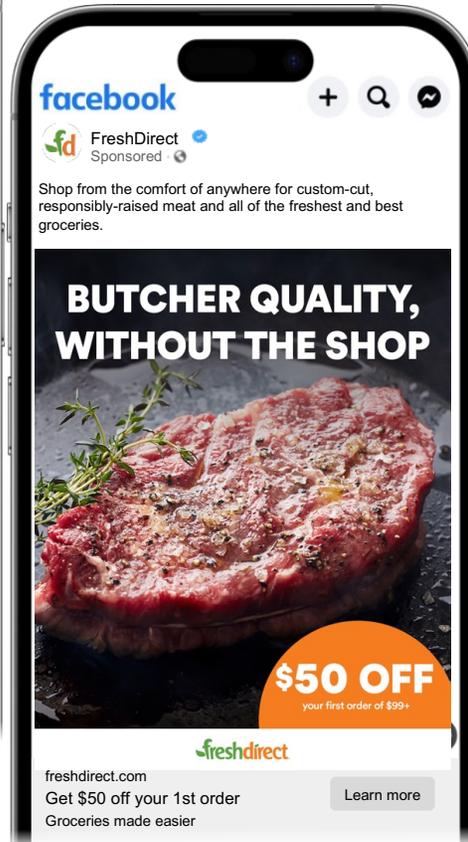
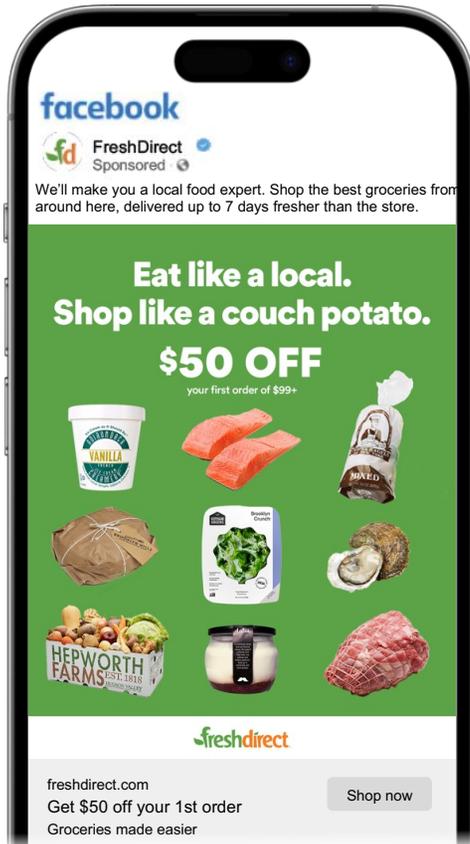
Make every meal a home run

freshdirect. |  Proud partner of the New York Yankees.



MIKI KAWASAKI

Paid digital: The Flavors of Fall



Good cod!

Iceland is a country with pure waters and rigorous environmental guidelines. Naturally, it has some of the best fish too. Our longtime partners at Icemar source it with pride.

Shop now

UP TO
20% OFF
Icelandic cod



Why we love it



Seriously fresh

Icemar's cod, haddock, and arctic char take just a 20 minute trip from the dock to the airport, arriving in NY hours after it was caught.

Responsibly sourced

Their fishery is at the forefront of sustainability and works to minimize water usage, waste, and overfishing.



Versatile & delicious

The taste of their fish is as clean as the waters that it comes from. In the colder months, it's perfect in stews or seared in a pan.



ICONIC NYC EATS

These chef-crafted goods bring the flavors of the best restaurants to your table— with no need for a reservation.

Order your faves



Peter Luger

The Brooklyn steakhouse's bacon is its IYKYK menu item. Your BLT will never be the same.

Momofuku

Their genre-bending Asian cooking changed the game—now they're coming for your pantry.



Roberta's

Roberta's invented a bold new way to do pizza. Their frozen pies are faithful to the OG.



Vista Hermosa

The freshest, tastiest tortillas and chips you'll find, from the people behind Tacombi.



MIKI KAWASAKI

Flavors by Bhumi sweet kumquats

Out of all the kumquat varieties out there, these are the sweetest you'll find. You can pop these grape-sized citrus fruits directly into your mouth (the rind is edible) and enjoy their candy-like taste. They're also great for slicing up to use in salads, sauces, or marinades and rubs for roast meats.



Flavors by Bhumi began with a quest to grow some of the most incredible citrus from around the world locally in New Jersey. Nowadays, this grower is known among chefs and food artisans for fresh and superior quality produce. They take their name from the Hindi word for "Mother Earth," to whom they entrust the care of their fruit trees.

This just tin: Portuguese tinned fish

Even if you barely follow social media food trends, you probably know that tinned seafood is the hot new ingredient. And we've got tinned fish that we think will break the internet: ABC+ conservas are made with incredible-quality Portuguese fish packed in delicious sauces, ranging from the traditional to the innovative. They're perfect for adding protein to salads, grains, and appetizers, or even rounding out your desk lunch.



Web: Product Descriptions

Love local: Adirondack Creamery

Paul Nasrani, the ice cream genius behind this much-loved brand, is a firm believer that local products taste better. So from his facility in upstate New York, he sources milk and cream from nearby farms, which contain a higher-than-average butter fat content (meaning it's extra creamy and delicious). From unique specialty flavors to a vanilla that critics adore, each of these pints has got that "only in New York" swagger.



Celebrate Black-owned businesses

FreshDirect has always been committed to supporting small, emerging, and local brands. This includes investing in BIPOC-led businesses that are working toward a more sustainable, inclusive, and just food system. The products on this list represent Black-owned enterprises that are not only driving some of the most exciting innovations in food, but also are dedicated to positive social and economic change.



MIKI KAWASAKI

Print: New Customer Brochure



Welcome to
freshdirect

What makes us different

One-stop shopping
Get everything from directly-sourced, farm-fresh produce to chef-prepared meals and your favorite grocery brands.

Curated by the experts
We're on the pulse of what's great, sourcing locally as much as possible, and from around the world when it matters most.

Happiness guaranteed
We've got high standards—just like you. Our team is here to make sure everything's perfect and you're completely satisfied.

10% OFF*
*Your next order of \$50 or more.
USE CODE: FDNEW24



The highest quality, freshest food

At FreshDirect, we work directly with farmers, fishermen, and local artisans to deliver the very best groceries to your door. We cut out the middlemen, so everything arrives at the peak of perfection. Because what makes our lives better is knowing that we've done everything to source the food that makes your life better, too.



Grocery shopping made simple

Delivery around your schedule

We offer a range of convenient options so you can choose the delivery window that works for you. Not a planner? We've got you covered with same-day and express delivery where available.**

Modify your order

Ran out or forgot an item on your list? Never miss something you need: you can modify your order and add to your cart up until the day before delivery.

Easy reorder

We save all of your past purchases, so there's no need to start from scratch. You can even get an entire order delivered again with one click!

Fresh Deals

Not many grocers put their best food on sale, but we do. Check the Fresh Deals page every Thursday to save on our latest seasonal picks and recommendations.

Peak Quality produce & seafood

Our experts taste and rate over 800 fruits, vegetables, and seafood items every day so you can know what's great right now. Look for the Peak Quality symbol to see what's freshest, tastiest, and best.



Get your favorite bottles delivered*

Shop an expert-curated alcohol selection from FreshDirect Wine & Spirits. There's something for every style and budget, plus values on rare finds.



Get unlimited free delivery

Sign up for DeliveryPass and enjoy these perks at no cost for the first 60 days:

- Unlimited free delivery
- Timeslot reservations
- Exclusive offers

Learn more at: freshdirect.com

Download our app and shop on the go!



* This offer is for a one-time 10% off your second FreshDirect order totaling \$50 or more, excluding groceries, books, bottle deposits and delivery fees, for residential customers in the FreshDirect delivery areas. Maximum discount amount cannot exceed \$25 and applies to your second order only. Discount applies at the checkout when promo code FDNEW24 is entered. Qualifying orders must exceed minimum purchase requirements before taxes & fees. Offer expires June 30, 2024. Offer is subject to availability. FreshDirect reserves the right to cancel or modify this offer at any time. Offer is nontransferable. Void where prohibited. ©2024 FreshDirect, LLC. All Rights Reserved.

** Available in select areas only.

* Wine & Spirits are sold by FreshDirect Wine & Spirits, an independently owned store with NYS License #1277181 & Flushing Ave Suite 120, Brooklyn, NY 11206. Alcohol delivery in New York State only.



MIKI KAWASAKI

Blog writing: bit.ly/3DqnwTw

Farmer's Eggs Are Small But Mighty

“Good things come in small packages,” as the saying goes. We’d say that when it comes to eggs, that applies doubly. Farmer’s eggs (also known as pullet eggs) are just a little over half the size of a standard large egg. But their taste is substantial, with creamier, firm yolks and fluffy, airy whites. This has made them a favorite among chefs, but they remain relatively scarce in grocery stores. That deserves to change.

Farmer’s eggs are exceptional not just because of their quality, but also because they are making use of a food source that often goes to waste. These eggs are produced by young chickens, called pullets, that are typically less than a year old and not more than a few weeks into their laying career. During this period, the birds are still growing and likewise their eggs are smaller too. Because most supermarkets are only willing to sell standard-size eggs, farmer’s eggs usually get separated out, although they can represent up to 10% of a farm’s stock. They’re sometimes used to make various egg products, but it’s not uncommon for them to simply get tossed.

A few years back, FreshDirect’s dairy team was paying a visit to Alderfer Eggs, one of our long-time partners. They saw the smaller eggs being picked out of that day’s load and asked why

this was happening. The Alderfer team explained that they were being removed because of their size and lamented that they would not be sold because they were the tastiest eggs of all. This sparked the conversation to sell the eggs at FreshDirect, and now, we await the return of farmer’s egg season each year.

Because the eggs are laid by young chickens, they have a more robust character to them, with dense, deeply pigmented yolks and whites that hold together beautifully—this makes them especially great for poaching and frying. Since they are produced during a limited period in a hen’s life, they usually arrive seasonally. Depending on the farm’s practices, they may come around for just a few weeks, although with planning the season can be extended (we’ve got our hopes up for an especially good season this year).

Eggs from Alderfer come with extra credentials that make them stand out even more. All of their birds are given optimal care because happy chickens lay better eggs. Alderfer farmer’s eggs are raised on 100% organic, vegetarian feed and are never given hormones, GMOs, or added byproducts. They have space to roam, roost, and nest amidst the farmlands of eastern Pennsylvania (yup, they’re local too). This natural environment makes it possible for the birds to stay healthy without the use of medication or antibiotics.

You can use these eggs in all the same ways as standard eggs, although you will want to adjust for size. An approximate rule of thumb is to use three farmer’s eggs for every two standard large eggs that a recipe calls for. Just make sure to keep an eye on them when boiling, poaching, or frying—they’ll cook a bit quicker since they’re small. Add a carton to your next FreshDirect order and discover just why farmer’s eggs are small but mighty.

