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Hello February!



The frosty days of February remind us how important fresh fruit and vegetables are to our well-being. They provide essential vitamins, minerals, and fiber, are low in calories and may help protect against cancer, diabetes, and heart disease. On these bone-chilling winter days, cozy up to traditional comfort foods or shake up the winter doldrums with exotic specialties from faraway ports.

Let the Philadelphia Wholesale Produce Market inspire you all month long during February's festivities:



- **Super Bowl 55 – Sunday, February 7, 2021**

Your celebration may be smaller this year, but you can go big on flavor! Keep your football fans happy and healthy with spinach dip, jalapeno poppers, fruit and veggie trays, salsa, limes, and, yes, avocados. (During last year’s Super Bowl, over 200 million pounds of guacamole was served throughout the United States)!

- **Chinese New Year – Friday, February 12, 2021**

Based on the lunar calendar, Chinese New Year falls on Friday, February 12th this year. Serve fruit and veggies that bring luck, longevity, and prosperity during the Year of the Ox. These include oranges and tangerines, peaches, apples, leafy greens, and dragon fruit. Check out this link for symbolism of foods during Chinese New Year [here](#).

- **Valentine’s Day – Sunday, February 14, 2021**

The PWPM feels the love in the air and is stocked with long stem strawberries, red roses, sweet romance grapes, and passion fruit. But, the ultimate commitment is serving up heart-healthy meals to your loved ones. Here’s some family friendly ideas from the Produce Moms [here](#).

- **President’s Day – Monday, February 15, 2021**

President’s Day technically celebrates George Washington’s birthday (2/22/1732) but also recognizes and honors the achievements of others presidents, particularly Abraham Lincoln and Thomas Jefferson. Why not celebrate your freedoms with a patriotic produce tray?

- **Mardi Gras – Tuesday, February 16, 2021**

Also known as “Fat Tuesday,” Mardi Gras is celebrated the day before Ash Wednesday, which is the beginning of lent. Use the rich, deep purples, greens, and golds naturally found in produce to transport you to the French Quarter in New Orleans.

February is also [American Heart Health Month](#) and [Black History Month](#). There’s always a meaningful way to celebrate how fresh produce is woven into the fabric of every aspect of our lives. So, don’t let the frigid days of February get you down. Embrace all this month has to offer

and don't forget to fight cold and flu season the natural way – with a well-balanced diet of colorful fruit and vegetables!

Customer Shout-Outs!

We're grateful to all of our customers! Big or small, whether you walk the Market every day or communicate your orders electronically, by phone/fax, or work through a broker, we appreciate your loyalty and strive to earn your trust every day!



Please note our NEW Customer Hours beginning January 2021

Sunday 9:00 am to Sunday 12:00 pm
Sunday 7:00 pm to Monday 11:00 am
Monday 7:00 pm to Tuesday 11:00 am
Tuesday 7:00 pm to Wednesday 11:00 am
Wednesday 7:00 pm to Thursday 11:00 am
Thursday 7:00 pm to Friday 11:00 am

PLEASE NOTE THAT EVERYONE ENTERING THE PHILADELPHIA WHOLESALE PRODUCE MARKET IS REQUIRED TO WEAR A MASK OR APPROPRIATE FACIAL COVERING. THIS IS FOR OUR PROTECTION AS WELL AS YOURS.



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6700 Essington Ave, Philadelphia, PA 19153

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