

Tapenade

Your guide to fresh and local

From the fields to your plate: GSPM's story

Introducing New Innovations and Flavours

Taste the Sunshine: Fresh, local summer recipes





A word from Becky

Welcome to the first edition of **Tapenade**, celebrating the season's freshest flavours as Cook it joins the Fresh Prep family.

Tapenade reflects our culinary heritage, blending menu highlights, farmer stories, and customer experiences. It symbolizes our commitment to using local ingredients, celebrating our community, and fostering connections through food.

Inside, you'll find stories about our suppliers, kitchen tips, ingredient spotlights, and more.

Thank you for joining us.

Happy cooking and bon appétit!

Becky Brauer

Co-CEO, Fresh Prep & Cook it

Introducing easy breezy meal prep

This summer, we're excited to introduce pre-cut, pre-portioned vegetables into many of our recipes. Pre-cut produce means less waste and time spent in the kitchen.



Sunny new treats



To Come



New

Make it your way

Our new menu lets you customize your meals to meet your dietary preferences or appetite.

Want to switch or double up your protein? We've got you covered. And selecting gluten-friendly and dairy-free options is easier than ever.



Spend more time enjoying the summer knowing we have you covered for those busy days!

New protein delights

Prepare for more protein! Our new summer menu has all the season's favourites covered, from crispy fish and chips to mouthwatering turkey burgers. Plus, discover fresh rainbow trout, the return of Nordic shrimp, and more.

Family favourites

Delight in our thoughtfully curated selection of family meals – picky eater approved!

Plus, discover fresh new additions to our Pantry including ready-to-eat meals, on-the-go snacks, and refreshing beverages.



Perfect for days on the road!

FROM THE FIELD TO YOUR PLATE:

G.S.P.M.'s fresh greens & herbs



At Cook it, we proudly collaborate with local businesses that share our passion for sustainably grown food. Meet the family-owned business G.S.P.M., vegetables and herb producer and Cook it partner since August 2023.

A pioneering family business

With over 40 years of experience in food distribution, Solange, Sylvain, and their four children (Guillaume, Sébastien, Patrick, and Mélissa, hence the name G.S.P.M.) have transformed their passion for agriculture into a successful business dedicated to innovation and sustainability.

In 2021, they launched an ambitious project: a vertical hydroponic farm producing vegetables year-round.

G.S.P.M.'s farm is dedicated to ensuring future generations enjoy a healthy environment by offering fresh, local, pesticide-free high-quality products year-round at stable prices.



A commitment to eco-friendly practices:



Rainwater harvesting:

Reducing water consumption's environmental impact.



Greenhouse gas reduction:

Local farming to cut our carbon footprint.



Quality control:

Ensuring consistent, high-quality production with minimal risk of cross-contamination.

“This collaboration is at the heart of Cook it’s mission to create exceptional meals and support sustainable agriculture.”

Thomas Dubrana, Products Director, Cook it

Enjoy G.S.P.M.'s fresh, local produce year-round—crisp lettuce, arugula, spinach, and cucumber. This summer, savor their new herbs—basil, parsley, dill, and thyme—on our menu!



Taste the sunshine

Fresh, local summer recipes

This summer, our vibrant ready-to-cook menu highlights fresh, locally sourced ingredients. Whether you're seeking comforting family meals, savoury BBQ options, stylish hosting dishes, or seasonal delights, our summer menu is designed to inspire you at home.



Flame On!

Make your summer BBQs unforgettable with our tasty grilled delights. Enjoy **Piri Piri Ribs**, **Chicken Parmesan Burgers**, **Salmon Papillote**, and **Halloumi Skewers**. Each dish highlights fresh, local ingredients, perfect for your outdoor feasts.



Entertaining Essentials

Host effortlessly with our chic dishes! Impress guests with **Flank Steak in Green Pepper Sauce** or a **Grilled Chicken Breast Platter**. Perfect for creating memorable, elegant dining at home.

Seasonal Sensations

Savour summer with our curated recipes featuring local favourites. Nordic Shrimp, a crowd favourite, make a delightful return to our menu, shining in our **Shrimp Guédille Pasta Salad**. Enjoy more seasonal delights that celebrate summer's bounty!





The recipes are varied and different, **adding a special touch** when we lack inspiration.

AT THE TABLE WITH

Vanessa & Christian

Villeray, Montréal

Vanessa and Christian, a couple with a flair for combining their distinct culinary backgrounds, have been loyal Cook it customers since December 2023. Vanessa, of Haitian descent, enjoys trying out new techniques and flavours. Christian, from Quebec, may not have as much kitchen experience, but his enthusiasm and willingness to learn make him a quick study under Vanessa's guidance and the help of clear recipes.

Together, they enjoy exploring new flavours and trying new techniques, turning every meal into a moment of sharing and discovery.



Whenever possible Vanessa and Christian cook together, operating in a chef and sous-chef dynamic that has made cooking more fun for both of them and enriched their culinary experiences.

"Cook it allows us to plan our weekly meals better and frees up our evenings."

- Vanessa

They enjoy the variety of cuisines Cook it recipes makes possible, with a particular fondness for Asian flavours, allowing them to travel through their taste buds.

"We've adopted bowls (Korean bowl, Bahn mi beef bowl), moussaka, and many other recipes. We discover new flavours and techniques that we can reuse in our own way."

Their weekly menu planning is efficient, and tailored to their busy professional schedules and planned activities. Fans of fresh local ingredients, they use their cooking time as a moment of connection.

Their favorite way to enjoy a summer's dinner is with a BBQ feast, accompanied by a cool beer for Christian and white wine for Vanessa. It's their ideal way to enjoy beautiful summer evenings on their terrace.



Inside our pantry

Explore our Pantry for new ready-to-eat meals, snacks, and refreshing drinks to complete your summer feasts. Discover local delicacies, including Aliments du Québec products to elevate your culinary adventure.

Picnic Perfection

Enjoy outdoor dining with local cheeses, marinated olives, nut blends, and convenient on-the-go hummus dips and crackers. Perfect for picnics and patios!



BBQ Newcomers

Fire up the grill with our top-tier local meat selection. Indulge in Italian sausages, succulent flank steaks, flavourful chicken skewers, and mouthwatering premium beef burgers. Don't forget to pair your BBQ favourites with our new Arhomas Breads, including caramelized onion burger buns and Viennese hot dog buns.



Kid-Friendly Options

Whether your kids are at home or off to camp, our convenient little lunches and snack bundles are a hassle-free option that your little ones will adore.



Summer Sips

Boost your summer gathering with our handpicked beverages: mocktails, iced tea, lemonade, kombucha, cold brew, and sparkling drinks. Get inspired and craft your own signature cocktails!



Loop's Crush Lemonades: The ideal complement to any summer occasion. Available in Strawberry and Blue Spirulina flavours.



Try this refreshing cold brew with homemade lemonade. This bold coffee-lemon mix is an Italian favorite. Don't knock it 'til you try it!



Until next time, happy cooking!

We hope this summer edition of Tapenade has sparked your culinary creativity and brought some sunshine to your kitchen! Keep the good vibes and tasty meals coming by planning your upcoming weeks. Dive into our summer menu and make the most of the season's best flavours.

Stay inspired, order your
next week's menu.

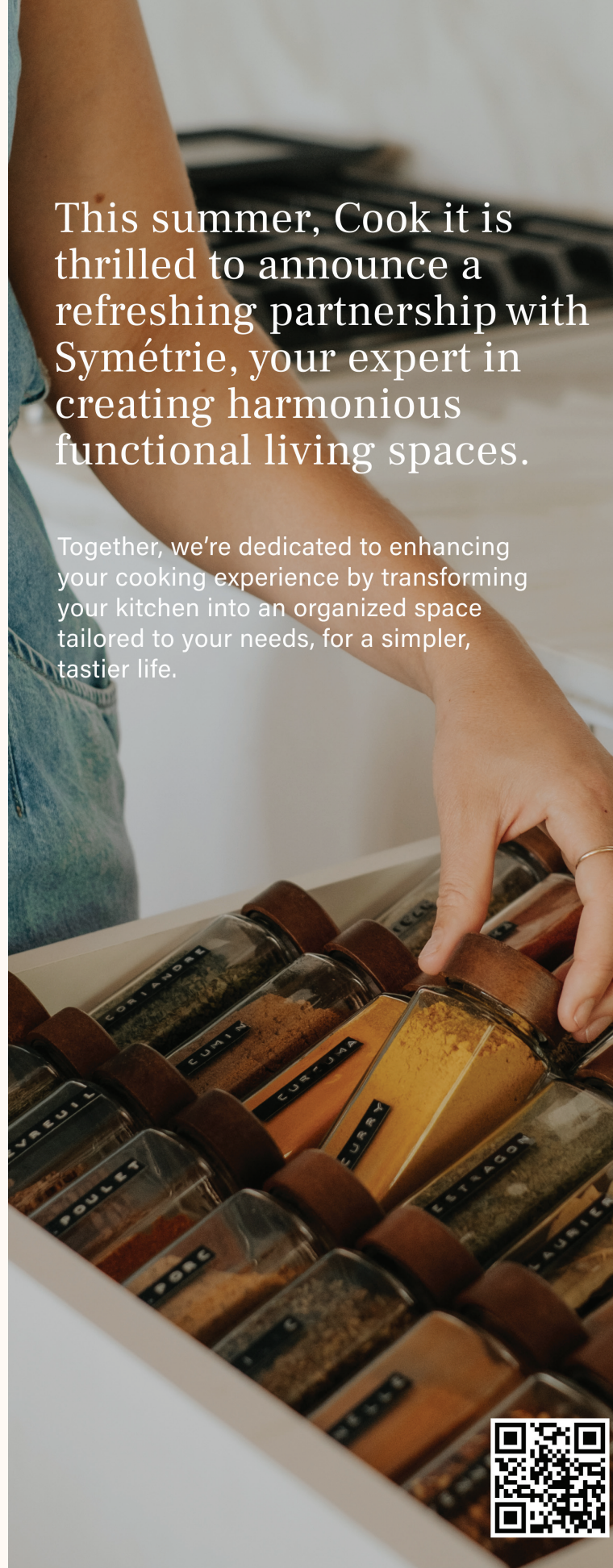


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Cook it is proudly powered by Fresh Prep Foods Inc.

This summer, Cook it is thrilled to announce a refreshing partnership with Symétrie, your expert in creating harmonious functional living spaces.

Together, we're dedicated to enhancing your cooking experience by transforming your kitchen into an organized space tailored to your needs, for a simpler, tastier life.



Book a consultation by July 20th and
save 10% off your organization project.