



SEPTEMBER 2025  
NEWSLETTER

# BAILEY'S PRODUCE & NURSERY

## Back to Routines, Florida (Panhandle)-Style!

The calendar says it's Fall, but here in the Florida Panhandle we know the seasons don't flip with a page. It's still warm outside, the days are bright, and summer produce is holding strong. At Baileys, we are blessed with the beautiful tomatoes, peppers, okra, melons, and all the flavors that carry us through these late-summer days.

And as the season slowly turns, you'll notice the first hints of fall at the market—greens, root vegetables, maybe even a few early squashes—arriving right alongside summer's last abundance. In the Panhandle, this is the best of both worlds—summer produce still going strong while fall favorites start to appear! Stop by this week and fill your basket with the best of both seasons. We'd love to help make your return to routine a little brighter—and a whole lot more delicious.



Dan Thero  
Co-Owner, Baileys



**CUSHAW SQUASH** looks like a gourd that lost a bet with a zucchini, but don't be fooled—it's your new fall bestie. Here's how to roast it (aka turn this beast into dinner):

Hack it open like you're auditioning for a cooking horror film.

Scoop out the seeds (save them if you're feeling Pinterest-y, otherwise...

compost).

Slice into manageable chunks. "Manageable" = whatever fits in your pan without a trip to the ER.

Olive oil, salt, pepper. That's it. Don't overthink it.

Roast at 400° until it's golden and your kitchen smells like autumn showed up with a casserole.

## Meet Our Produce Experts



Isaac Glahn  
Vendor Mgmt



Nate McClain  
Operations Mgmt

## "SHOULD I BUY PUMPKINS FOR DECORATION OR DINNER?"

HOW ABOUT BOTH? CUSHAW SQUASH JUST IN. YOU CAN ROAST THEM FOR SOUP OR MAKE A PRETTY CENTERPIECE



## Our Seasonal Produce September - November



### Vegetables

TN Veggies GA Veggies  
GA Corn GA Variety  
Eggplant (Indian,  
Spanish, Sicilian, Italian)  
Carving / Decorative  
Pumpkins  
Edible Squash  
Corn Stalks  
Hay Bales



### Fruits

OK Watermelon PA  
Apples  
PA Peaches  
PA Pears / Asian  
Pears  
Plums / Pluots  
Fruit Baskets



### Beans / Peas

GA Green Beans  
Cranberry Beans  
October Beans  
Local Cauliflower



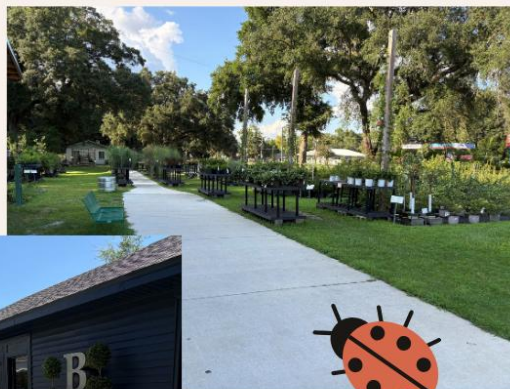
### Fruit Baskets Fruit Boxes

CA Navels  
CA Cara Cara  
CA Mandarins  
CA/TX Grapefruit



## Garden Transformation!

What a change our garden center has seen this year! We've been busy growing—not just plants, but our entire space and offerings. One of the biggest highlights has been the addition of the **"Big B" shed**, now home to a curated collection of garden accessories and specialty pots. You'll also notice our **brand-new pole barn**, built to house a wide variety of soils, mulches, large garden pots, and stunning fountains. As you've watched our property expand, we've used that space to bring in an even broader selection of trees, tropicals, shrubs, grasses, perennials, and annuals—giving you more options and inspiration for every corner of your garden. With all this new space, you now have room to wander, dream, and imagine the possibilities. And to help bring those dreams to life, we're excited to **now offer garden design and installation services**. Whether you're starting fresh or refreshing a tired bed, our team is here to help make your vision grow. Just give Garret and Tiffani a call at (850)332.5959



## Meet Our Award-Winning Garden Team



Tiffani Salinas,  
Nursery Mgr



Garret Steinhauer  
Operations Mgr



El, Kay, Jamie  
Nursery Experts



## Your September Garden To-Do List

- Refresh your Container gardens with snapdragons, dianthus, mums, and petunias
- Get your transplants in your fall vegetable garden
- Cool season vegetables such as cauliflower, broccoli, brussels sprouts, cabbage, kale, mustard, lettuce can be planted September to January
- With shorter days and cooler nights—begin to reduce the amount of water applied as needed. Avoid watering in the evenings to prevent fungal diseases
- Blast of sucking insects (aphids, mealybugs, etc.) with water or spray with insecticidal soap
- Mulching keeps plant roots cooler, weed seeds at bay and conserves water. Apply 3" deep around trees and shrubs. Add compost around annuals, herbs, and vegetables.

**Bailey's**  
PRODUCE & NURSERY  
50% NURSERY  
DELIVERY COUPON  
SEPT-OCT ONLY, MUST PRINT TO REDEEM



## Explore The Cupboard at Baileys: A Pantry Worth Discovering

The Cupboard is Baileys' specialty foods department, and it's packed with flavor, quality, and intention. Our team understands how passionate this community is about creating exceptional home-cooked meals, so we are always on the lookout for unique, small-batch products from local makers, Southern artisans, and culinary creators from around the world.

Stroll through the Cupboard aisles and you'll find an inspired mix of pantry staples—everything from pickles, jams, and nut butters to freshly milled flours, grits, and pastas. We also carry an excellent selection of vinegars, olive oils, dressings, beans, rice, coffees, and teas.

And then there are the local gems: fresh milk, farm eggs, small-batch ice creams, handmade pastas and soups, and desserts for every kind of sweet tooth. You'll also find a thoughtful selection of sausages, seasoning pieces, charcuterie, cheeses, and olives.

We're proud to help our customers stock their kitchens with the best of local and beyond—delicious finds you won't see on just any grocery shelf.



**Olivia Thero**  
Cupboard Mgr

## Team Recommendations

Getting back into a disciplined daily routine can be tough. This fall, we're reflecting on how we can better fuel our bodies for the demands of busy schedules—balancing work demands with everything else life throws our way. Protein rich, immunity building, nutrient dense foods are our go-to. Here are a few of the products that help us keep up with the fast pace at Baileys (and our lives outside of work!).



**Kala: Buyer / Local Events**



**Destiny: Receiving Lead / Dedicated Foodie**



**Melisa: Master Merchandizer / Makes Everything Pretty**



**Kelsey & El: Inventory and Stocking Maniacs**



**Rancho Gordo**  
Black Caviar Lentils



**Ground Up Nut Butters**



**HeyDay Soups**



**Deep Roots Milling**  
Yellow Polenta



**Local Pasta A Mano Soups,**  
Pasta and Pimento Cheese



**Maine Grains Organic Farro and Barley**



**Fishwife!**



**Local D&D Honey**



**Craft Bread**

**'MUST TRY'**



## Lentil Tomato Soup

### Ingredients

4 T. Unsalted butter  
 1  $\frac{3}{4}$  cups heavy cream  
 2 medium shallots finely chopped  
 1 (28-ounce) can whole tomatoes  
 1 (15-ounce) can lentils, rinsed or 1  $\frac{1}{2}$  cups (try Rancho Gordo!)  
 Salt

**Step 1:** In a medium pot over medium heat, melt butter. Carefully add 1 Cup heavy cream and bring to a boil. Reduce the temperature to medium and simmer, occasionally stirring for 5 minutes until cream thickens, reduces to about a third of its initial volume and resembles melted cheese while developing brown bits around pot.

**Step 2:** add shallots and continue stirring

**Step 3:** Add the tomatoes and juices, crushing them with your hands as you add them to the pot. Add the lentils, 2 cups of water and a big pinch of salt. Scrape the brown bits off the bottom and sides of pot using a spatula

**Step 4:** Bring to a boil over medium-high. Partly cover with lid and boil, stirring occasionally, for 15 minutes. Add remaining  $\frac{1}{3}$  cup of cream and season with more salt.

**Step 5:** Serve right away or blend the soup using an immersion blender until as creamy as desired



## Fruit Basket Pricing Good News: No Changes!

HALF PECK = 7LBS OF FRUIT	\$ 25.99
PECK = 15LBS OF FRUIT	\$ 36.99
HALF BUSHEL = 30LBS OF FRUIT	\$ 61.99
BUSHEL = 60LBS OF FRUITS	\$ 89.99



**OUR FRUIT BASKETS ARE A PENSACOLA TRADITION WITH NO FILLERS AND NO FLUFF. IT'S ALL FRUIT BOTTOM TO TOP. THIS YEAR THERE ARE NO PRICE INCREASES. REMEMBER IF YOU ARE ORDERING 10+ BASKETS FOR CLIENTS, FAMILY, AND FRIENDS, WE HAVE EARLY BIRDS DISCOUNTS AND DELIVERY AVAILABLE. CALL US AT 850.332.5959 FOR DETAILS!**

## The PERFECT Gadget

The perfect kitchen gadget isn't the fanciest—it's the one you reach for every day. A citrus squeezer, a favorite spatula, a whisk that just works.

At Baileys, we stock our shelves with tried-and-true tools—simple, reliable gadgets that make cooking easier and more enjoyable. Whether you're buying for a seasoned cook or a beginner, the right tool can be a small gift with a big impact. Because the best gifts are the ones that get used—and loved—again and again.



Butter Churn



Tea Tongs



Lettuce Knife



Pretty Measuring Spoons



**25% OFF MARKET COUPON**  
 SEPT 9-15 ONLY. MUST PRINT TO REDEEM  
 NON-NURSERY. NO SALE ITEMS.

## Custom Local Gift Baskets

At Baileys, we're happy to create a custom gift basket tailored to that special someone. Choose from local honey, teas and coffees, chocolates, jams, pickles, sauces, oils, baking items, and non-alcoholic treats. Sweet, savory, or somewhere in between—we'll help you make it personal.



## From the Owners: The Story Behind Our Book Nook

When Dan and I purchased Baileys in 2020, we had no idea a global pandemic was right around the corner. That first year was a whirlwind—learning the ins and outs of the business while navigating the uncertainty unfolding around us, not to mention dealing with both a hurricane and a fire! It was both exhilarating and exhausting.

But even in the chaos, we made time for something we both love: reading.

One day, while researching online, I came across a bookseller that specialized entirely in cookbooks and food literature. I thought, What a brilliant idea! I immediately turned to Dan and asked, “What if we sold cookbooks, gardening books, and stories about food?”

As I dove deeper into the world of wholesale book buying, I discovered beautiful children’s books—thoughtful, wholesome stories that instantly felt like a perfect fit. After all, we’re in the food business, and food connects people of all ages. Why not offer books that celebrate that connection?

Fast forward to 2025, and while our little book nook is still just a small part of what we do at Baileys, it’s become an experience that families tell us they love. Whether it’s a cozy board book for toddlers or a charming cookbook for a home chef, these stories add something special to our space.

Now, we want to hear from you. What would you love to see in our book nook?

- More board books for little ones?
- Affordable cookbooks or food “zines”?
- Reading hours for kids?

Drop me a note at [market@baileysproduce.com](mailto:market@baileysproduce.com)—we’d love your feedback as we continue to make this little corner of Baileys special together.

Warmly,

Alison



Alison Thero  
Co-owner, Baileys



What's I'm  
Reading Now

### Bicycling with Butterflies by Sara Dykman

One woman. 10,000 miles. Millions of monarchs. This is one of those books that quietly sticks with you. Sara Dykman set out to do something no one had done before: bike the entire migration route of the monarch butterfly—from Mexico to Canada and back—alongside these fragile, determined creatures. Her journey is part science, part adventure, and full of heart. It’s about paying attention to the world around us, protecting what matters, and finding joy in wild, beautiful things.

## Why You Should Learn to Love Reading Again

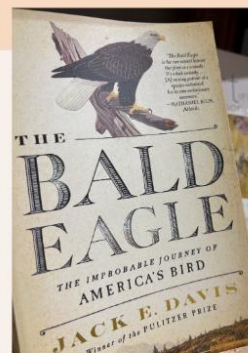
Did you know the number of Americans who read for pleasure on a given day has dropped by 40% in the last 20 years? It’s easy to blame social media—but that’s still a real loss.

Reading is good for you: **It sharpens memory, improves sleep, boosts empathy, and supports overall well-being.**

Here are a few simple ways to bring reading back into your life:

1. Make time for it. Waiting rooms, bus rides, bedtime—build reading into the quiet moments.
2. Reread a favorite. You’ll notice new things, and your perspective may have changed.
3. Audiobooks count! If listening works better, go for it.
4. Get inspired. You never know what you’ll find at Baileys—we stock a wide range of unique books you won’t see in big-box stores.

**Start small, stay curious, and let yourself fall back in love with reading!**



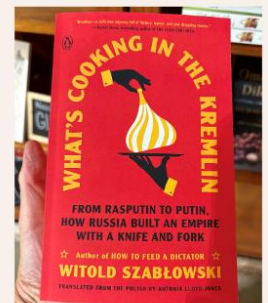
### The Bald Eagle by Jack E. Davis

Pulitzer Prize-Winning Author

More than just a symbol of freedom, the bald eagle has a wild and unlikely history. Once nearly wiped out by hunting and pollution, this majestic bird became one of America’s greatest conservation success stories.

In this fascinating read, Jack E. Davis explores how the eagle shaped—and was shaped by—American history, culture, and environmental change.

A perfect pick for nature lovers, history buffs, and anyone who loves a good comeback story.



### What's Cooking in the Kremlin by Witold Szablowski

Power, Politics & the People Who Feed Them.

Go behind the scenes of history with this fascinating and unexpected look at the cooks who served the world’s most powerful—and dangerous—leaders.

From Stalin and Putin to Fidel Castro and Saddam Hussein, journalist Witold Szablowski explores what was on their plates, who prepared it, and what these meals reveal about control, fear, and human connection. Equal parts political history, travel writing, and culinary storytelling—this is food writing with a sharp edge.