

# Simply Quince

The Quince Revival Swells

# Simply Quince



barbara ghazarian





# National Books Awards

## Best Cookbook & Home Garden



# Team Quince



# Team Quince



# Team Quince





# SIMPLY ARMENIAN

Naturally Healthy  
Ethnic Cooking Made Easy



BARBARA GHAZARIAN



# Smyrna Quince

Horticulturist R. C. Roeding, Fresno 1887

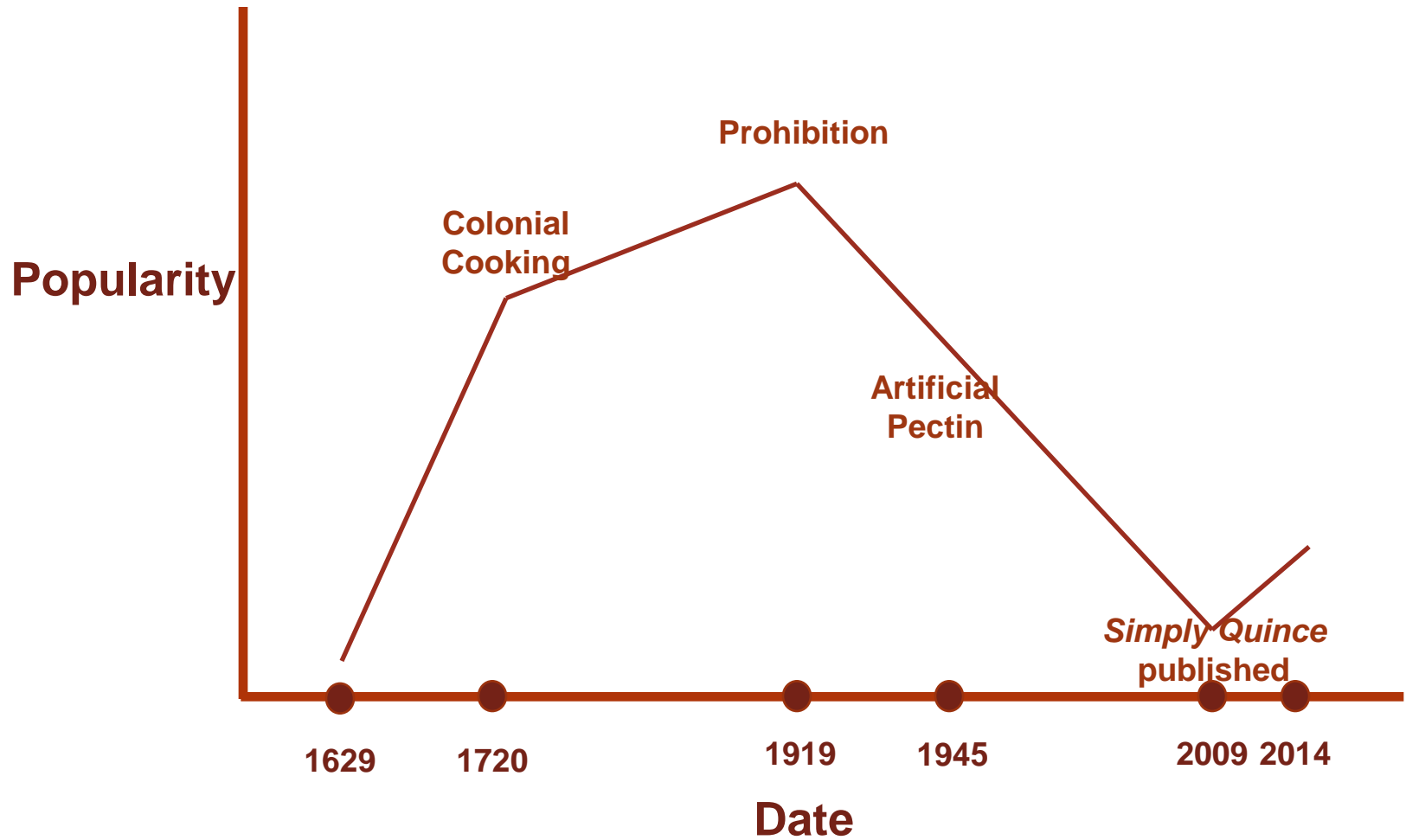






**Commercial quince harvest  
San Joaquin Valley, CA**

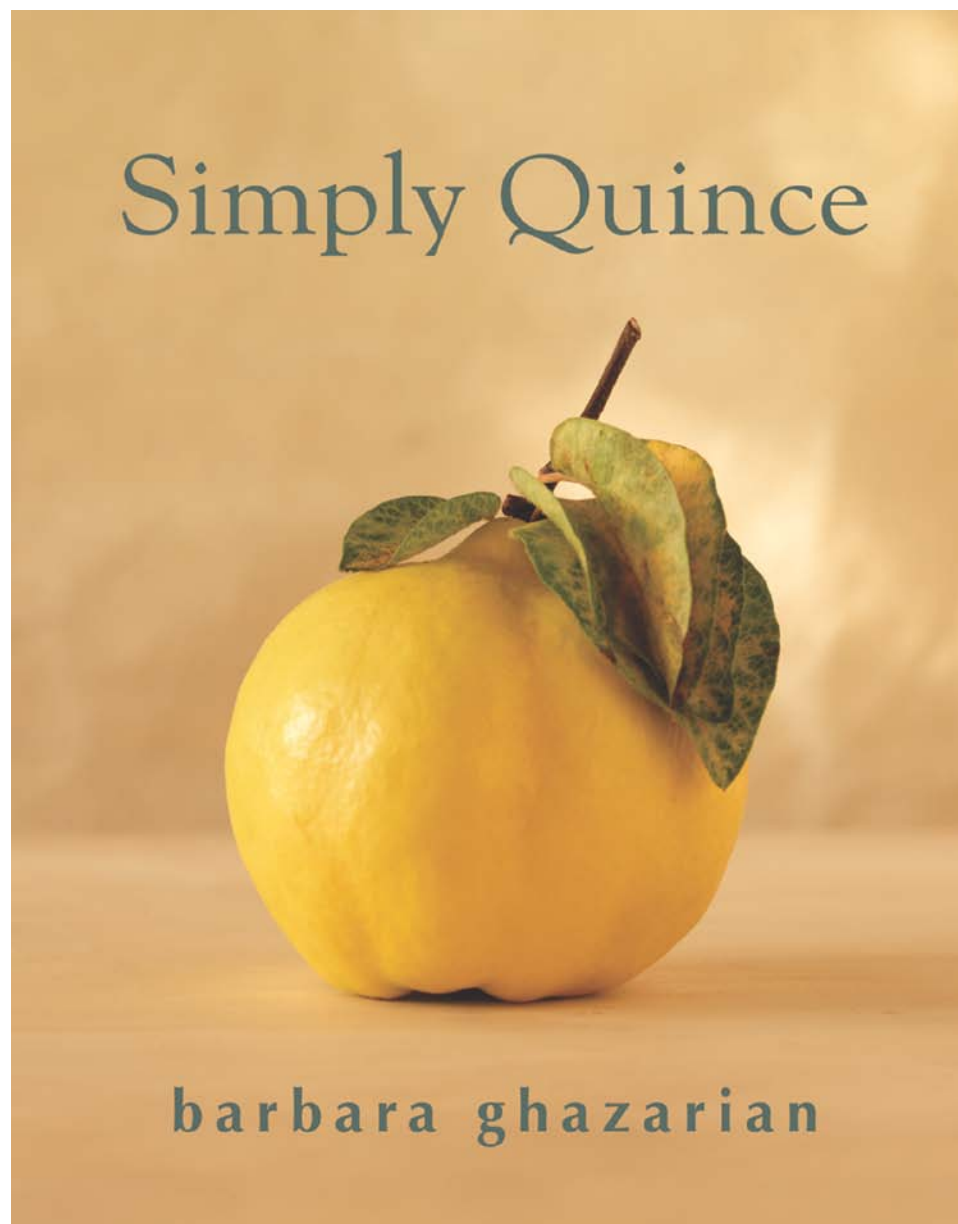
# US Quince Popularity



**How can I resurrect  
the heirloom quince  
to its rightful place  
on the table and in  
the garden?**

# Simply Quince

- **Easy**
- **Delicious**
- **Versatile**
- **Festive and Fun**





First cousins behave very differently  
in the kitchen.

**Apple - Pear**



# Dispelling the Myths

- Difficult to peel, cut, and core.
- Strong flavor.





Having the right tools

Fresno Armenian Ladies' Kitchen Widget























# Grilled Polenta and Portobello Mushrooms with Balsamic Quince



The holidays are upon us.

**Got quince?**



# Thanksgiving Dinner







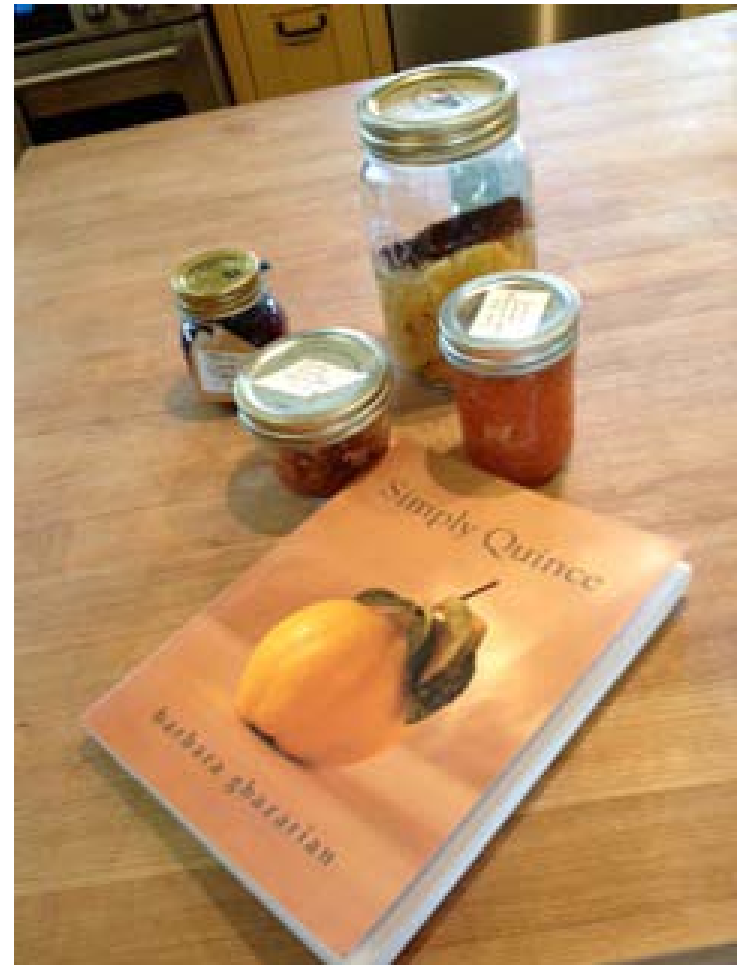






# Team Quince

## Farmers & Home Cooks



# San Carlos Quinces




# Vermont Quince







quince  & apple  
small batch preserves  
from the upper midwest

A VERY  
  
QUINCE  
HOLIDAY CABARET

# The Quince Revival Swells

## 2014 – Five years later

- CRFG honors the quince as Fruit of the Year!
- Regional interest grows: Oregon, California, Washington
- Food bloggers: Autumn posts begin with, “I love quince!”
- Cookbook authors increasingly include a quince recipe.
- Restaurants: Quince (SF), Quince (Evanston, IL)
- Farmers’ markets: Farmers report growing interest and sales, especially in CA, NW, and NYC
- Cottage businesses: Vermont Quince, San Carlos Quinces
- Major media: NYT, Wall St. J, LA Times, NPR, numerous culinary magazines, secret ingredient on TV chef shows.
- Nursery sales: Raintree Nursery and One Green World

