



APPLE PRESS

News, Hints & History from your Friends at Soons Orchards

www.soonsorchards.com New Hampton, NY 845-374-5471

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Fall 2004

A Booming Fall

If you were in on an October weekend you may have noticed that it was pretty darn busy at Soons. Visitors from all over the area, and from as far away as South Jersey and Riverhead, Long Island, came to Soons to enjoy apple and pumpkin picking, and all the great products in the store. We also welcomed customers from Slate Hill Orchards, a local farm that closed its doors this summer.

The many new visitors, plus a smaller and ahead-of-schedule crop (we had to pick the Galas a week early, for example) also meant the U-Pick apple orchard was sold out by October 17 – the first time we’ve ever sold out before the end of October. Sorry to everyone who planned to visit later in October. Our apologies also if you had to wait in an extra long line – we are planning now for how to improve our check-out for next fall’s busy season. In the meantime, we thank you for your patience and invite you to visit us in January – when you’ll practically have the whole place to yourself!



Look Mom, I'm on TV - in Japan!

One early October Saturday, TV Tokyo came to Soons Orchards for a visit. This Japanese network reaches 32 million households, accounting for about 70% of Japan. Their New York City news crew wanted to see what goes into Halloween preparations, so they joined hay wagon riders for a few visits to the pumpkin fields, and interviewed several customers. And how did they find Soons? On the World Wide Web, of course!

CyberApples:

Help us keep you up to date by providing your e-mail address (write to: info@soonsorchards.com). Don't worry: our messages are very occasional and we won't share your address.

Did You Know?

Most mass-market apple juice is produced using very cheap imported apple concentrate from other countries like China and Chile, which typically have minimal, if any, environmental and processing regulations.

Cider as Staple

Once upon a time everyone drank cider. Back in colonial days people drank apple cider (what we would now call “hard cider”), not merely for the taste, but because it was one of the few beverages safe to drink. Even though no one yet made the connection between sanitation, tainted water, and disease, people still knew to avoid the water as much as possible, and so the English brought that suspicion with them to America. Almost all the apples grown were “spitters” (you can guess why they got that name) – but that was fine, because they were destined for cider. Rumor has it that cider was so important that a town’s prosperity was judged according to the amount of cider it produced!

Coupon: Clip & Save



100% Delicious!

Spend \$15 at Soons Orchard and receive an 8 oz peanut butter free! Our plain and honey roasted peanut butter is made fresh at Soons – no funny stuff added.

Almond butter excluded. One coupon per household please. Expires Dec. 24, 2004. No copies accepted. No cash value.

CURRIED BUTTERNUT APPLE SOUP

(Makes 8-10 servings)

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|---|---------------------------|
| ¼ c. butter | 2 c. chopped onion |
| 1 rib celery, chopped | 4 tsp. curry powder |
| 3 c. water | 1 c. cider |
| 2 medium apples, peeled and chopped | Salt and pepper, to taste |
| 2 medium butternut squash, peeled and cubed | |

1. Melt butter in heavy pot, add onions, celery and curry powder. Cook over medium heat, stirring often, until vegetables are tender. **2.** Add squash, apples and water; bring to a boil. Reduce heat, cover, and simmer 20-30 minutes, or until squash and apples are tender. Drain and reserve liquid. **3.** Puree apple-squash mixture with one cup of cooking liquid. Return to pot. **4.** Add cider and as much cooking liquid as needed to reach desired consistency. **5.** Season with salt and pepper. Reheat if necessary, and serve.

NEWS BITES

Dreaming of Pies

That special day known as Thanksgiving is almost here, and that means a marathon pie-making session at Scotty's Country Kitchen as they prepare over 2,000 pies. Pre-order by calling the store at 845-374-5471; remember that pie orders to be picked up on Thanksgiving day must be pre-paid. Soons will be open 9 to noon on Thanksgiving Day. Happy holidays – and don't forget Scotty's for Christmas, Hanukkah and Kwanzaa!

Hot Diggety Donut

What is it about our apple cider donuts that makes resistance futile? Food writer Bob Andersen of the Times Herald-Record, put it this way: "The cake doughnut is filled with tiny air pockets and is extremely light. The pale, golden-apple-colored interior is very moist and packed with flavor."

Hmmm...that could be it – or maybe it's just that they are so darn good! Thanks Bob for the kudos – Teresa, our master donut maker, definitely deserves the recognition.

Birthday Bonus

Congrats "Happy Birthday Sandy" raffle winner Joan B. from Middletown NY who will enjoy a gift certificate for \$19.37. We hope everyone enjoyed the pie, donut and other samples on Oct 2, in honor of Sandy Soons' birthday.

Say hello to Spike the Scottie, and the newest pup on the farm, Belle.



Tractors are the Best Toys



This could be a good sign: 2 1/2-year-old grandson Conor loves tractors. And we mean LOVE. He's nearly given up *Sponge Bob* for *Classic Tractor Fever*. "Pa-Pa" Art says he "understands completely," adding, "If you treat your tractors right, they will take you where you need to go and never leave you stranded."

Apple Hours

Open 9 to 6 every day*; Thanksgiving 9 to noon; after Thanksgiving: 9 to 5:30.

***Should Soons stay open later?
See our survey below***

Remember, we're open right through the winter. Your reward for coming out in the cold: a nice hot cup of Soons cider with a touch of spice. Yum!

What Do You Think?

Should Soons stay open late one night a week? Would that help you? What night is best? Please let us know by email to info@soonsorchards.com or call us!

Lost 'n Found

Cell phone, baby carriage, camera case ... found at the orchard in October. If you lost it, call us!

Unique. Tasty. Healthy.

What to get for the person who has everything? An apple gift basket or apple gift pack from Soons, of course. Gift baskets can be customized to your specifications – they're full of delicious fruit and any other treats you choose. Gift packs are perfect for those far-away friends and colleagues. Each individually-selected apple is a delicious work of art. The best part? Prices start around \$15 (plus shipping for packs) – so put Soons down for everyone on your list!

Soons Orchards & Farm Market

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