

... ALL MY FAVES!

We are generally known for doing 'theme' ads to promote our store, and many in the industry have asked me about this. There is no magic really; we just get together in our ad meetings and explore different topics, some timely, some just by chance. This week it's easy, because it's my birthday and I get to pick all my faves. It was interesting to watch some of my cohorts wince as I got the chance to promote stuff that I don't often get permission to. So here goes...

My first fave will come from the bakery, and it's **Lemon Meringue Pie**. You may have seen this and some other items featured lately. But no worries; every week would be just fine with me! What makes this special with us is that it's made totally from scratch - the very genuine article, and it's worth a trip across town to get it because there is no place else that does this, period! (Available from Friday to Sunday.)

While we're in the bakery messing around, we're going to do a couple more items, too. The first being **Butter Tarts**. These also are made from the beginning, and the shells are even pressed with a gizmo I crafted in my workshop.

The third item is **Banana Bread**. This was the first bakery item that we made in our little store so long ago - my amazing mother-in-law Doreen was the one who did it back then. And it's still phenomenal today - and since it's so good, and 'feels' good, it will be the larger size only this week. All these items will be promoted at...

25% OFF THIS WEEK

This done, now we are headed to Kulam's kitchen...

The first item from Kulam's kitchen will be **Napa Salad**, which I sit and enjoy every other day (but sometimes daily). It's a totally refreshing salad using Chinese cabbage (Napa) with snipped green onions and fried noodles (really), dressed-up with a rice wine vinegar dressing. This was my sister-in-law Carol's recipe and is the fave of many. Since it's my birthday party, I'm thinking 1/2 price, just for the week.

1/2 PRICE THIS WEEK

Next, we'll be in Kulam's soup kitchen making **Curried Squash and Apple Soup**. I often think back to the day when the meat guys would share cooler space with the cooks, and pots of this would be in there cooling! It smelled so amazing. Your kitchen can smell amazing, too, as you warm this. It will serve 3 or 4, and I'm thinking, since it's a party...

1/3 OFF THIS WEEK

We will have a **Morning Special** at our cafe. When you order a Coffee (or tea), the first 30 customers will get a slice of my fave **Glazed Lemon Poppyseed Pound Cake - Free** - my treat. I find it delicious and I'm thinking that you might, as well.

1/3 OFF THIS WEEK

...And now, to the meat counter. We'll start with **Sausages - Sage and Onion**, actually. These are on the mild side, but with a lot of flavour. Plump and juicy too. How about 1/3 off this week? We'll go crazy for the occasion.

While we're at it, how about **Sirloin Roasts**? These are sirloin steak pieces (not sirloin tips) made into roasts, or if your 'Q' is in the open, you can have them cut into centre-cut steaks. These will be featured at...

25% OFF THIS WEEK

... and don't forget the fish this week; it's **Arctic Char Fillets**. This is a milder Canadian delicacy that has subtle but still rich flavour that would be best baked. I'll scare up a couple of recipes to go with it so that it comes out great. How about ...

25% OFF THIS WEEK

— WHAT'S FOR — LUNCH?

We will be making three different hot lunch specials on different days, and they are... **Maple Sugar Pork Chops** with **Scalloped Potatoes** on Thursday-- with yours truly carving, **Halibut Fish and Chips** on Friday, and my **Lemon Chicken** on Saturday—all are favorites of mine and quite easily they could become yours, too!

Sunday Brunch this week will start with our **Cream of Onion Soup**, with a choice of either **Boneless Prime Rib with Gravy**, **Chicken Breast with a Peach and Mango Sauce** or **Penne a la Vodka with my Smoked Salmon in a Rose Sauce**. This will be followed by **\$11.95** either tea or coffee and a mini dessert all for

Served from noon till 2.

MIMOSA WEEK

"International Women's Day" is celebrated annually on March 8th. It is a day to focus on love, respect and appreciation towards women and to celebrate their economic, political and social achievements. The Mimosa flower has been the international symbol of this celebration since 1946 and was chosen for its bright colour, beautiful fragrance and full bloom in early March.

Bring home a bouquet of Mimosa flowers and show the women in your life just how much you appreciate them.

Featured at...

\$9.99 A BUNCH

MY FAVE CHEESE PLEASE!

I actually have a few cheese faves, but my first way back was **Norwegian Jarlsberg Cheese**. I used to take a chunk of this camping to watch the car races at Mosport, and by the third day it was at more than room temperature, and was the finest cheese that I had hitherto known. I am still a car nut, don't get out to Mosport that often (responsibilities galore), but I do still enjoy this in so many ways.

Reg: 4.49/100g

1/2 PRICE THIS WEEK

— WHAT'S THE BUZZ?

Time to spring forward! Days are getting longer and brighter. We are brimming with an array of new table and accents to refresh your surroundings with bursts of vibrant colour. Check out our assortment of new spring cleaning products. Our Euro Scrub is an AMAZING cleaner you will love and use everyday! Embrace the change in season!

St. Patrick's Day is always a big event here and we are planning an authentic Irish Country Dinner in our Upper Level Cooking Studio. Join us on Tuesday, March 17th at 6:00 pm. Give Ashley/Mabel a call at (905) 940-0655 to register. Space is limited!

FRESH ASPARAGUS

One of my faves is **Grilled Asparagus**, but if you haven't taken the proper steps, your 'Q' might be marooned in a snowdrift, like mine. Winter snuck up on me! The consolation is that this can be broiled as well, or even cooked in a thick-ribbed fry pan. The asparagus now comes from Mexico, and the premium product comes in 'wood' - wooden crates. **4.99/lb**

How I like this is grilled, sprinkled with fleur de sel (a french sea salt) and then drizzled with **Balsamic Vinegar**, in this case **'Brunello' Organic** in the 250ml size, which I get from my pal Oscar, who just happens to have the same birthday. This is available in three flavours; apple, organic red grape and raspberry, and we will feature these at **Reg \$29.95/250ml**

1/3 OFF THIS WEEK

BARTLETT PEARS

These come from South Africa, but when I was a kid, they came from our orchard. There was but one tree and it seemed they took forever to ripen, and the moment then did, they plummeted to the ground and those were the most delicious. In these times, they are picked green and as they ripen in your fruit bowl, you've got to be on your toes for that perfect moment.

Featured at:

\$1.49 LB

PIZZA PIZZAZ!

For the special this week we'll be putting on the favourite pizza of our best (albeit non-paying) customer, Evan. He loves the classic **Margherita Pizza** made with Fior di Latte cheese, cherry tomatoes and fresh basil, and then insists I pile it high with our store-made pepperoni to satisfy your carnivorous cravings. It's simple and always delicious!

Featured at...

\$8.95

12" baked...

SPECIALS IN EFFECT FROM THURSDAY TO CLOSING SUNDAY, MAR. 8

Hours: Mon. ~ Fri. 8:00-8:00

Sat. 8:00-6:00 ~ Sun. 9:00-6:00

4476 16th Ave. (Just W. of Kennedy)

905-940-0655

www.thevillagegrocer.com

