

FAMILY DAY — AT THE — GROCER

Ever since the government had the most excellent idea of creating a new holiday in the winter, we've used it as a chance to feature some old recipes sourced from the childhoods of our various staff members. I would have liked to feature a recipe from my childhood, but apparently "battered pasta with cheddar cheese", "French toast dinner" and "scrambled eggs" were not gourmet enough options for our ad. Seriously, you could never imagine a pickier eater as a kid, I grew up on a diet consisting purely of carbs and mischief.



When the local IGA closed, several of their employees came to the VG and were vital in our transition to our current location. One of these migrants, Mariella, started managing our deli but it wasn't long before she was on the frontlines in pretty well every department, making sure the whole store runs smoothly.

— MENNONITE — CHICKENS

Mike Pickering, our meat manager, hails from the bustling Mennonite outpost of Blenheim, Ontario, southwest of here, but nobody is exactly sure where. He says these chickens are just like the ones his family raised in their own yard growing up, completely natural without the use of hormones or antibiotics. Just like Mike, these chickens are of a good size, enough to provide for a family of five. Normally we only get these in once a week but we've coaxed the farmers to provide us with enough for the whole weekend. **25% OFF**
Reg. \$4.69/lb



— KULAM'S — COCONUT CHICKEN SOUP

This handsome young man is our very own chef, Kulam, the culinary wizard who is responsible for both our deli kitchen and commissary. Having worked by his side for countless caterings and functions, I can personally attest that this guy can do it all in the kitchen, but his specialty from day one at the store are his superb soups. His adept seasoning and technique can coax the most flavour out of any meat or vegetable. This weekend we'll feature his mother's **Coconut Chicken & Rice Soup**. Reg. \$8.99. Now **25% OFF**



MARIELLA'S LASAGNA

One time I asked for her advice on how to prepare a **Lasagna** and before I knew it I had two tote bags full of groceries which became about 25lbs of baked pasta after several hours of gruelling labour. To date it's the best lasagna I've ever had, nothing else has been even close. She uses fresh pasta layered with a meat sauce of veal and beef, mozzarella and fresh ricotta mixed with sautéed spinach and garlic and topped with parmesan. We'll have these in family size containers for you to take home. **\$16.99** 8X5 CONTAINER



DOREEN'S EGG SALAD SANDWICH

It would be nothing short of blasphemy to feature family recipes without mentioning the matriarch of the Village Grocer, my grandmother, Doreen. She may no longer work at the store, but her presence can still be felt in more than just her recipes that we still use to this day; it's her keen attention to detail and the desire to always put the customer first that she's instilled in our business and brought to the forefront of our ideology. The hallmark of many of her recipes is the simple, no-nonsense way they were prepared. I don't know if there's one dish that shows that off quite so much as her Egg Salad. We hardboil eggs for this every morning, and chop them with a little bit onion, salt, pepper and mayo to a chunky consistency, because as Doreen would tell you, overblending an egg salad is a most egregious mistake. Doreen believed that a real **Egg Salad Sandwich** should be on fresh sliced bread with only a little butter, no lettuce and most certainly no tomato. You'll find these at the café.



\$3.99 EACH

— WHAT'S IN THE — DELI?

Cathy's Coleslaw - made with finely-shredded cabbage, carrots, julienne of peppers, vinegar and mayo. It's a big hit at all our family functions, or sometimes just for me. **Reg. \$1.99/100g**

For our Sous-vide special this week, we'll have a **Grilled Ribeye Steak in a Porcini Mushroom Sauce**. All you have to do is plop this gorgeous hunk of vac-packed goodness into boiling water for ten minutes, cut it open, and serve. The results will not disappoint, I promise. **Reg. \$7.99/100g**

Our dressing of the week will be Doreen's **Asiago Caesar Dressing**. I remember being tasked to make this when I used to work in the kitchen downstairs and being amazed at the precision required to make this dressing just right. It's a labour of love. **Reg. \$5.99/250ml**

Lastly, our pizza of the week will be our **Meat Lover's Pizza**. This isn't your typical greasy, carnivorous pizza as there are actually a few veggies. You'll find the slight heat from the crumbled chorizo sausage, the saltiness of the bacon and the sweetness of the caramelized onion and roasted pepper come together to make the perfect pizza pie. **Reg. \$10.99ea**

— PEAMEAL — BACON

We'll have a feature on whole pieces of our storemade Peameal this week. Legally we have to refer to these as 'Sweet Pickled Pork Backs in Cornmeal' but as that name has roughly the same amount of sex appeal as a boiled turnip, we'll just refer to them as **Peameal Bacon**. What makes ours special is that: a) we use only centre-cuts of pork loin to make it, b) we cure it fairly lightly so that you don't get a salty taste, and c) we don't 'extend' the meat in a tumbler, which means that you won't get a water residue when you're cooking it. If there's a better breakfast than several slices of this on a white kaiser with a touch of Nance's mustard and a dash of hot sauce, I haven't found it yet. **1/3 OFF**
Reg. \$6.99/lb

— DAVID'S — BEEF AND MUSHROOM STEW

Starting on a part-time basis in high school, David has set the tone for customer service during his ten-year tenure at our deli. He took off some time to finish school but now is back and managing the department. As he is a celiac, he's spread a sensitivity to dietary concerns to the rest of our staff and has played a big part in encouraging us to promote gluten-free foods. His mother, Marzia, is one of our long-time customers, a vital cog in the Unionville community and an excellent cook in her own right. This is her recipe for a **Gluten-Free Beef and Mushroom Stew**. **25% OFF**
Reg. \$10.99



ALL 25% OFF

— WHAT'S — BAKING THIS WEEK?

Queen Elizabeth Cake: Cathy's family favourite - butter cake with dates and pecans baked in. After it's baked, we poke holes in the cake and pour a coconut and caramel topping for it to absorb before we throw it back in the oven until the caramel is golden and the coconut is toasted. **Sm. \$15.99, Lrg. \$25.99**

Chocolate Chunk Muffins: Buttermilk muffins with lots of dark chocolate chunks baked in - one of our top sellers. **\$2.29 ea**

Black Forest Cake: I chose this item because when I [Andrea] was a kid growing up in the 70's, this was the most fashionable cake for many years. We had it for EVERY single birthday or special occasion and nowadays it's very hard to find the real deal like we make here...with layers of Kirsch-soaked chocolate cake, fresh cooked cherry filling, real whipped cream and Belgian chocolate shavings. **\$19.99, small only**

Maple Cream: These are an old MacDonald recipe. When Evan was a kid, these were only brought out on special occasions, or when he needed to be bribed to behave well. Despite the name, they actually contain no maple or cream, but are actually a rich fudge with walnuts to lend some crunch. You'll find it impossible to have just one piece. **\$7.99/container**

ALL 25% OFF

— FRESHLY SQUEEZED — ORANGE JUICE

Normally the Florida oranges we use to make our freshly squeezed juice come in 40lb boxes. However, I was lifting these cases in the fridge and couldn't believe how heavy they were. I weighed one out and it was over 50lbs! Extra weight means extra juice and usually a sweeter finished product, as well. We'll be squeezing fresh every day, so you're guaranteed the freshest possible product. **25% OFF**
Reg. \$5.99

— PANCAKE — TUESDAY —

As I wrote in the intro, I've always been a big advocate of breakfast for dinner, which is why Pancake Tuesday is a special day I hold near and dear to my heart. Join us on Tues, **February 28** for a sitting at **12 noon or 6PM**, consisting of pancakes, eggs, VG bacon and sausages alongside Velvet Sunrise coffee, our freshly squeezed orange juice and our famous fruit compote. Adults **\$19.99+HST**, Children **\$9.99+HST**. Space is limited, call to reserve your spot.

— RED — PLUMS

These scarlet spheres of succulence from Chile are every bit as good as their California counterparts we enjoy all summer. **\$1.99** LB

We will be closed Monday for Family Day!

ALL 25% OFF

SPECIALS IN EFFECT FROM THURSDAY TO CLOSING SUNDAY, FEBRUARY 19

Hours: Mon. ~ Fri. 8:00-8:00 | Sat. 8:00-6:00 ~ Sun. 9:00-6:00



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