

JALAPEÑO CHEDDAR BURGERS

Several weeks ago we were sitting in our staff meeting trying to brainstorm a theme for this week's ad when I announced we should come up with some "Innovative 5%". My expletive proclamation may have shocked, but it actually became the framework for this ad - that instead of promoting our tried and true fare, we'd drum up some new recipes and see what catches on - so feel free to give us some feedback.

These are the first of these - something I've been harassing Mike for about a year and a half now to make up, **Jalapeño Cheddar Burgers!** I always grab ground sirloin and make these for myself at home, with extra old cheddar, diced hot peppers, fresh garlic, salt and pepper. **Featured at:**

\$8.49 /LB

LOCAL LETTUCE

If you've looked into our fresh case recently and had your jaw drop at some of the pricing, you are not alone. Rest assured, charging \$4.99 for a head of romaine lettuce or broccoli is not my attempt to retire at the ripe age of 35. Given the rainy weather in California, we have experienced a major supply gap which has caused prices to jump. We've cut our margins on celery, broccoli, romaine and iceberg and are essentially selling them to you at our cost.

So...we've turned to our friends at **Meadowsweet Farms**, just up Warden from us, to help you have your greens while keeping some green in your wallet. They have a line of seriously excellent and flavourful organic salad blends comprised of dozens of seasonally available lettuces. We'll have their **Lovely Lettuce**, a blend of baby romaine and spring lettuces as well as their **Spicy and Wicked Blend**, a punch in the tastebuds of arugula, mustard greens and lettuces, my personal favourite! **Reg. \$6.99**

\$4.99 EACH

SPICY BUTT!

This naughtily-named roast is the creation of our resident Englishman, Charlie. We bone out a big ol' pork butt (the shoulder roast) and stuff it with our chorizo sausage meat. The secret to roasting a pork butt is roasting it at a higher temp (425° is perfect) for the first twenty minutes before reducing it to 300° to finish for about four hours. Also, adding a drip pan with your fave fruit juice will dually give you a juicier roast and add a fragrant flavour to this spicy centerpiece. **Featured at:**

\$5.99 PER LB

MAHI MAHI

We'll be featuring wild **Mahi-Mahi** from Costa Rica this week. This firm-fleshed, white fish is meant to be broiled or grilled. Very versatile, I find this to be the ideal fish for fish tacos, with shredded cabbage, mango salsa and fresh cilantro. Another excellent preparation is to serve this over a Caribbean-style coconut rice, again with mango salsa. (If you can't tell, I'm a sucker for mango salsa...I'll make sure we have some this week as it really is the perfect condiment here). **Featured at:**

\$19.99 PER LB

FLORAL FIESTA

Vi will be making some decorative centerpiece to spruce up your springtime table. Lots of **Tulips, Lilies** and everything fragrant and beautiful. **Featured at:**

\$29.99 EACH

We'll also have **Wavy Ferns** in 4" pots on feature this week. This is one of the few plants I have taken home and managed not to kill. If I can pull off such a feat, you can too, so pick one up! **Featured at:**

\$6.99 EACH

FRESH SUSHI

Our sultry sushi masters will be rolling out an epic combo pack this weekend for you to pick up. **Eight pieces of Spicy Salmon and five pieces of Dynamite Roll.** **\$1.00** OFF. Nom nom nom... **Reg. \$10.50**

WHAT'S FOR DINNER?

In our freezer, you'll find a pair of specials this week. Firstly we'll have our **Chicken Noodle Soup** (Reg. \$8.99/900ml). Whenever I'm in need of a quick and easy meal or suffering from a lack of culinary motivation, this is my go-to. Just add a dash of hot sauce and you're set.

We'll also have our **Lamb Curry** (Reg. \$23.99/8"x5"). Juicy, tender chunks of leg of lamb tossed in our fragrant curry sauce. Serve over fluffy jasmine rice and you're in for a treat.

25% OFF

WHAT'S IN THE DELI?

We're starting off with a variation on a classic, our new **Lime and Jalapeno Coleslaw**. We mix green and red cabbage, shredded carrot and slivered peppers in a vibrant, zesty vinaigrette. **1/3 OFF**. **Reg. \$1.99/100g**

Next up, we'll have **New England Clam Chowder**. Creamy, briny, mellow, one of my all time favourites. **\$8.99** 900 ml. **Reg. \$10.99/900ml**

Next up, we'll have our hearty **Beef Goulash**. Chunks of new potato and carrots, mixed with hunks of tender beef cubes seasoned with Hungarian paprika and caraway. Best enjoyed over buttered egg noodles or a slice of sourdough to soak up all the remnant goodness on your plate. **25% OFF**. **Reg. \$10.99/4"x5" foil**

We'll have a **Chicken Vindaloo**. Not too spicy but not holding back any flavour, this is one of Chef Kulam's signature dishes, a can't miss! **25% OFF**. **Reg. \$9.99/4"x5" foil**

I'm a big fan of Hollandaise sauce (AKA breakfast gravy), which is why I'm so excited for our sous-vide special this week: our **Salmon Oscar**. Pop the bag in boiling water for ten minutes and you'll have an uber-moist salmon fillet in rich hollandaise alongside black tiger shrimp and steamed asparagus! **Reg. \$5.99/100g** **25% OFF**

Our dressing of the week will be our **Raspberry Balsamic Dressing**. You will also note that we have amazing local lettuce blends on special...dare I say a match made in heaven?? **25% OFF**. **Reg. \$5.99/250ml**

AISLE FOUR

While I'll be sticking to the Hummingbird Cake and burgers, the rest of you can enjoy this assortment of healthy features to help get your bod geared up for summer:

Firstly we'll have **Bard Valley Medjool Date Bars**. I tried these a couple weeks ago and was pleasantly surprised that something so sweet and flavourful could be so loaded with fibre and nutrients. If healthy snacking is your schtick, I'd recommend the **Apple Cinnamon** flavour, but there are a variety of others. **Reg. \$2.99 each or \$24.99/box**

Next we'll have **Lesser Evil Buddha Bowl Popcorn**. This is organic popcorn, airpopped so as not to add unwanted fats and calories, then tossed in coconut oil and sprinkled with Himalayan salt. Very sheshefoofoo but actually addictive and most importantly, guilt-free! In an assortment of flavours. **Reg. \$5.49**

Next up, we'll have **Green Elephant Potato Chips**. Similar to the popcorn, these are small-batch kettle chips that use a light sunflower oil to hold back on fats without compromising flavour. Salt and Apple Cider Vinegar is the way to go here. **Reg. \$4.49**

Lastly, we'll have the uber-premium, **Voss Water**. Hand-bottled by the most pristine virgins Norway has to offer, this water is completely devoid of minerals which is why it is used to fill the bath tubs of Scandinavian royalty. **Reg. \$2.49/375 ml bottle.**

ALL 25% OFF

PIZZA PIZZAZZ

We'll have a **Greek Chicken Pizza**, a white pizza topped with red onions, roasted plum tomato, spinach sautéed with garlic, grilled chicken breast, olives, feta and oregano. If the weather permits I would recommend grabbing one of our parkbaked pizzas to reheat on the bbq. Grilling over indirect heat gives you a crisp bottom and a natural smokiness that just takes these already delicious pizzas over the top! **\$10.99** EACH

WHAT'S FOR LUNCH?

We'll be making up a new twist on our classic **Tuna Salad Sandwich**. We'll have our famous tuna salad tossed with diced bell pepper and lime juice, thinly sliced avocado and shaved red onion, a touch of head lettuce and a ginger-wasabi aioli. **\$5.99** EACH

WHAT'S BAKING THIS WEEK?

Queen Bee's Cake - While struggling to think of a cake to feature this week, Karen and Linda (the sisters responsible for keeping this place so beautiful) announced they'd made a traditional Hummingbird cake and it was sitting in the fridge. Naturally, I helped myself to a Neanderthal portion and after a few bites I mumbled with an overstuffed mouth that "Thissshhh shood be deschpecciaall." Despite the visible disgust of my co-workers at my lack of manners, my wishes were granted. Now you can take home *our own* spin on this masterpiece of moist banana cake studded with pineapple and generously coated with lime cream cheese frosting and toasted pecans and see for yourself. **Reg. \$18.99**

Apple Strudel - This is another of Cliff's delicious creations, his handmade all-butter dough, generously loaded with fresh apple slices, as well as spiced cooked apples, raisins, and finished with a sprinkle of coarse sugar. **Reg. \$11.99**

Chocolate Pound Cake - When Cliff is here in the wee hours of the night, his brain is at work, churning out new delectable creations. Many mornings I pop my head downstairs and am offered a new treat. It's a great arrangement. His most recent one, this pound cake is so moist and chocolatey, everyone who tasted it ended up buying one. You should too! **Reg. \$7.99**

ALL 25% OFF

SPECIALS IN EFFECT FROM THURSDAY TO CLOSE, SUNDAY APRIL 23

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

twitter.com/villagegrocer
facebook.com/thevillagegrocer.unionville
instagram.com/thevillagegrocer

www.thevillagegrocer.com