

SURF & TURF

People usually go one of two ways for Valentine's Day. They either get a gorgeous steak of prime grade beef or a tantalizingly fresh piece of seafood. But I see no reason these should be mutually exclusive; why not have your cake and eat it too? So we thought we'd do a wicked deal on surf and turf: a **Manhattan Steak (Featured at: \$24.99/lb)** and a **5oz Canadian Lobster Tail (Featured at: \$9.99 each)**. The Manhattan Steak was something new to me, it's actually half of a New York striploin steak, tied as a filet mignon. (Part of New York = Manhattan. Really creative nomenclature here.) Funnily enough, the only place I've seen this done before was actually by a butcher in Chelsea Market in Manhattan. You get the rich marbling of our prime striploins in the practical size of a tenderloin which will leave you enough room for lobster. For the lobster tails, thaw until they're flexible and simply boil for three minutes while your steak is resting. Cut down the middle with kitchen shears and brush with lemon butter. It's that easy.

CHARLIE'S SENSATIONAL SALMON NEPTUNES

These are the brainchild of our affable English fishmonger/butcher/football hooligan, Charlie. A generous fillet of our Jail Island Atlantic Salmon stuffed with a mixture of baby shrimp, crabmeat, fresh lemon and dill. If he's recovered from West Ham's embarrassing defeat at the hands of Wigan by the time this goes to print, he'll be more than happy to provide you with cooking instructions. Featured at:

\$21.99
POUND

WHAT'S COOKING AT THE DELI?

Our soup of the week is an **Asparagus Soup**. This has just a splash of cream to give it an indulgent, velvety texture in your mouth. I like to serve it piping hot with freshly cracked black pepper and the smallest sprinkle of lemon zest on top. Reg. \$8.99/900ml

Next up we'll have our **Tomato and Olive Salad**. I eat just about everything except for olives. I really can't stand them except for the little black pitted taggiasche olives we use in this salad. They're mellow and sweet, not pungent at all. Sweet cherry tomatoes with these olives, toasted pinenuts in a red wine vinaigrette? Sign me up. Reg. \$2.99/100g

Our Sous Vide of the week will be a **Salmon Oscar**. Put this vacuum bag in a pot of boiling water for ten minutes and you'll have a warm salmon fillet with buttery hollandaise sauce, and asparagus. Reg. \$5.99/100g

Our dressing of the week will be our lovely **Raspberry Balsamic Dressing**. This goes particularly well with arugula. Reg. \$5.99/250ml

ALL 25% OFF

Every guy needs to have one showstopper dish in the kitchen, a recipe he knows inside and out to impress in the kitchen. I worked with this one guy who would make a salmon wellington, a dish that sounds so intimidating that the mere thought of it conjures up images of being yelled at by Chef Gordon Ramsey. His secret was that he'd just buy them made up here and take them home. All he'd have to do is brush it with an eggwash and pop it in the oven. For anybody who wants to impress in the kitchen but wants a foolproof option, Chef Kulam has you covered. Come by the store and grab a **Beef (Featured at: \$7.99/100g)** or **Salmon Wellington (Featured at: \$4.99/100g)**. We'll be making them February 13th, and 14th.

Lastly, our **Chef's Salad** of the week is actually ripped off the menu from one of my favourite restaurants in the city where I went on a date several weeks back and fell head over heels in love...with the salad. Peppery greens like Arugula, Radicchio and Treviso are tossed in a homemade Blood Orange Vinaigrette with crisp Bosc Pears, Slivered Almonds and Shredded Asiago. Serves two. **Featured at: \$12.99/container**

WHAT'S FOR LUNCH?

Sandwiches aren't typically romantic fare, however there is something undeniably sexy about this creation of Grethe's, our **Poached Pear and Brie Sandwich**. We start with a schmear of honey mustard, and then put sliced poached pear, creamy Brie, diced candied walnuts and some peppery watercress. This is truly exceptional. Featured at:

\$8.99
EACH

DON'T SHOW UP EMPTY-HANDED

They say that the way to a woman's heart is through her stomach...I'm not sure how anatomically correct that is, but I know that on **Valentine's Day** you're not getting through her front door, let alone her heart without a big ol' bouquet of flowers! We've got you covered there with a wide assortment of horticultural fare that will put you in any woman's good books! We've got every colour of rose you can imagine, in vases, bouquets or singles. Now, roses are the go-to item but we also have a ton of other arrangements and bouquets if that's not her thing. See Vi and her crew in the gazebo to arrange your order or call 905-940-0655. Whatever it is, we'll look after you!

FRESH ASPARAGUS

Groundhog Day may have told us we're getting six more weeks of winter, but the crops from the South remind us that spring isn't that far off. We'll have beautiful bunches of **Asparagus** for you, the perfect veg to prepare alongside both steak and seafood. Featured at:

\$1.99
POUND

SEEDLESS GREEN GRAPES

The last few weeks I have been totally underwhelmed by the grapes at the market, soft, thick-skinned, sour, awful. As soon as I found something crunchy and sweet, I couldn't help myself and bought the whole pallet. You'll love these. Featured at:

\$2.49
POUND

DATE NIGHT PASTA

Every child clings to the delusion that their parents are merely the best of friends who decided to cohabit and raise kids, you don't really wonder too much about their courtship and God forbid, how you, their child, came into this world. When my parents took my beautiful girlfriend and I out for dinner a few weeks back, Evan started waxing poetic about his first date with Cathy, when he had her over to his apartment and cooked her a dinner of a Lobster Fettuccine. Fresh pasta in a luxuriously rich lobster sauce with an abundance of succulent lobster meat. Thirty plus years of marriage later, they still remember this dish, so safe to say it was a hit! We'll be recreating it for you guys this week, in a portion to serve you and your Valentine. Featured at:

\$24.99
CONT.

VALENTINE'S BAKING

We have a wonderful selection of desserts available for ordering for Valentine's Day. Visit www.thevillagegrocer.com for the list of what's baking, including Heart-Shaped Cakes in three flavours, Red Velvet Cakes, Chocolate Ganache, New York Style Cheesecakes, Individual Size Pies, Crème Brûlées... just to name a few. Please call the ladies at the counter, or come in and place your order in good time.

Maple Syrup! We bottle our own from our friend and good customer, Peter of Fortune Farms. Pick one up and leave it on the counter, maybe your significant other will take the hint and bring you breakfast in bed for Valentines. Reg. \$18.99/500ml bottle

VALENTINE'S DAY MUST HAVES

You didn't think we'd have an entire Valentine's Day ad without chocolates, did you? We'll have boxes of **Aunt Sarah's Hazelnut Truffles** on sale this week. A Nutella-like centre surrounded by luscious milk chocolate. Reg. \$10.99/box

25% OFF

25% OFF

PANCAKE TUESDAY

We're serving up a Pancake Tuesday like no other! Freshly squeezed orange juice, delicious coffee from Velvet Sunrise, fresh scrambled eggs, our own breakfast sausages and bacon ... and of course pancakes! **Feb. 13th at 12 noon or 6:00 pm.** Registration required.

A FEW WORDS FROM EVAN

A few changes are in the works...you are all no doubt aware of the new Ontario labour regulations (Bill C-148) with the obvious (and sometimes less obvious) change that it will bring to almost every workplace in the Province, including ours. The impact of this legislation on our store will be considerable because we have quite a few entry-level jobs, and our business involves a great deal of handmade work that is difficult to do otherwise. The ramifications are fairly wide-ranging for us and our industry, as these new costs will be absorbed into the production and handling charges of products and ingredients that we buy, plus the higher labour costs will have to be added. All these changes will take some time, and no doubt there will be some surprises along the way. At the same time, I want to say that we really value the folk who have chosen to work with us, and don't wish in any way to place this burden on them. Further, we are not about to change our products or our level and quality of service.

In an attempt to balance at least some of these costs, we've decided to finally institute a plastic bag charge that we have resisted for a long time. It will be 5 cents, pretty much the same as everyone else, and just so you know, that doesn't even cover the cost of our bags. I encourage you to bring your own if you can. The second change is implementing a credit card surcharge of 1%, which will not cover but rather mitigate the fees we pay the credit card companies. As any long-time supporters would know, we have only accepted credit cards in the last 5 years, and we have seen the handling fees for these balloon to what is now almost \$200,000 per year; all despite our efforts to procure the best deal possible. There will be no surcharge for debit card payments, which we encourage you to consider.

We greatly value the privilege of serving you and your family here in Unionville, and as such, we felt it was important to explain our situation to you. We very much appreciate your understanding.

These changes will be effective starting February 20th, 2018.

SPECIALS IN EFFECT FROM THURSDAY TO CLOSE, WEDNESDAY FEB. 14TH

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



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