

— SIZZLING —

SIRLOIN

— SHAKEDOWN SALE —

We sourced some excellent Prime Sirloin this week, a designation reserved for the top 2% of beef produced, graded in terms of tenderness, juiciness and flavour. However, we couldn't decide if we wanted to feature **Steaks** (Reg. \$13.99/lb) or **Burgers** (Reg. \$11.99/lb); so naturally we decided to put them both on sale, including **Ground Sirloin** (Reg. \$10.99/lb) as well. I think the real star here are our **Sirloin Burgers** which are seasoned with salt, garlic, pepper, dehydrated onions and a zip of HP sauce. Even if it's a little too cold outside to fire up the grill, one of my favourite and easiest meals at home is searing one of these in a smoking hot castiron pan and finishing it on broil in the oven topped with sauteed mushrooms and a slice of Swiss cheese. **Featured at:**

25% OFF

— JUMBO —

CAULIFLOWER

I have a feeling the market for **Cauliflower** is about as volatile as the price of a Bitcoin, it fluctuates rapidly without rhyme or reason. These are jumbo heads, very firm, very fresh and secured at a great price. **Featured at:**

\$1.99 EACH

— WHAT'S —

BAKING?

This week we have a bit of a mixed basket of stuff. Firstly, I wanted to do two features with the local rhubarb we've been getting from the market. There are two types of rhubarb. You've got your summer variety, the reddish-green stalks that grow like crazy in your yard. And then you have the local stuff which is grown in the colder months in shuttered barns, totally devoid of light. Without the sunlight, the plants have no green and are a beautiful shade of pink. The flavour is also much sweeter, you can eat it raw, it's only about as tart as a Granny Smith apple. Naturally I got carried away and purchased way too much so after spending hours slicing it the last week, we're ready to put it in some specials.

Rhubarb Raspberry Squares - I was making date squares the other day, putting the delicious oatmeal crumble on top. I thought we could do this with another filling, so I stewed up some rhubarb with fresh ginger and orange zest. We throw in some raspberries and then arrange it between two layers of oatmeal crumble and bake to golden, gooey perfection. **Reg. \$11.99/pan**

Strawberry Rhubarb Pies - The sweetness of strawberries and the tartness of rhubarb, a match made in heaven. This is one of my fave pies we sell. Actually who am I kidding, I love them all, but this is quite fantastic! I'll be making sure we bake them periodically throughout the day and cool them upstairs, so stop by, be seduced by the aroma and grab one for dessert with a tub of vanilla bean Häagen-Dazs. We'll also have some in the freezer if you want to bake-your-own and permeate your kitchen with this intoxicating aroma. **Reg. \$12.99 each**

Mixed Berry Cheesecake Flan - I asked our no-nonsense cheesecake queen, Marija if she had something for the special and she told me about these. They sounded divine. Our velvety cheesecake mix with fresh strawberries, raspberries and blueberries baked throughout and then baked into a shortbread crust. **Reg. Large: \$24.99 each**

Triple Chocolate Oatmeal Cookies - Our regular oatmeal cookies with white, milk and dark chocolate chips. With our baker away, I had the unenviable task of traying all these cookies this week. It was an appropriate sentence for the innumerable times I've indulged on them over the years. Seriously, I remember when moving out of my parent's house the graveyard of crumbs and empty octagonal containers I'd shoved between the bed and the wall after years of midnight snacks. **Reg. \$8.99/container**

ALL 25% OFF

FARMER'S SAUSAGES

Pretty simple, undeniably tasty. A fine ground pork sausage with mild spices. **Reg. \$6.49/lb**

25% OFF

— A BREAKFAST OF —

CHAMPIONS

Work may force me out of bed at some peculiar hours of the morning however the real Thomas doesn't really emerge until after my first coffee, I'm just not a morning person. I will lay in bed hammering the snooze button until the last possible minute when I have to run out of my place like a madman. Breakfast is a rare luxury, a forgone pleasure usually reserved for weekends. This week, we've picked three of our fave breakfast items for those of you who prioritize the most important meal of the day.

First, our **Home-Made Smoked Bacon** (Reg. \$10.99/lb). Not all bacons are created equal and ours is certainly a cut above. We dry cure ours which gives you a crispier, tastier bacon than your run of the mill stuff which leaves you with a shrivelled, flacid strip, a pan full of water and a second rate breakfast.

\$1.00 OFF/LB

Secondly, we'll have a new product that I've been eager to get into our store for some time - **Mennonite Eggs** (Reg. \$6.99/dozen). Seriously, you should have seen the guys who brought them. I had to make sure there wasn't a horse and wagon in the parking lot. As with our bacon, not all eggs are created equal. If you've ever had an egg the day it was hatched, you already know this to be true. There's a lot of nomenclature around eggs: free range, organic, omega-3 but all are pretty consistently bland. These chickens have an organic, all-natural grass diet and are totally free-run. These eggs have a brilliant yolk and a rich flavour that will change your tune about eggs.

\$1.00 OFF

Finally, we'll have our **Orange Juices** (Reg. \$4.49/carton), which you can have on their own or in a mimosa, because what better way to start your day? Made and bottled in Greece, the oranges are squeezed the day they're picked and the resultant juice is divine. There are three varieties: **Orange, Mandarin and Orange & Apple.**

1/3 OFF

TOMATOES & CUKES

We're still several weeks off the first exciting local produce. I actually find myself counting down the days before I see the first asparagus at the market, such a magical time of year. Now both these **Tomatoes** and **Cukes** are locally grown in greenhouses and are so much better than the Mexican produce we have to endure with throughout the winter months. Especially the tomatoes...I hate winter tomatoes with a fiery passion, so watery and flavourless, no thank you! We get these from our buddies Fred and Marcus at Koorneef produce, a toweringly tall father-son duo who always make sure we're getting the absolute freshest tomatoes, cukes and peppers available at the market. **Featured at:**

TOMATOES

99¢ /LB

CUCUMBERS

99¢ EACH

WHAT'S COOKING AT THE DELI?

We'll start off with our **Cream of Spring Veg Soup**. Carrots, celery, onion, peas and corn all simmered in vegetable stock with a zip of cream to lend some body. **Reg. \$8.99/900ml**

Tomato Cucumber Salad! Super simple recipe, but one of my go to's over the years. Local tomatoes and cucumbers in a basic vinaigrette with lots of fragrant fresh dill. **Reg. \$1.79/100g**

We'll have **Evan's Chili** on sale. I'm not aware of a meatier chili out there, we just load this sucker up with ground beef, kidney beans, and black beans and simmer it down until it's perfect. **Reg. \$10.99/500g**

A favourite amongst customers and staff, our **Chili Chicken!** Tender chunks of chicken with coloured bell peppers and onions tossed in a delicious home-made chili sauce, served over rice. **Reg. \$12.99/500g**

And now, a luxuriously rich option. **Cheese Tortellini in a Parmesan Cream Sauce.** **Reg. \$10.99/500g**

Our sous vide of the week will be **Salmon in a Lemon Dill Butter**. We vac-pack them, so you just pop the bag in boiling water for ten minutes by which time the butter has melted and you get a perfectly cooked salmon filet brushed with melted butter. **Reg. \$5.99/100g**

We're featuring something I've wanted for a long time, a **Kale Caesar**. My roommate's girlfriend turned me on to this and I've been hooked ever since. As simple as it sounds, we swap romaine for organic baby kale. **Reg. \$10.99/container**

Finally, a pair of frozen items this week. First off we'll have our **Beef and Barley Soup** (Reg. \$8.99/900ml). Tender pieces of beef brisket simmered in beef stock with barley and vegetables. We'll also have our **Butter Chicken** (Reg. \$20.99/8x5 foil). One of Kulam's specialties, be sure to pick up a fresh naan to soak up all the incredible flavour in the sauce.

ALL 25% OFF

ARCTIC CHAR

The practical compromise between the juiciness of salmon and the size of trout. I'm a big char guy. Simply brushed with butter, dill, lemon and sea salt before being broiled, it's oh so tasty. **Reg. \$24.99/lb**

25% OFF

WHAT'S FOR LUNCH?

I'm not usually one for low-calorie options as a portly physique only lends me credibility as the resident food dude at the VG, however our **Healthy Choice Sandwich** at the Café is awesome! We've developed a new one this week that I'm sure you'll love, I certainly was quite enamored in the 20 seconds or so it took me to wolf one down. Shaved roast turkey with cucumber, roasted pepper, avocado and arugula with a spicy hummus, on the multigrain bread from Rudolph's. **Featured at:**

\$6.99 EACH

Oh...and I almost forgot. We'll have hot **Prime Rib Sandwiches** at the café on Friday!

CHEESE, PLEASE!

We'll start off with the **Mull of Kintyre** (Reg. \$5.99/100g), a peculiarly named Scottish cheddar, quite sharp, with a lingering nuttiness. We'll also have a locally produced **Butter Cheese** (Reg. \$8.99/100g) from Fifth Town Artisan Cheese Co. in Prince Edward County. Creamy and sublime. Just want to point out that it's National Grilled Cheese Week and both of these would be incredibly appropriate for melting. Just saying!

25% OFF

SPECIALS IN EFFECT FROM THURSDAY TO CLOSE, SUNDAY APRIL 15TH

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



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