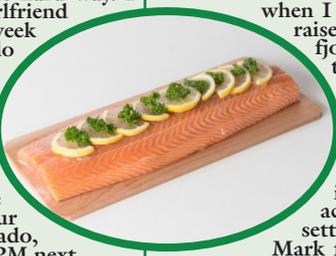


DON'T SHOW UP

EMPTY-HANDED

Years back I learned about Valentine's Day the hard way. I was dating a girl in university, my first real girlfriend in fact, and as our birthdays both fell the week before Valentine's, we decided not to do anything that evening and just stay in and watch a movie. Rookie mistake. I show up to her place, we're watching this movie and all of a sudden she starts inexplicably crying, saying that she can't believe I didn't get her flowers, chocolates, or at least some token gesture. Gentlemen (and ladies too, for that matter!) do not underestimate the importance of this holiday! Call Lana and pre-order your flowers so you're not riding in like a desperado, picking through the leftover bouquets at 6:00 PM next Thursday. We'll have every shade of rose you can imagine in vases, bouquets or singles. Roses may be most people's go-to but we'll have a ton of other spectacular arrangements for you to choose from that will melt the heart of your significant other and leave them smiling from ear to ear.



ORGANIC SALMON FILLETS

This is one of the mainstays in our fish counter, and my personal go-to when I take Salmon home. Natural colouring, a traditional diet, raised in the frigid waters in Norwegian fjords to ensure an ample amount of those essential omega-3 and omega-6 fats. Featured at: **\$19.99 POUND**

VELVET SUNRISE

In choosing the features for this week's ad, I did a deep dive into researching aphrodisiacs. After Mariella and I failed to acquire any rhino horns on the black market, we decided to settle on coffee as a back-up plan. As it turns out, our friend Mark from **Velvet Sunrise** in Stouffville was willing to hook us up with bags of his award-winning coffee. This is the coffee that we've served since we moved to our current location and opened the café. He flies in the beans and roasts them every week so you're always guaranteed the freshest coffee imaginable. I like my coffee somewhere between a medium and dark roast and I find that their Colombia roast scratches that itch perfectly, although the Village Grocer blend he makes for us is a close second. Reg. \$13.99/bag **25% OFF**

PRIME

STRIPLOIN STEAKS

When conjuring an image of an intimate candlelight dinner for two in my head, the only meal that comes to mind is succulent steak paired with a glass of full-bodied red wine. Anything else just seems out of place...but maybe that's just me. We picked out some eye-poppingly marbled **Prime Striploins** for your date night that will satisfy any appetite. **25% OFF**
Reg. \$24.99/lb

SUMO

MANDARINS

They're massive, they're bulbous, they're downright hideous! They're also out-of-this-world juicy, **UNBELIEVABLY SWEET** and my newest obsession! This is a Japanese varietal of mandarin that's been brought over to the States, prized for its incredible sweetness and its low acidity. Selling them at cost for the weekend, I promise you'll love them. **\$1.99 POUND**
Featured at:

BLUEBERRIES

Odds are that we're not the only store featuring **Blueberries** this week as the market is flooded with tons of pints and half pints. However, odds are that all these are Chilean crop and their flavour and especially their texture will be reflected by the diminished price tag. I always try and seek out Mexican berries, which are slightly more expensive (not this week!) but always super firm and sweet as can be. **25% OFF**
Featured at: **\$1.99 EACH**

CHEESE, PLEASE!

The dairy counter may not usually be a place evocative of sensuality, however, there's something about luxuriously rich French bries, an undeniably aphrodisiac quality. We have the very best that Burgundy has to offer this weekend with both the **Delice de Bourgogne** (Reg. \$9.99/100g) and the **Tuxedo Triple Crème Brie** (Reg. \$9.99/100g). In a moment of decadence, I once fondled this and served it with a grilled ribeye - "divine" would be an understatement. We'll be also making up some beautiful charcuterie and cheese trays, perfect for two! **25% OFF**

AISLE FOUR

The logical place to start would be **chocolate**, so we'll have our favourite, **Aunt Sarah's Raspberry Truffles**. When it comes to chocolates, they easily offer the best. They'll also be here sampling so you can try for yourself. **25% OFF**
Featured at: **\$9.99 BOX**

My Valentine is the sweetest young lady in the world, who happens to aptly be named Honeyglaze. (No, I'm not kidding). So it's only appropriate we'll have the most amazing honey from **Rosewood Winery** in Niagara. First off, their **Smoked Honey** (Reg. \$12.99/jar). This is just screaming to be put on a cheese board and is also wicked good in marinades. We'll also have their **Nutty Honey** (Reg. \$10.99/jar) which is loaded with walnuts providing an interesting texture and unbelievably unique flavour. This pairs especially well with soft cheeses like a brie or St. Agur. We'll also have their straightforward **Wildflower Honey** (Reg. \$9.99/jar). **25% OFF**

Don't forget to check out our website again this week for a hot deal on some good eats! www.thevillagegrocer.com/savings

BLACKBIRD SOURDOUGH

The **White Sourdough** from **Blackbird Bakery** is the best bread I've ever had. It's got a phenomenal crust and is super light and airy inside. Enjoying a slice with a pungent olive oil is nirvana. As the bakery is located close to my apartment downtown, I bring it up myself on the weekends and have the rare pleasure of watching the bread as it comes out of the ovens. The sensation of ripping into a piping hot crusty loaf of sourdough with your hands, watching the steam pour out as you're engulfed by the smell of freshly baked bread is a narcotic pleasure. **\$3.99 EACH**
Featured at:

PALMER MANGOS

One of my favourite Seinfeld episodes is where George is suffering from impotence and finds mangos are the key to virility. Now, I'm not saying these mangos are going to drive Pfizer out of business any time soon, but what I will tell you is that they are consistently the best mangos we sell. They are ripened on the tree, which allows the sugars and the texture to naturally develop, and flown here every week. These are beautiful size 6's and we'll be selling them at our cost this weekend. **\$2.99 EACH**
Featured at:

STUFFED PORK TENDERLOIN

We'll have **Pork Tenderloin** on sale this week with our signature **Sage & Onion Stuffing**, the same recipe that may have been in your turkey, with the addition of dried fruit. We'll also have these '**au naturel**' for those of you who can do without. These are super easy to cook, just roast at 350° for 45 minutes. Reg. \$11.99/lb **25% OFF**

FLANK STEAK BAHN MI

This has been somewhat of an obsession of mine since, I broiled up a flank steak at my parents last week and proceeded to make one of the tastiest sandwiches I've ever had. My father and sister were amazed at how quickly I inhaled this take on the famous Vietnamese sandwich. Hand-carved slices of our world-famous flank steak with homemade pickled carrots, slices of cool cucumber and fresh cilantro on a crisp, personal-sized baguette from **Blackbird Bakery** (refer to their sourdough above), with a touch of ginger-mandarin aioli. **\$9.99 EACH**
Featured at:

WHAT'S AT THE DELI?

We'll kick it off with **Italian Wedding Soup** (Reg. \$8.99/900ml), little handrolled meatballs in a rich beef broth with orzo pasta.

We'll have an **Indian Chicken Curry with Cashews** (Reg. 14.99/500g). Mildly spiced so don't be afraid.

We'll also have **Turkey a la King** (Reg. 19.99/8x5 foil), a hearty turkey stew with mushrooms. Perfect for this weather.

Our sous vide of the week will be a **Chicken Florentine in a Mushroom Sauce** (Reg. \$5.99/100g), a breast stuffed with sautéed spinach and goat cheese in a mushroom sauce.

ALL 25% OFF

If you are not a whiz around the kitchen, don't worry! Chef Kulam will be preparing a Valentine's Day special for pick-up on Thursday Feb. 14th including Cream of Asparagus Soup, Tomato & Bocconcini Salad, Lobster Tails, along with both Salmon and Beef Wellintons. **Happy Valentine's Day!**

WHAT'S BAKING?

My father always told me that the way to a woman's heart is through her stomach, and with that in mind, we've decided to feature two new creations that are perfect for sharing.

Chocolate, Orange and Hazelnut Flan - I am a big fan of this one. A not-too-sweet but very chocolatey torte infused with orange liqueur and toasted hazelnuts. Reg. \$12.99 each

Cherry & Cream Cheese Tart - A sinfully tasty combo. A layer of velvety cheesecake underneath a sour cherry topping in a graham shell. Reg. \$9.99 each **25% OFF**

A list of what we'll be baking for Valentine's Day is available on our website. **Make sure to check out our menu and place your orders in advance!**

SPECIALS IN EFFECT FROM THURSDAY TO CLOSE, SUNDAY FEBRUARY 10

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



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