

POT ROAST

We're definitely in the middle of a seasonal transition, so when deciding what meat to put on sale, I checked the weather hoping that we'd have a blistering hot weekend of sun and we could put on burgers and sausages to fire up the grill... Sadly, it doesn't appear that will be the case. So with everybody cooking at home, I thought why not get started with warm comfort food in the form of one of my favourite home-cooked meals, the humble pot roast. There's a lot to love about a **Pot Roast**; it's great bang for your buck, can be made in one pot and when done right it's unimaginably tender, succulent and über-flavourful. My go-to recipe is ripped directly out of Matty Matheson's cookbook. It's really straightforward, mustard and herbaceous in a beautiful, velvety gravy. Copies of the recipe will be available at the meat department as well as on our website, I promise it won't disappoint. Reg. \$11.99/lb

25% OFF

WHOLE

BRANZINO

A while back when we had an Italian-inspired flyer, we made a video teaching people how to cook a **Whole Branzino**, which I volunteered myself for. The truth of the matter is that my first time cooking one is actually on that video, acting like I'd done it a million times before. This only goes to show how easy it is, as the fish actually turned out perfectly. Cooking the whole fish actually is kind of foolproof as the skin and bones protect the delicate filets and keep your fish super-moist. Just sprinkle the cavity with sea salt, stuff with lemon slices and herbs, cook on the grill or in a pan for three minutes a side and finish in a 425F for ten minutes. Check out the video, I did a pretty good job if I do say so myself, and it really highlights how awesome and simple it is! Reg. \$16.99/lb

25% OFF

HARVEST

CHICKEN SANDWICH

A delicious **Chicken Salad Sandwich** full of all my favourite fall flavours. I actually adapted this recipe from our Wheatberry salad, one of my most enjoyed offerings at the deli counter. Chicken breast with crisp grapes, slices of local apple, dried cranberries and toasted walnuts tossed in mayo with a pinch of curry on sliced Blackbird sourdough, with a little head lettuce for crunch. Featured

\$8.99 EACH

WHAT'S AT THE DELI?

We'll start off with one of my favourite soups, our **Curried Squash and Apple**. We'll be using Hubbard squash (AKA the best squash ever) to make this. The vibrant curry flavour cuts through the earthiness of the squash and the tartness of the Cortland apples to give you a perfectly balanced soup. Reg. \$8.99/900ml

Next, our **Kentucky Slaw** which I am a huge fan of. We make this with green and red cabbage and shredded carrot in a vinegar dressing with a sprinkling of celery seeds. Simple ingredients with lots of flavour. Reg. \$1.49/100g

Next up, we'll have our **Beef Stroganoff with Egg Noodles**, tender strips of beef with mushrooms served over egg noodles. I like to add a dollop of sour cream at the end for a nice tang! Reg. \$12.99/500g

For those of you who don't know, our head chef Kulam was classically trained in France and this week he will be showing off his skills with a **Baked Salmon with Shrimp Beurre Blanc!** Beurre Blanc is French for white butter, one of the fundamental sauces of French cuisine. Wine, shallots, and butter are all it takes to create a smooth and creamy sauce that is incredibly delicate, but has a way of bringing out the flavors of lighter dishes like seafood. He will be baking off some beautiful salmon filets then dressing them with this delicious sauce and the addition of shrimp. Reg. \$5.99/100g

I love, love, love me some halibut! This **Halibut with Lemon Caper Sauce** is a totally delicious sous vide special this week. Kulam makes his own smoked butter (YUM!) and then uses it to make a classic lemon caper sauce. Salty, citrusy and smoky all goes perfectly to pair with the sweet and delicate fish. Reg. \$8.99/100g

Last but not least, a staple at cashier Rita's place, our **Greek Salad**. Crisp chopped romaine with grape tomatoes, Kalamata olives and fresh cukes with our homemade Greek dressing and crumbled feta. Serves at least two. Reg. \$12.99/container

ALL 25% OFF

GIVING THANKS!

This past weekend we ran a "Giving Thanks" fundraiser in support of Markham Stouffville Hospital, and it was very well supported. We are so grateful to live and do business in such a wonderful community. You, our customers and friends are so generous, even in the most challenging of times. The final number we will be donating is still being calculated as we have received a few last minute donations, but we just wanted to say *Thank You* for your continuing support.

FLEMISH BEAUTY PEARS

While Bartlett, Bosc and Anjou pears are available pretty well year round, these locally-grown **Flemish Beauties** are a rare treat available for a few short weeks every year, and are some of the tastiest pears you can eat. They are honey-sweet with a subtle floral flavour and the same juiciness that Bartletts are prized for. They are also a generous size, but that won't stop you from eating a couple in a sitting as they are that good. We get these from Fisher Farms in Burlington. Featured at:

\$1.49 POUND

ICE CREAM OF THE WEEK

As pie season is upon us, we thought we'd feature an absolute classic to pair with your hot-out-of-the-oven pies, our **Vanilla Ice Cream**. Now I am a lover of vanilla ice cream, but while it's always delicious, it is undoubtedly bland at times, so when we developed ours, we wanted to make sure we got it right. If you can't make a good vanilla ice cream, you probably shouldn't be in the ice cream business. We use real vanilla beans, taking the time to slit them open and delicately harvest the seeds to add into our cream with a splash of our pure vanilla extract just to bolster that flavour. In my mind, it's as good a vanilla as you'll ever have anywhere.

Vanilla Ice Cream: Reg. \$12.99/litre

\$2.00 OFF

WHAT'S FOR LUNCH?

As our outdoor BBQ's have come to a conclusion, we still wanted to serve some tasty fare in the store. So this Friday, we are serving my ultimate guilty pleasure, something I've wanted to serve for as long as I've written these ads... homemade **Fried Chicken!** We marinate chicken pieces in buttermilk, dredge them in seasoned flour and fry them to juicy, crispy perfection. You'll get four pieces, fries, slaw and a pair of Cliff's biscuits. It's a meal fit for two, and a tasty one at that! You won't want to miss this. Available **Friday October 16th only starting at 11:00 am.**

Featured at:

\$30.00 COMBO

GUINNESS SAUSAGES

One of our signature pork sausages. We start with apple spices, add a touch of salt and pepper and substitute water, the requisite moisture we use in pretty well all our sausages, with the iconic Irish stout. These are great browned on the stovetop and served with boiled new potatoes and sauerkraut, or grilled and served on a bun with grainy mustard and an ample amount of sautéed onions. Reg. \$7.99/lb

25% OFF

AISLE FOUR

Greaves Wine Jellies - I'm not sure if I can remember a new product from Greaves, the amazing little preserve shop on the main strip in Niagara-on-the-Lake, but this year they came up with some Wine Jellies that Mariella and I have loved trying. They take wine from Chateau de Charmes, a local vineyard, and have crafted them into some seriously tasty condiments. The Cabernet Jelly and the Riesling Jelly are more appropriately served with ham, turkey (which we all have leftovers of) or chicken while the Ice Wine Jelly really shines with charcuterie, or a creamy brie...which also happens to be on sale this week. These are really sharp and can make a good meal into a great one in a matter of seconds. Featured at:

\$4.99 JAR

Oilala Olives - There's not a lot of foods that I don't enjoy, but try as I might to give them a chance, olives find themselves at the top of the list. In pre-Covid times when I was a single cat using dating apps to meet people, I included in my bio that I'm a "lover of all foods...except olives." I can't tell you how many people matched me, not because they were interested, but to ream me out for not loving olives and to ask what the hell was wrong with me. Clearly, olive lovers are a proud bunch and take their passion seriously. We've got two of what Mariella assures me are our best Italian olives on sale this week...**Nocellara**, a Sicilian olive that is briefly cured for ten days, nice and crunchy with a buttery taste. The second is a **Bella di Cerignola** olive from Puglia. This might be more up my alley as it's considered the "Beginner's Olive", big fruit, not too salty, with a mild and lingering creamy taste. Both are table olives, great for snacks, cocktails and at home in any charcuterie spread. Featured at:

\$12.99 EACH

MADE FRESH EVERY DAY SUSHI SUSHI!

We are featuring a little special at our sushi counter this week if you're looking for a quick meal on the go. We'll have a combo of 8 pieces of **California Roll** with 4 pieces of **Salmon Nigiri** at a hot price! Reg. \$11.00/pack

\$1.00 OFF

WHAT'S BAKING?

Limoncello Tiramisu: The quintessential Italian dessert, with a twist! We take the classic lady finger cookies and soak them in Limoncello and layer them with mascarpone cheese, whipped cream and lemon curd. Reg. \$9.99 each

Pecan Pies: These are made in a 9 inch size and we use lots of our premium jumbo pecans, all toasted-up for flavour and then add that butter tart-like filling that makes these the sensation that they are. Reg. \$19.99 each

M&M Cookies: We bake these fresh every week and I always find myself waiting around for them to pop out of the oven so I can enjoy them while the chocolates are slightly warm. Reg. \$8.99 each

ALL 25% OFF

CHEESE, PLEASE!

So a few hundred cattle were shipped from France to Quebec when it was first settled back in 1608, to introduce dairy farming (how could the early French settlers survive without their cheese, right?). Over a few generations these cattle became known as the 'Canadienne Breed'. There were about a half million or so at their peak in 1900, however today, less than 500 remain, making the Canadienne an endangered breed. The Laiterie Charlevoix began raising some for the purpose of making this cheese which they appropriately call "**Le 1608**". Aside from being a cool piece of history, the cheese is itself delicious. With a full, barny aroma, it tastes nutty at the rind, giving way to a complex, fruity flavour with a melt-in-your-mouth texture. Super cool and super tasty! Featured at:

\$5.99 100/G

We'll also have our **Triple Cream Brie**. This has a buttery core that gets even smoother with the addition of extra cream. The perfect addition to any cheese board. Featured at:

\$3.99 100/G

SPECIALS IN EFFECT FROM THURSDAY TO CLOSING, SUNDAY OCTOBER 18

STORE HOURS: MONDAY - FRIDAY 9:00 AM - 7:00 PM

SATURDAY & SUNDAY 9:00 AM - 6:00 PM

4476 16th Ave. (Just W. of Kennedy)

905-940-0655

www.thevillagegrocer.com

