

MACINTOSH APPLES

A few weeks ago, I was approached by one of our most regular customers looking for **MacIntosh Apples**. I told her we don't carry them this time of year and in turn she asked me what apple would be the most appropriate substitute, to which I said, "a peach". The concern etched across her face told me she thought I desperately needed help, so I explained that Mac's were out of season and it was the worst time of year to buy apples, as everything on our shelves had been picked nearly a year ago and been sitting in storage since. I assured her that nearly everything else on our shelves was local and fresh and reasonably priced and far more delicious. The only thing worse than losing a sale is damaging my fragile ego by giving a customer bad advice and losing my street cred as a savvy, foodie know-it-all.

Some apples hold up in storage while some, like these Mac's, are seasonal and are only at their best for a short window every year when they're picked fresh and never sit in the purgatory of a storage fridge. While every year there seems to be a new trendy variety of apple, an ever-so-slightly sweeter and crisper facsimile of the last season's fad, there's still nothing that tastes quite like a Mac. It has a flavour and texture all its own. While you'll see sad looking bags of them dying slow deaths on supermarket shelves year-round, it's these few weeks that they really shine the brightest and test the best. There's a reason I'm typing this on an Apple MacBook and not on a Royal Galabook! **Featured at:**

\$4.99
BASKET

LOCAL

BOSC PEARS

Found these beautiful **Local Bosc Pears** at market last week, absolutely stunning in shape and size, so I bought a few. Was checking over my invoices later that morning and thought that there must have been a mistake when I saw a charge for BFP's, an abbreviation I'd never heard of. Called in to get credit on this obvious clerical error and was told that I had in fact purchased these, the "B" stood for Big and the "P" for Pear, never asked about the 'F' but it's pretty obvious that it must stand for "flavourful" or "fresh" or "fantastically priced" as we're selling these beauties at cost this week. **Featured at:**

\$1.49
LB

WHAT'S AT THE DELI?

Cream of Roasted Red Pepper & Tomato Soup - Creamy but not overly so, the lingering sweetness of roasted field peppers enlivened with the acidity of local tomatoes. A taste of a summer season that's rapidly drawing to a close. **Reg. \$9.99/900ml**

German Potato Salad - This is a lovely, lighter take on our regular potato salad. We boil local red and white potatoes, then add chunks of our smoked bacon, diced onions and peppers in a Dijon vinaigrette. This goes with just about anything, but it especially shines as a side for any pork dish. **Reg. \$2.29/100g**

Beef, Beer and Onions - Perhaps the best beef stew on the planet, this features slow-cooked strips of brisket with...you guessed it...a ton of caramelized onions and hearty ale. As we're feeling all Germanic and what not, we've substituted some delicious German 'brau' for the usual ale. **Reg. \$16.99/500g**

Salmon Sous Vide - Our sous vide of the week will be a salmon fillet with a medallion of lemon dill butter. Just pop the bag in a pot of boiling water and in about ten minutes you'll be rewarded with a piece of beautifully cooked salmon that's been basted in butter with lemon and dill. **Reg. \$5.99/100g**

Homemade Fig Jam - Several weeks ago I went a little crazy ordering figs so we ended up with about 100 cases left over. This could have been a costly mistake but we ended up making them into a delicious jam that captures the honeyed sweetness of these Mediterranean gems. Great on a toasted piece of Japanese bread or as a condiment with charcuterie, I love this stuff. **Reg. \$12.99/jar**

ALL 25% OFF THANKSGIVING

Just a reminder that information and menus for all things **Thanksgiving** are now on our website! Be sure to check them out and place your orders in advance.

SALT SPRING ISLAND MUSSELS

These **Mussels** from beautiful Salt Spring Island, BC are the best I've ever tasted, head and shoulders above the little ones that come in the two pound mesh bags. These are the plumpest, biggest, thickest, juiciest and sweetest mussels that I ever did taste. Once you try them, you'll never go back. The sky is the limit for how to prepare these. You can simmer in a nice Arrabittata tomato sauce, simply with white wine and garlic, with a curry-spiked coconut milk with aromatics, or grab a copy of Chef Paula's Paella recipe and go wild. **Featured at:**

\$9.99
LB

As much as I love the mussels, my favourite part of eating them is dunking warm pieces of crusty baguette into the flavourful juices after. So with every purchase of 2 pounds or more of these molluscs you'll get a **FREE Blackbird Bakery Baguette** (Reg. \$4.99 each) to soak up all that deliciousness. *While supplies last.*

VILLAGE CREAMERY'S ICE CREAM OF THE WEEK!

We are kicking off the Autumn season with a classic flavour, one of our best sellers, **Apple Crisp Ice Cream**. We make a vanilla and cinnamon ice cream and add in slivers of spiced apples that we cook down until they are almost caramel and our buttery crisp topping. It's all delicious but those frozen bits of crisp topping are heaven in the mouth, they just hit different. You will love it, your kids will love it, your partner will love it, your mom will love it, buy one for all of them!

APPLE CRISP ICE CREAM
REG. \$13.99/LITRE

FEATURED AT:
\$2.00 OFF

PIZZA OF THE WEEK

We give the people what they want and what they wanted was a **Potato Pizza**, at least according to Alex. So he has whipped up a pizza with our Italian sausage, herby toasted potatoes, slivered red onion, mozzarella and a pesto aioli. **Featured at:**

\$4.99
SLICE

WHAT'S IN BLOOM?

Fall is such an amazingly colourful time in the plant world with an abundance of bright colours and beautiful blooms for both inside and out. Mariella has arranged for a few key must-haves for you all to enjoy this weekend and blooming into the following weeks for Thanksgiving decor. First up, **Fall Harvest Bouquets**. If you have been in the store over the past week or so you would have noticed these very colourful bouquets that scream Autumn. They are full of gorgeous sunflowers, celosia, wild flowers and cabbages. **Featured at:**

\$13.99
BUNCH

If you are looking for something more long-lasting, for both inside and out, we will have **Potted Celosia**. The name 'Celosia' means 'burning' in Greek because of the bold plumes of bright spires that resemble a flame. Celosia can be found in many different sizes, shapes, and colors and this week we have no shortage. Available in 6 inch pots. **Featured at:**

\$9.99
POT

Our sidewalks are also filling up again with shipments arriving almost daily. A few key items to point out are the **Tri Colour Mum Bowls**. These are my absolute favourite. With regular mums I can never decide what colour to choose...yellow..orange..white..burgundy...but with our tri-colour pots you don't have to decide. An instant pop of colour for any outdoor space. You also shouldn't miss the **Mixed Fall Planters**. There are bursting at the seams with mums, tall grasses, ornamental peppers, celosia, cabbages, black-eye Susans...the list goes on. These are show stoppers for the harvest season and the perfect presentation as you welcome guests over for Thanksgiving. **Starting at:**

\$19.99
EACH

CHICKEN SCHNITZEL

AKA **Chicken Outlets**. When we first decided we wanted to do an Oktoberfest-y theme for the ad, the first thing that came to my mind was sausages, the second was beer, the third was, well there wasn't really a third because I don't know much about German cuisine, which isn't really beloved worldwide in the same way other European cuisines are. My fave German things are Riesling from the Mosel, my Mercedes and Helene Fischer's annual Christmas special, she's pretty much the German version of our Celine Dion except with a fraction of the talent but looks to make her German Christmas carols tolerable. I can't put any of those on sale so you'll have to settle on the consolation prize of these. We tenderize local chicken breasts, soak them in milk, season them and then bread them. All you have to do fry them up at home and you'll be rewarded with a juicy, crisp piece of chicken. **Reg. \$14.99/lb**

25% OFF

OKTOBERFEST SAUSAGE

So I'll pull back the veil on a dirty little secret, a skeleton tucked in the deepest recesses of the Grocer's closet. The **Oktoberfest Sausage** we feature every year is just our Bratwurst sausage parading under a different name. Some may think it's perjury, some may see it as marketing, but I've never lost sleep over it as our Brat's taste just as good under any name. This year we decided to actually give them a little Germanic makeover by adding my fave German beer, Hacker Pschorr, to our Bratwurst recipe, as nothing should be called Oktoberfest without having some beer in it. **Reg. \$7.99/lb**

25% OFF

WHAT'S BAKING?

Pear & Ginger Muffins - Had a handful of beautiful, perfectly ripe bartlett pears left over from last week's special so we decided to put these wonderful autumnal muffins on sale. The sweetness of the pears contrasts perfectly with the ginger and these muffins come out wonderfully moist with a crumbly ginger topping that's absolutely to die for. **Featured at: 2 FOR**

\$3.99
TWO

Black Forest Cake - The original idea was to put a bunch of German desserts on special. At the end of the day, this was the only one that made the cut. Three layers of our chocolate sponge, soaked in cherry brandy, layered with fresh whipped cream, topped with dark chocolate shavings and maraschino cherries. I think it's one of the most underrated things in our bakery. **Reg. SM: \$28.99 & LG: \$38.99 EACH**

25% OFF

CHEESE PLEASE!

This week we are featuring the most famous German cheese, **Cambozola**, which happens to be one of my faves. It's essentially a combination of French Camembert and Italian Gorgonzola, which you might have been able to guess from the name. It's supremely creamy with a consistency similar to a triple crême cheese but with a subdued blue flavour. **Featured at:**

\$4.99
/100G

WHAT'S THE BUZZ?

Enhance your dining table this fall with **Maxwell & Williams's Fig Garden**. Inspired by the Mediterranean orchards, each piece features a rich burgundy and green fig motif which will bring a wow factor to any table setting. The large oblong platter makes an ideal serving dish and the pitcher can be used for beverages or an elegant vase. *Prices vary, available while quantities last.* **Featured at:**

50% OFF

AISLE FOUR

Kuhne Sauerkraut - A sausage isn't a sausage without sauerkraut, and this is the gold standard of kraut. It's barrel-aged to give full flavour, perfect for our Oktoberfest sausages or any smoked pork dish like our kasseler chops. **Featured at:**

\$4.99
JAR

Kuhne Red Cabbage - Similar to their sauerkraut but without the 'sauer' flavour, this is a milder and sweeter cabbage as there's apple in there. I love to put some in a fry pan, put a kasseler chop or one of our smoked sausages on top, cover with the lid and let them steam until heated through, served with my fave mustard. It's the world's easiest dinner, ready in ten minutes, the perfect fall meal, hearty but healthy. **Featured at:**

\$3.99
JAR

Kozlik's Mustards - It's very cool that these mustards, which many chefs consider to be the gold standard of mustard the world over, are produced right here in Toronto, in the St. Lawrence Market. I am particularly fond of the Amazing Maple flavour if you want something sweet and the Horsesradish Mustard if you want something with some kick to it. **Featured at:**

\$6.49
JAR

Bavarian Pretzels - In Germany pretzels are a big deal, often eaten as a quick snack. You can get them at every bakery in town. We will have our take on fresh soft Bavarian Pretzels this week. You can enjoy them as is, paired with your favourite melted cheese sauce or mustard (Kozlik's is a great choice) or do as the German's do and cut it in half with a thick layer of butter and chopped chives on top. **Featured at:**

\$1.99
EACH

OKTOBERFEST

SUNDAY OCTOBER 2ND
11:00 AM - 4:00 PM
RAIN OR SHINE
MORE INFORMATION TO FOLLOW

We are just about a week away from hosting our first ever Oktoberfest, and we are beyond excited about it. Join us on **Sunday October 2nd from 11:00 AM - 4:00 PM** - all are welcomed as we share our love of food and drink with a German flare. For those of you not in the know, Oktoberfest is an annual festival in Munich, Germany, held over a two-week period ending on the first Sunday in October. During Oktoberfest there is lots of drinking, eating, dancing and singing, all things we love to do here at the Village Grocer, so it seemed like the perfect event for us to host. We will be joined by Mark and his team from Carne Cartle serving up some delicious grub, as well as our friends at Rouge River for something refreshing. More information will be available on our website next week in terms of purchasing food and drink tickets, so stay tuned! Wunderbar!

SPECIALS IN EFFECT FROM THURSDAY TO CLOSE, SUNDAY SEPTEMBER 25

Store Hours: Monday - Friday: 8:00 am - 7:00 pm
Saturday & Sunday 9:00 am - 6:00 pm

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it takes a Village!



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