

LET'S CELEBRATE

ST. PATRICK'S DAY

It's March Break so I'm sure many of you are away, but this week we are taking a trip ourselves, maybe more of a spirited tour of the Emerald Isle, as we celebrate **St. Patrick's Day** with lots of potatoes, corned beef, more potatoes, Guinness, and even more potatoes, in every form imaginable.

I've been to Ireland plenty of times, Dublin holds a special place in my heart, home of some of the friendliest, most affable people in the world. Shopping on Grafton Street, taking in all the faded grandeur along the Liffey, enjoying a roaring craic in one of the city's innumerable pubs, the city has so many great ways to spend the day, but what's often overlooked is that the food is world-class. I had a preconceived notion that Irish food began and ended with the potato and that I'd need to order a fair bit of Jameson to wash down whatever I was going to eat. However, I was blown away with its seafood, its out of this world lamb, the selection of stout beers (my fave!), all prepared simply and straightforward, unhampered by any pomp and ceremony.

CORNERED BEEF

The star of the show this week. If you plan on having a few pints for St. Pat's, don't do it on an empty stomach, get you some of our delicious corned beef first. Even if you're not celebrating, our corned beef is all sorts of tasty and makes a great meal. One of my most visceral memories is at the old store, seeing this pulled out of our oven for the first time. We rub it in brown sugar with some black pepper and the smallest hit of cinnamon, and cook it wrapped in tin foil. The explosion of smell as you open the foil envelope is a complete sensory overload yielding a glistening, tender brisket. Very easy to cook, instructions are on the label, just follow them for your own aromatic and appetizing bliss. **Featured at:**

In years past we've given out a head of raw cabbage with every corned beef, but this year we are doing one better, giving you a **FREE container of cooked buttered cabbage**, the perfect side dish.

RASPBERRIES

For a few weeks we had some INSANE prices on **Raspberries** (in the bad way, not the good way). We would have had to charge prices that would even make Galen cringe. This week they are priced to fly out of here, and most importantly, they are delicious, top notch berries, juicy, plump, fresh as can be. **Featured at: 3 FOR ...**

GUINNESS SAUSAGES

I freakin' love Guinness, it's like velvet and mahogany blended into liquid form. It's all I could do to not feature it in every special item but I limited myself to this, what I believe to be our most flavourful sausage. It's a mildly seasoned pork sausage where we use Guinness as the requisite liquid. Grill or cook on the stove top, low and slow, and you'll get all that lovely mellow flavour simmered into a juicy sausage. Enjoy with our creamy and rich colcannon for a super easy dinner. **Reg. \$7.99/lb**

CHICKEN CUTLETS

I've been working in the meat department the last week and a bit for a change of scenery and to learn something new. It's been a pretty eye-opening experience, especially seeing the ridiculous amount of **Chicken Cutlets** we sell. I was honestly flabbergasted my first few shifts but I totally understand why, they're pretty amazing when they're fried up (and they're a mess to make at home). We tenderize and soak chicken breasts in milk with herbs and spices and then coat them in Italian breadcrumbs. I love taking the extra step and putting some tomato sauce and mozzarella once they're fried, to make a kickass chicken parm. **Reg. \$14.99/lb**

BARRY'S TEA

We feature this iconic tea from County Cork once a year so that those of who swear by it can load up. A good cup of Irish breakfast tea is hard to come by. The blend is mainly from Assam tea, it is more robust than orange pekoe or English breakfast and has a rich, malty flavour. **Featured at:**

Just a heads up, our Easter menus (bakery, catering, turkey and ham information) are now available online!

VILLAGE CREAMERY'S ICE CREAM OF THE WEEK!

We've got a pair of specials for y'all this week. Firstly, we have **Grethe's Baileys Ice Cream**. It does not get simpler than this, as there's only three ingredients: cream, sugar and Baileys. You can't improve on perfection and we didn't even try to. If you've got an espresso machine at home, try making an affogato with this by running a shot of espresso over a scoop, it's life-changingly delicious.

Grethe's Baileys Ice Cream
Reg. \$13.99/L

As you might not want to give your kids boozy ice cream, we'll have a **Mint Chip Ice Cream** as well. Last time we featured this in the ad, I mentioned that I wasn't a fan and that it tastes like toothpaste, and for weeks I was hearing about my slanderous words from the surprisingly militant and vocal mint chip lovers out there. I apologize and hope you get your hands on some this week.

Mint Chip Ice Cream
Reg. \$13.99/L

BOTH \$2.00 OFF

ORGANIC IRISH SALMON

Some of the world's best salmon fishing is along the River Moy in the northwestern corner of the island, and this is where we get a lot of our **Organic Salmon** from. This is farmed at the mouth of the river where it meets the frigid waters of the Atlantic. The colder temperatures produce a delicious, fatty piece of salmon which you'd have to be willfully negligent to dry out when cooking. **Reg. \$32.99/lb**

20% OFF

GREEN GRAPES

The **Green Grapes** I got last week were real, real sharp, nice big specimens with big crunch and even bigger flavour. Every one is a mini explosion of deliciousness. **Featured at:**

\$2.99 /LB

CHEESE, PLEASE!

My Foray into Cheesemaking - Every year we feature an Irish cheddar for St. Pat's, but this year we couldn't get our hands on some. So we decided to go ahead and try and make our own cheese for the occasion. Our first thoughts were to send Mariella to the pastoral Elysium of County Wicklow, just south of Dublin, to milk some Holsteins and make her own, but it turns out she's on the No-Fly List. Instead we came up with the bright idea of taking one of our favourite cheddars, a **six-year old cheddar from Cow's Creamery, and soaking it in a delicious blend of Irish whiskey, maple syrup and vanilla beans**. We tried a sample last week and I have to say, I don't think it could have turned out better. The whiskey is nice and mellow and just lends a subtle oakiness and smokiness that the maple balances out. The cheese is as good as cheddar gets. I think we hit a homerun! **Featured at:**

\$6.99 /100G

Kerrygold Dubliner - A total no-brainer when picking a cheese for St. Patrick's Day, as this is famous the world over. Dubliner is an absolutely delicious cheese, native to Cork County, Ireland. Perfect for both snacking on or for cooking - think a grilled cheese or melted in scalloped potatoes! Tastes like a combination of old cheddar and parmesan. Best enjoyed with a slice of our Irish soda bread! **Featured at:**

\$5.99 /100G

BARTLETT PEARS

I am more partial to pears than to apples, viewing them as apple's more sensual, softspoken cousin. What they lack for in crunch, they more than make up for with juiciness and floral sweetness. These **Bartlett Pears** are the first crop of the year from Argentina, great size and you'd be advised to get a bib when they're ripe and ready-to-eat as they are incredibly juicy. **Featured at:**

\$1.49 /LB

WHAT'S AT THE DELI?

There is no Irish food as quintessential as the humble potato. I spent about an hour of my life reading up on the Great Potato Famine of the 1840's and I'm already long winded, so I won't bore you with my findings other than the fact that it wasn't until last year that Ireland's population returned to pre-Famine levels. One crop failure left millions dead and even more as refugees searching for a new home. But I will digress and tell you about this week's tuber-centric specials like this salad, that I couldn't live without.

Potato & Egg Salad - This is the gold standard for potato salads, steamed red and white potatoes that we toss with hardboiled eggs and crunchy celery in a delightfully tangy dressing. Goes with anything and everything. **Reg. \$2.29/100g**

Leek & Potato Soup - In a moment of sheer idiocy, we made this soup years ago for St. Pat's and then dyed it green. It tasted great but it's ghastly pale green colour was just a little hard to get past. This is why I work at a grocery store and am not a marketing exec. This comforting soup is simple but tasty, makes a great appetizer or a side dish alongside a sandwich, or as a stand-alone meal on its own. **Reg. \$10.99/900ml**

Irish Shepherd's Pie - Not that there is anything wrong with our regular shepherd's pie, but we wanted to kick it up a notch. We are making this with ground beef, onions and carrots that we simmer in Guinness and then topping it with creamy, white cheddar mashed potatoes. **Reg. \$19.99/container**

Smoked Haddock Brandade - Smoked fish is a staple of the Irish diet so for this week we are making a delicious hearty brandade with flaked fish folded into creamy mashed potatoes with chopped kale and cheddar melted atop. Good ol' Irish soul food. **Reg. \$12.99/container**

ALL 25% OFF IRISH CREAM MILK

The good folks at **Sheldon Creek Dairy** roll out a new seasonal flavour of milk every month or so. This one is a particular favourite of mine that will transform your morning coffee into something worth actually getting out of bed for. **Featured at:**

\$5.99 /BTL

WHAT'S BAKING?

Baileys Flourless Chocolate Cake - Rich chocolate, creamy mousse and sweet and salty caramel. If you don't like this, odds are that you lack trustworthiness and are an unsavory person. We take our flourless chocolate cake as the base, top it with a Baileys-infused mousse and then drizzle with a salted caramel, spiked with the smallest touch of Irish whiskey. **Reg. \$26.99 each**

25% OFF

Irish Coffee Crème Brûlée - One of the best restaurants I've ever eaten at in my life was Chapter One in Dublin. A crazy fine dining experience that I'm still waxing poetic about years later. The impeccable service was only upstaged by the amazing food, especially the Irish Coffee that they flambéed tableside at the end of the meal. It's at once creamy, boozy, sweet and coffee-y, and we're combining all those delicious elements and making it into a luxurious crème brûlée this weekend. I'm even willing to send O-Dogg (Olivia D from the bakery) home with you to flambé it tableside at your house. **Reg. \$6.99 each**

25% OFF

Peppermint Patties - These are like our personal-sized Joe Louis but with a peppermint twist. We take two small rounds of chocolate cake and sandwich them with some white icing that we spike with peppermint and then coat the whole ordeal with our melt-in-your-mouth chocolate ganache. **Featured at: 4 FOR**

\$19.99 /4 PACK

Personal Baileys Cheesecakes - We are making one of our usual suspects for St. Pat's into a small individual size because when it comes to dessert, sharing is overrated. We start with a graham cracker crust and then top it with our velvety cheesecake batter that we spike with a delicious amount of the titular Irish liqueur. Then we top with freshly whipped cream and a drizzle of chocolate ganache. **Reg. \$6.99 each**

25% OFF

Baileys Poundcake - A soft, buttery loaf infused with...you guessed it...Baileys. Lovely with a cup of tea for an afternoon snack, this loaf is horribly addictive and seems to disappear way too fast! **Reg. \$9.99 each**

25% OFF

SPECIALS IN EFFECT FROM THURSDAY TO CLOSE, SUNDAY MARCH 19

Store Hours: Monday - Friday: 8:00 am - 7:00 pm | Sat. & Sun 9:00 am - 6:00 pm



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