

GARY'S

BUTTERFLIED

## SALMON SKEWERS

## PORK TENDERLOINS

Was going to call these 'Fishsticks' (refer to South Park season 13) but was scared of luring an amorous Kanye West to our store, and I also didn't want these to be confused with anything from Highliner. Our beloved fishmonger/truck driver, Gary, has his work cut out for him this weekend when we feature our assortment of delicious Salmon Kebabs. We cube up pieces of Atlantic salmon and toss them in one of three marinades: **Black Garlic** (my favourite), **Mediterranean**, or **Sweet Thai**, and then we skewer them with bell peppers. These are best on the grill but can also be done in the oven, I would suggest 425F for 15 minutes. Reg. \$29.99/lb

**10% OFF**

## VILLAGE CREAMERY ICE CREAM OF THE WEEK!

When we take the sweet, creamy, frozen perfection that is our homemade ice cream and sandwich it between the excellence of our homemade cookies or jelly roll sheet, the results are always delicious. We make about twenty different flavours, some in cookies, others with jelly roll sheet, all of them good. I have a personal weakness for the Cappuccino one we make with the chocolate cookies.

Ice Cream Sandwiches  
Featured at: 2 for \$10.00

I cannot in good faith tell you that pork tenderloin is my favourite cut of pork. If I want pork, I usually want a fattier cut and pork tenderloin is lean, it's kind of like the chicken breast of a pig IMHO. However, I actually do like our butterflyed tenderloins, they're about as simple to cook as anything from an Easy Bake Oven, and as we marinate them, they definitely are much more flavourful. As they are butterflyed, they are uniformly flat so they cook evenly. I would suggest grilling on medium heat 4 minutes a side. We have three different marinades: **Black Garlic** (my fave), **Mediterranean** and **Sweet Thai**. Reg. \$13.99/lb

**25% OFF**

TEXAS

## SMOKIES

In my opinion this sausage is one of the hidden treasures at our meat department. It's like a bratwurst with a little more personality, that same garlicky profile but we add some Montgomery's BBQ Sauce, which gives it a touch of sweetness and acidity and a lingering smokiness. If you haven't had before, I promise this will be one of your new faves. Reg. \$6.99/lb

**25% OFF**

LAKE ERIE

## PICKEREL

Sweet and mild, loved even by the biggest fish haters, this really shines when breaded or battered and fried to a crisp golden-brown. I love to cut mine into strips, dredge them in pancake batter and fry to crisp, golden perfection. Hit it with a squeeze of lemon and you're good to go! This is local product, from Wheatley on the shores of Lake Erie. Reg. \$24.99/lb

**25% OFF**

## HADEN MANGOES

So ever since I came back from Mexico, I've been burning up inside to feature a melange of amazing tropical fruits, but forces outside my control have conspired against me. Things finally came together this week and our shelves our heaving with the most amazing tropical fruits that you'll find north of the tropics. In Mexico City there are vendors on nearly every corner with carts flush with ripe mangos. When there's a breeze, you will catch their alluring tropical aroma wafting through the streets. For a few pesos they'll hack up mangos at lightning speed and sprinkle them with tain (a mix of salt, chilis and lime), so delicious! What is in such abundance there is in short supply here - mangos have not only been expensive, the quality has been 'meh', the only mangos readily available are the 'Tommy' variety which are nowhere near as delicious as the 'Haden' variety we normally have this time of year. After persistently harassing my supplier every day for the last two weeks, I finally got the right stuff and will be blowing them out at cost.

**\$5.99 FOR 3**

Featured at: 3 FOR ...

GOLDEN

## PINEAPPLES

Just like the aforementioned mangos, it's been a slog trying to get a half decent pineapple, and for the last two weeks they've been just so-so. My harsh critic is undoubtedly Winnie, the tiny Vietnamese woman who makes our amazing fruit salads and cut veg mixes. She will be the first to tell me if she's unimpressed with anything that I've selected for the store, and will always be very vocal in her complaints. I haven't been able to get the tree-ripened pineapples we normally carry and have been forced to get greener pines with more anemic flesh. She wanted me to put up a sign last week that said "White but okay" to display alongside the pineapples, which would be an equally appropriate thing to get tattooed on my lower back. This week we are back with the most amazing tree-ripened pineapples - they're succulent, bursting with tropical sweetness, just about as perfect as a pineapple can get. Winnie's happy, I'm happy and if you buy these, you'll be happy too! Featured at: **BUY ONE GET ONE**

**\$7.99 / BOGO**

TREE-RIPENED

## PAPAYAS

I wasn't always a papaya guy. I would bring them in sometimes, they wouldn't really sell, I'd toss them. A customer would ask me, I'd try again, wash, rinse, repeat. Where I was wrong was in thinking that all papayas are generally the same, that there is no real difference in varieties. It wasn't until I tried these Formosa Papayas that I changed my tune. They have this fragrant maple-y sweetness that's not too different from a perfectly ripe California cantaloupe. Seeing as how we sell out nearly every week, lots of you know just how good these are. And if you haven't tried before, I highly recommend, they will make anybody into a papaya lover. Just cut in half, scoop out the seeds and enjoy the buttery soft, sweet flesh. Featured at:

**\$2.99 / LB**

PURPLE

## DRAGON FRUIT

A late addition to our tropical fruit sale, these stunning fruits are airfrown from Vietnam. People are familiar with the white-fleshed ones in, but these purple-coloured Dragon Fruits are much harder to come by and are usually stupidly priced. Sweet, mild and refreshing with eye-popping colour, these are a rare treat at a rare price. Featured at:

**\$6.99 / EACH**

## AISLE FOUR

**Daily Dumpling Wontons** - These Shanghai-style dumplings are my go-to meal in a pinch. Either boil for five minutes or steam for ten and then toss in your sauce of choice and you're good to go. These have brought me back to the realms of the living many a difficult Sunday, and I always have them on hand in my freezer. Lots of flavours, including a delish vegan option (Spinach, Shiitake & Pine Nut), I am particularly fond of the Shrimp, Pork & Shiitake, as well as the Classic Pork with Mustard Greens. They have sauces to accompany them, as well: Ginger Soy, Shanghai Peanut Sauce and Szechuan Chili Oil. I recommend grabbing the peanut sauce with a spoonful of chili mixed in, just enough to tingle the back of the throat. Starting at:

**\$16.99 / EACH**

## PIZZA OF THE WEEK

Shoutout to North of Brooklyn Pizza. If I was given the choice, their delicious pizzas are the last thing I'd choose to eat before saying farewell to this cruel world. This weekend's pizza, our **Pepperoni Pizza a la Vodka**, is my go-to order when I go there, and it always hits the spot. We start with a homemade vodka sauce, put on some fresh basil and bocconcini, and then cover every possible square millimetre of real estate on the pizza with our homemade pepperoni. We sprinkle on pecorino romano to finish. Buon appetito! Featured at:

**\$14.99 / EACH**

## WHAT'S IN BLOOM?

**Ranunculus** - My favourite of all the spring flowers, we'll have beautiful local ranunculus in a multitude of hues, from pastel to bold tones.

**Spring Bulb Bonanza** - Last year I spent a few days in beautiful Amsterdam, where every direction you turn is worth a photo. One of the highlights of the city is the Bloemenmarkt, a sprawling market floating on barges in the Singel Canal. Vendor after vendor is hawking their wares, flowers, bulbs, cheeses, Christmas baubles and souvenirs. Vibrant colours and a cornucopia of fragrances battle for your senses with every step. I really wanted to float Mariella out on a miniature barge on Toogood, but instead we'll have a sale on potted spring bulbs of tulips, hyacinth and daffodils. These are meant for indoors, and will flower once they're in warmth. Make sure not to overwater and the blooms should last for weeks. Featured at: **2 FOR ...**

**\$10.00 / FOR 2**

WASHINGTON STATE

## ASPARAGUS

More than the passing of Easter, or the arrival of flowers, or rhubarb shooting up in my garden, or waking up to a cacophony of birds in the morning, the appearance of this on our shelves marks the beginning of Spring. I always feel guilty besmirching local produce, but as good as the local asparagus we get in is, this is even better. Local grass grows in sandy soil, whereas this is from loamy, nutrient-rich soils in the Yakima Valley. The stalks are a tad on the girther side but once cooked up they are super, super tender with a nice crispness, and boy are they ever flavourful! We always have this for about a week or two to cover the gap when the Mexican season is over and the local is yet to start, and normally we have it for \$8-9/lb, but their season is off to a hot start so I got a fantastic price for you.

**\$3.99 / BUNCH**

Featured at:

WHAT'S FOR

## LUNCH?

So for Friday lunch this week we are serving up my personal favourite sandwich that we make here at the store, our **Porchetta Sandwich**. We make the porchetta inhouse, wrapping a juicy pork belly around a lean pork tenderloin, seasoning it with garlic, chili, fennel, herbs and zest. Just an incredibly flavourful roast that we shave and put on a Blackbird bun with the crackling (crispy bits of pork skin...the best part!), shaved Asiago, tomato and arugula, with a grainy mustard aioli. We are serving these with French fries that we toss in fresh parm, truffle oil and rosemary. If you're coming to the store sometime this weekend, you'd be wise to make it Friday afternoon. Featured at:

**\$19.99 / EACH**

Our Café lunch menu for next week:

- Monday April 29th  
Tuna Melt with Green Salad
- Tuesday April 30th  
Short Rib Reuben Sandwich with Cathy's Coleslaw
- Wednesday May 1st  
Chicken Cutlet Sandwich with Napa Salad
- Thursday May 2nd  
Prime Rib Sandwich with Roasted Potato Salad
- Friday May 3rd & Saturday May 4th  
The Return of the Outdoor BBQ!

## INTRODUCING OUR NEW PRODUCT! HOMEMADE GRANOLA

The synthesis of our granola is essentially the Village Grocer's Manhattan Project, as we've had this is the works for a loooooong time, with all of the brightest minds at the VG collaborating on the ratios and ingredients, and after innumerable test batches and tweaking, I think we hit a grand slam! We've picked three amazing flavours that will have you purring, "granohhhhh-la-la"! Featured at:

**\$12.99 / 1L JAR**

**Prairie Harvest** - This was the biggest no-brainer in the world. We can never have enough of our harvest cookies in stock, so we made a granola with all that same goodness: oats, raisins, dried cranberries, walnuts and pumpkin seeds baked with honey and maple syrup.

**Cherry & Almond** - Plump with a perfectly balanced sweet and tart profile, cherries are the undisputed king of dried fruit. We mix them with oats and slivered almonds and dress them up with brown sugar, maple syrup and vanilla before baking.

**Maui Mix** - A little brainchild of mine. Hats off to Evann and our team over at our commissary who not only matched my expectations, but blew them out of the water! We dice up dried mango, pineapple and apricots which we toss with oats and macadamia nuts, large flakes of toasted coconut and dress with honey, ginger and a pinch of sea salt. It is unbelievably tasty, all of them are great but this one rocked!

These will come in mason jars that you can return for a deposit.

OUR OWN

## MAPLE SYRUP

I consider myself to be the ultimate granola aficionado. I start my day with it: a bowl of yogurt, a handful of whatever berries are in season, a couple scoops of granola and then a drizzle of maple syrup. So with the introduction of the granola, we thought it was a great opportunity to blow out our own maple syrup that we bring in from our good friends at Fortune Farms, just southwest of Ottawa. This is the first batch of this year's harvest and as always, it's the gold standard. Featured at:

**\$12.99 / BTL**

## CHEESE, PLEASE!

**Thomas' Maple Whiskey Cheddar** - If the whole grocery store thing doesn't work out for me, I might try my hand at cheesemaking, but for now I only have one creation to my name, this delicious, soaked cheddar that we make at our deli. We take one of our finest cheddars, the three-year-old cheddar from Cow's Creamery in the Maritimes, and soak it in a blend of our aforementioned maple syrup (on sale this week!), smoky Irish whiskey and loads and loads of ridiculously expensive Madagascar vanilla beans. It's sweet and smoky and sharp and vanilla-y and just wildly, wildly tasty! Featured at:

**\$6.99 / 100 G**

## CHARCUTEZZ OF THE WEEK

**Niagara Lonza** - This stuff has a huge 'wow!' factor, the marbling on it is truly insane, making it quite the treat. Made by boning out pork ribeyes (my fave cut of pork) and curing it in the same manner that you would a prosciutto. Just take a slice and let it sit on your tongue for a second and feel the micro-ripples of fat melt, unlocking a rich pork flavour with a surprising nuttiness. So, so good! Featured at:

**\$9.99 / 100 G**

## WHAT'S AT THE DELI?

**Roasted Veg & Pesto Pasta Salad** - We make four or five batches of our homemade pesto per year, and it's pretty much guaranteed that those four or five days are among the worst I'll have that whole year. Cleaning pound after pound of basil off the stem, blending it in small batches, coating yourself and everything in olive oil, it just sucks, but it's a great product, so we shut up and do it. We made a batch last week and thought we'd celebrate by featuring this amazing pasta salad that features it prominently. We take penne pasta and toss it in a pesto vinaigrette with roasted eggplant, red onions, peppers, sundried tomatoes and a sprinkle of parm. One of the best we make! Reg. \$2.99/100g

**Broccoli & Cheddar Soup** - The perfect comfort food! Made with fresh broccoli, butter, carrots, butter, celery and a crusty Blackbird baguette to go with, they're a match made in heaven. Reg. \$10.99/900ml

**Chicken Tikka Masala** - One of my favourite things Chef Kulam makes. The origin of this came about after my first time going to London, England where I fell head over heels for all the amazing Indian and Pakistani food there. I challenged Kulam to see if he could recreate that flavour and he hit it out of the damn park! Pieces of chicken are marinated with cream and yogurt (this keeps it extra juicy and moist) and spices (there was a trip made to the local Indian grocer to grab some secret spices whose label I can't read, so you know they're good), and then simmered with onions, tomatoes and cashews. I'm not just saying this, this is better than what I had over there. We brought in some **garlic naan** from my fave Indian place to soak up all the delicious juices. \$19.99/entree

**Rigatoni with Beef Tenderloin & Mushrooms in Demi Cream Sauce** - Shout out to Donna, the lovely lady who called me last week raving about the amazing pasta she'd had that afternoon at the café for lunch, asking when we'd be making it next. The answer to that question is this weekend, and we're putting it on sale. We take all the drippings from when we cook up the Roast Beef for the deli and then reduce them with red wine until they're a demi-glaze and doctor it up with cream to make this luxurious, over-the-top pasta sauce that we pair with slices of beef tenderloin, button mushrooms and onions. Yes, it's every bit as decadent and amazing as it sounds. \$19.99/entree

**Butternut Squash Soup** - Every time we feature butternut squash soup, we say it's going to be the last because we always woefully underestimate your insatiable appetite for this delicious, earthy, sweet elixir and inevitably run out way too early. But not this time...hopefully. We've introduced it into our offering of frozen soups and have a massive stockpile, you will find this in our freezer with our other Village Kitchen soups. Reg. \$10.99/900ml

ALL 25% OFF

## WHAT'S BAKING?

All last week, whenever I went to the bakery I noticed miscellaneous bottles of booze scattered all over the place: rums, tequila, brandy, vodka, you name it. I'd worried that I'd finally gone too far and driven my staff to drink. After Mariella administered a series of field sobriety tests and they all passed, we got to the bottom of it and figured that they were all prepping for this week's special, a Cocktail Week where we are recreating some signature cocktails in the form of desserts.

**Margarita Cheesecake** - My forever-fave, go-to cocktail, I will never say no to a crisp, limey marg on the rocks. We make this by folding lime juice, zest and lime curd into our velvety cheesecake batter with a splash of Tequila and Triple Sec. Featured at:

**\$24.99 / 6"**

**Piña Colada Muffins** - An oldie but a goodie, a fan favourite we are pulling out of retirement this weekend. We mix coconut cream into the batter with a swig of coconut rum and chunks of pineapple. Unlike the actual cocktail, you can start your day with one of these without fear of judgement. Featured at:

**\$7.99 / FOR 4**

**Grethe's Baileys Mousse Cake** - Baileys is a fan favourite amongst all our staff, especially at the café, where a certain tall, Danish staff member is known to keep a bottle wrapped up in a brown paper bag and will spike your coffee if you ask her nicely. Alternating layers of white and chocolate sponge with an airy mousse made with milk and dark chocolates and lots and lots of the creamy Irish nectar that is Baileys. Featured at:

**\$24.99 / 6"**

**Espresso Martini Cupcakes** - This is what I'm most excited for this weekend, they sound unbelievably delicious, a dessert that will wake you up to full attention. We take a chocolate cupcake and brush it with Kahlua-spiked espresso and then inject it with a creamy chocolate custard with vodka and more Kahlua. Then we top it off with espresso whipped cream. Featured at:

**\$12.99 / FOR 4**

**Daiquiri Loaf** - If you love our lemon loaf, this is a no brainer. We take the same batter but have swapped the lemon for lime juice and zest and a pull of rum before we bake it up and drizzle it with a daiquiri frosting. Featured at:

**\$7.99 / EACH**

**B-52 Crème Brûlée** - A layered shot made with Irish cream, coffee liqueur and Grand Marnier, this might just be my favourite shooter on Earth. A fun bit of trivia, this was invented at the bar at the Banff Springs Hotel, which just might be my favourite place on Earth. We mix up Baileys, Kahlua and Grand Marnier and make a delicious custard with them, to make up a delicious Crème Brûlée, which just might be my favourite dessert on Earth. Featured at:

**\$5.99 / EACH**

**Portuguese Chorizo** - Something different and tasty. I haven't taken this home before so I consulted with our resident Portuguese, Eddie AKA the ice cream overlord. As soon as he saw it, his face lit up as he explained that this 'flavour bomb' could be enjoyed sliced up for a snack or as an ingredient in soups or stews, especially in a traditional Portuguese White Bean & Kale Soup. He recommended frying a few up to enjoy with eggs or gently heating up in the oven and serving with roast potatoes. Also wanted to make sure I knew that Spanish chorizo pales in comparison and is inferior by every metric, that a paella made with this is infinitely better. Odds are this will be a flavour of ice cream by the time the weekend is over. Featured at:

**\$9.99 / EACH**

SPECIALS IN EFFECT FROM THURSDAY TO CLOSE, SUNDAY APRIL 28TH

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



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