

HAPPY

# ST. PATRICK'S DAY!

So this weekend we are celebrating **St. Patrick's Day**, which is one of my favourite ads of the year as I've been to Ireland a ton. It's one of my favourite places on the planet, full of great restaurants and lively pubs; I have been known to put down a pint every now and then, Guinness being my poison of choice. But before we get into our specials, I just wanted to take a moment and pay tribute to Mario, one of the longest-tenured members of our team, a fixture in our produce department for the last twenty-five years who sadly passed this last week.

Mario was not only a co-worker, he was actually the first boss I had at the store when my parents decided that it was time that I pick up a few shifts a week. The teenage version of myself was possibly the worst employee we've ever had, so to say this man had the patience of a saint for putting up with my antics would be a most egregious understatement. I'm a slow learner, so it took me the best part of two decades, but eventually I did learn a lot from Mario. I got a thorough schooling on all things produce - the seasonality of fruits and vegetables, how things should be packaged and displayed, the quantities to order. He had an implicit understanding of our business: had an eye for quality, an aversion to shortcuts and understood the importance of customer service, all the things that we strive to offer to our customers. I take a lot of pride in our produce department and so much of what we do is a reflection of Mario's sensibilities and know-how, he left an indelible mark not only on the store but also on his co-workers and our customers. He was as modest as the day is long, unwaveringly pleasant, the literal definition of a gentleman. A lot of people have come and gone from our store over the years, but few have the lasting impact that Mario had and he will be dearly missed.



# CORNED 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 aroma 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.

In years past we've given out a head of cabbage with every corned beef, but this year we're doing one better and doing the cooking for you, with a complimentary 8x5" container of buttered cabbage, makes the perfect side dish.

# GUINNESS SAUSAGES

I freakin' love Guinness, it's like velvet and mahogany mixed into liquid form. It's all I could do to not feature it in every special item but I limited myself to just a couple including this, one of our most flavourful sausages. It's a mildly seasoned pork sausage where we use Guinness as the requisite liquid. Grill or cook on the stovetop low and slow and you'll get all that lovely mellow flavour simmered into a juicy sausage. Enjoy with our creamy and rich Colcannon or the Potato & Egg Salad we have on sale, for a super easy dinner. **Featured at: \$6.99/LB**

# GERMAN BUTTERBALL POTATOES

Forget Guinness or Jameson or lamb or Colin Farrell, there is nothing as quintessentially Irish 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. This week I wanted to feature what I think are the best potatoes ever, these locally and organically grown gems from our good friends at Cookstown Greens. These yellow-skinned and yellow-fleshed taters have the most fluffy and creamy texture and, as the name suggests, these have a naturally buttery flavour, great for roasting, mashing, steaming, pretty well any application. **Reg. 5.99/lb 50% OFF**

# STEAK & GUINNESS PIES

In years past we've made up a Steak and Guinness stew for St Pat's, but we're switching it up this year and making a pub classic, a meat pie that marries two of Ireland's most famous products. The long slow cooking of the filling gives you perfectly tender beef and allows the Guinness to permeate the meat and vegetables, giving you a thick, luscious gravy. Be sure to grab one of our homemade Irish Soda Breads to sop up all those delicious juices. Available in the 9 inch size. **Featured at: \$26.99 EACH**

# IRISH ORGANIC 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 with to dry out when cooking. **Reg. \$32.99/lb 20% OFF**

# BABY BACK RIBS

**Baby Back Ribs** are the perfect weekend food, when you can just slip them in the oven and forget about them for a few hours, not in any specific rush for dinner. I usually give mine a dry rub of brown sugar, smoked paprika and Montreal steak spice the night before and then wrap them in tin foil and put them in a 250°F for two to two and a half hours, depending on the size of them. Then I'll take them out, crank the oven to 425°F, lacquer them in BBQ sauce (I love our homemade Jack Daniels BBQ Sauce, and will apply before putting them back in the oven, and then once more a few minutes later after the initial coating has caramelized on there). There are few things in life as communal as a rib dinner amongst friends and family, all lips and hands covered in BBQ sauce that no amount of napkins seem to clean up. **Reg. \$9.99/lb 25% OFF**

As an aside, we are reinventing our Jack Daniels BBQ sauce by replacing the bourbon with some Canadian whiskey. Stay tuned!

# WHAT'S FOR LUNCH?

So we are smack-dab in the middle of Lent, so I thought our **Halibut Fish and Chips** would be the perfect Friday lunch for all practising Catholics, or just anybody who loves crisp, meaty pieces of wild halibut. We serve these with our handcut fries and homemade tartar sauce and it's always amazing. **Available Friday March 14th at Doreen's Cafe starting at 11 am. Featured at: \$24.99 COMBO**

And for St. Patrick's Day on Monday we will do a traditional Irish Corned Beef Lunch with Colcannon (mashed potatoes with kale and bacon...yum!), buttered cabbage and our homemade soda bread. Sadly we will not be serving Guinness, but this will ensure that if you go out for a pint afterwards, you won't be drinking on an empty stomach. **Available Monday March 17th at Doreen's Cafe starting at 11 am. Featured at: \$16.99 COMBO**

- As for our Cafe menu for next week, it will look something like this:
- Monday March 17th**  
Irish Corned Beef Lunch
  - Tuesday March 18th**  
Short Rib Reuben with Potato & Egg Salad
  - Wednesday March 19th**  
Winnipeg Perogies
  - Thursday March 20th**  
Porchetta Sandwich with Chili Garlic Broccolini
  - Friday March 21st**  
Lobster & Brie Grilled Cheese with Tomato & Cucumber Salad

# VILLAGE KITCHEN FROZEN ENTREES!

**Cream of Tomato Soup** - We simmer beautiful, locally-grown San Marzano tomatoes with onions, garlic and fresh herbs before adding a zip of cream for some body. **Featured at: \$8.99 /900ml**

**Turkey à la King** - It's comfort food at its finest. Tender chunks of roasted turkey, peas, carrots, celery, all simmered in a white wine cream sauce, it's absolutely delicious. **Featured at: \$19.99 EACH**

# VILLAGE KITCHEN PANTRY

**Village Kitchen Apple Mint Jelly** - A new condiment from our kitchen that I love. I took home a few racks of lamb that Kulam so graciously roasted for me last week, and brought a bottle of this jelly to enjoy with them, and we were all in heaven. You've got the sweetness and tartness of apples with the herbaceousness you love in a mint jelly. Goes great with lamb but this would also work with pork or a roast chicken, no problem. It is unbelievable stuff! **Featured at: \$6.99 /250ml**

**Asiago Caesar Vinaigrette** - The dressing came out so good for our Kale Caesar that we put it on sale. And yes, we got lots of feedback about our regular Caesar dressing being a wee bit too thick for our new bottles. Once we are through our current inventory we will be switching back, but you will have no problem with this one, it's a lot less viscous but with the same flavour that we love in a Caesar dressing: garlicky, peppery, creamy, just the right amount of acidity, with the added oomph of Italian Asiago. **Featured at: \$7.99 /350ml**

**Village Kitchen Wildflower Honey** - Whenever we feature a tea, we make a point of featuring a honey as well, and this honey that we bring in from Muskoka is sublime. I mean, it's got to be, it's got our name on it, right? **Featured at: \$9.99 /500ml**

# BARTLETT PEARS

Wanted to feature something green for the weekend and these fit the bill. These are the first **Bartlett** of the year, from Argentina. Nice sizing, juicy as can be once they ripen up. **Featured at: \$1.49 /LB**

# CHEESE, PLEASE!

**Kerrygold Dubliner** - A total no-brainer picking a cheese for St. Pat's as this Irish cheese is famous all over the world over. Dubliner is an absolutely delicious cheese, native to Cork County, Ireland. Perfect for both snacking on or for cooking with - think a grilled cheese or melted in scalloped potatoes! **\$3.99 /100G**

**Maple Whiskey Cheddar** - An amazing snack. We take a three-year-old Cows Creamery Cheddar, which is already an amazingly sharp and tasty cheddar, and let it soak in a mixture of maple syrup and Irish whiskey with vanilla beans. The cheese maintains its sharp flavour but there's a slight booziness and this delicious, lingering vanilla-toffee sweetness. Best way to enjoy this is just to crumble it up and dig in. **Featured at: \$5.99 /100G**

# VILLAGE CREAMERY

Whenever I am filling the bananas in the produce department I try and keep my head down because it's a busy area with the ice cream freezer being right there. People often ask for recommendations because we've got more flavours than a Baskin Robbins, and I usually freeze up because there are too many good ones and I could never pick one single fave. However this week's feature, our **Baileys Ice Cream**, for sure is in my top five. What makes it so good? The simplicity. It only has three ingredients (cream, sugar and Baileys). I often warm up one of our triple chocolate brownies in the oven and serve it with a couple scoops of this ice cream, it's the perfect combo, gets me weak in the knees every time.

## BAILEYS ICE CREAM

REG. \$14.99/L  
**\$2.00 OFF**

# WHAT'S COOKING IN CHEF KULAM'S KITCHEN?

**Leek & Potato Soup** - In a moment of sheer idiocy, we made this soup several years ago for St. Pat's and then dyed it green. Our Shamrock Pepto Bismol tasted great but its 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 very tasty, makes a great appetizer or a side dish alongside a sandwich, or as a stand-alone meal on its own. I like to add a little freshly chopped chive on top to spruce it up. **Featured at: \$8.99 /900ml**

**Potato & Egg Salad** - It's hard to beat the classics. This week we'll have our bestselling salad which we make with boiled red and white potatoes, hardboiled eggs and some celery for a little crunch, tossed in a creamy and tangy dressing. Absolutely never disappoints, goes with anything and everything. **Reg. \$2.49/100g 25% OFF**

**Irish Shepherd's Pie** - Not that there is anything wrong with our regular shepherd's pie, but we wanted to take a homey classic and give it a wee bit of a makeover. We are making these with equal parts ground beef and lamb, onions and carrots that we simmer in Guinness, and then topping them with a creamy white cheddar mashed potato. **Featured at: \$17.99 EACH**

**Kale Caesar Salad** - I can't say that baby kale is my favourite thing, but something about it in a Kale Caesar just works. It's so freakin' good, I might actually prefer it to romaine. Crazy, I know. We are making it with our Asiago Caesar Vinaigrette to really bring it over the top. **Featured at: \$16.99 EACH**

# PIZZA PIZZAZZ

We've got a pair of pizzas on sale this week...

Firstly, our Fresh Pizza of the week that we will be serving up by the slice on Friday and Saturday will be a **St. Patrick's Pie** with cabbage and onion confit, slices of corned beef, a Guinness gastrique and crumbled Irish cheddar. **Featured at: \$5.99/SLICE OR \$24 WHOLE PIZZA**

And for our Take-and-Bake Pizza of the week, we'll be bringing back our **Potato, Leek & Bacon Pizza**, which was wildly popular last year. We use a thyme-infused olive oil as the base and put on a layer of thinly sliced Yukon potatoes that we've sauteed in butter with garlic, sea salt and a splash of whipping cream, then we put on sauteed leeks, our homemade bacon, aged **\$16.99 EACH** Irish cheddar and some fresh chives. **Featured at:**

# SHAMROCKS!

Top o' the mornin' to ya, plant lovers! It's Danielle, bringing you a bit o' green magic for St. Patrick's Day! It's that time of year when everything turns green - your wardrobe, your drinks, and hopefully your thumb! What better way to celebrate St. Patrick's Day than with a plant that's as lucky as it is lovely (and hangover free!)? The gazebo is stocked with two favourites: **Iron Cross Shamrocks** and **Classic Green Shamrocks**.

The Iron Cross Shamrock has bold green leaves and a deep purple "iron cross" at the center, it is basically the punk rock cousin of the classic clover, even producing delicate pinkish flowers for an extra fancy (or extra lucky) touch. The Classic Shamrock is the traditional green beauty you know and love - delicate, charming, and downright adorable, making it the perfect plant for St. Paddy's Day! Both varieties need indirect light and prefer their soil lightly moist but never soggy. Shamrocks also have a quirky habit of taking naps, like butcher Dave in the lunchroom; this is known as dormancy, so if your plant starts looking tired, don't panic! Give it a little rest, and it'll pop back up good as new (just like Dave).

We Villagers have embraced St. Paddy's Day with open arms and have everything you need for a great party. It's a day to raise a glass, bust out your four-leaf clover earrings like Mariella has, share a laugh, and spread a little luck - whether you've got Irish blood or just an Irish spirit! Our Shamrocks are a great gift for your favourite plant lover, or just an excuse to bring more green into your life. Either way, I think this weekend these beauties will be your lucky charm. **Featured at: \$7.99 /EACH**

# WHAT'S THE BUZZ?

The Queen Bees, Karen & Linda are just back from the Toronto Gift Show and have purchased lots of wonderful houseware specials. This week's great buy is the best quality **OXO 3 quart Colander**. Perfect for fresh berries, greens and pasta. **Reg. \$16.99 \$12.99 /EACH** Now **Featured at:**

# WHAT'S BAKING FOR ST. PATRICK'S DAY?

Irish week is synonymous with one ingredient, one of my favourite flavours in the world: Baileys. We usually do an LCBO run at the beginning of St. Pat's week, buy about 20L of that delicious, delicious Irish cream, and make it our personal mission to use every last drop before the weekend is up.

**Baileys Mousse Cupcake** - An uber-moist white cupcake with a light, airy chocolate mousse that we've doctored up with a prodigious amount of Baileys. **Featured at: 4 FOR \$12**

**Baileys Pistachio Biscotti** - There's more than one way to enjoy Baileys with your coffee. These feature green pistachios for a pop of colour and because they are just the best nut. **Featured at: \$6.99 /BAG**

**Baileys Nanaimo Squares** - This is a personal favourite that we usually only make up for St. Pat's and for Christmas. The same chocolatey-coconutty base as our regular Nanaimo Bar and the same chocolate ganache topping, only difference is the Baileys custard filling we put inside. Sweet, creamy, slightly boozy, over the top delicious. **Featured at: \$2.99 /EACH**

**Baileys Custard Squares** - AKA Mille Feuille. An Irish cream custard topped with freshly whipped cream sandwiched between two layers of our buttery, flaky homemade puff pastry. **Featured at: 2 FOR \$10**

**Baileys Crème Brûlée** - 'Craic' is the Irish term for having a (usually boozy) good time. 'Crack' is what you'll be doing with your spoon on the top of these delicious desserts, with their hand-torched sugar atop a voluptuous Baileys custard. **Featured at: 2 FOR \$11**

**Mini Baileys Cheesecakes** - We are taking one of our usual suspects for St. Pat's and making it into a small individual size because, when it comes to dessert, sharing is overrated. We start with a shortbread crust and then top it with our velvety cheesecake batter that we spike with a delicious amount of the titular Irish cream liqueur. Then we top with freshly whipped cream and a drizzle of chocolate ganache. **Featured at: \$7.99 /EACH**

**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. **Featured at: \$7.99 /EACH**

If Baileys isn't your thing, we've also decked out lots of **St. Paddy's Day Cupcakes, Cakes and Hand Painted Sugar Cookies**, dressed to the nines in white and green icing with loads of shamrocks and festooned with gold coins.

And it wouldn't be St. Patrick's Day without our **Irish Soda Bread!** The best thing to come out of Ireland since Connor McGregor actually had real fights - Soda Bread is near and dear to my heart. This rustic and hearty loaf is leavened with baking soda and buttermilk. It's got a nice, tight crumb but actually isn't heavy at all, soft and tender underneath a golden brown crust. Perfect to serve with a stew, or the corned beef, or the Shepherd's Pies and Steak and Guinness Pies we have on special. Don't forget to grab the butter we have on sale if you pick up a loaf. **Featured at: \$6.99 /EACH**

# AISLE FOUR

**Barry's Tea** - We feature this iconic tea from County Cork once a year so that those 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: \$7.99 /PACK**

**St. Brigid's Butter** - Ireland is famous the world over for their amazing dairy products from made from pastured cattle allowed to roam and graze on the rolling emerald meadows. They're especially known for their Kerrygold butter, with its characteristic golden hue. Unfortunately we can't get Kerrygold butter, but what we can get is every bit as good, in fact I think this is the best butter we sell. Standard butter is about 80% fat, whereas this stuff is 84% and those few percentage points make a massive difference in the flavour, whether you're buttering a slice of bread or baking with it or using it for a recipe. Whatever the application may be, this golden butter guarantees you a richer, more delicious end result. **Featured at: \$8.99 /EACH**



**SPECIALS IN EFFECT FROM THURSDAY TO CLOSE, SUNDAY MARCH 16TH**

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

4476 16th Ave. (Just W. of Kennedy)  
**905-940-0655**

Benefiting Markham Stouffville Hospital Foundation

QUEEN BEES IN THE VILLAGE

facebook.com/thevillagegrocer.unionville  
instagram.com/thevillagegrocer

www.thevillagegrocer.com