

# AN ODE TO ALL THINGS MAPLE

This week we celebrate the most quintessential Canadian ingredient and the first harbinger of spring, Maple Syrup. Just as we turn off the water to our hoses in the winter to prevent them from freezing, sugar maples must protect themselves against freezing by ridding themselves of their water content by converting it to sucrose, which they store in their twigs and branches. This liquid sugar acts as an antifreeze throughout the frigid winter months, until this time of year when the days get longer and the trees start to absorb water from the thawing ground. The contrast between the cold nights and the sunny days creates a buildup of pressure in the trees, forcing their sap to run, and for generations the people of Ontario and Quebec have gathered this nectar as a form of sustenance.

This distilled liquid Canadiana is a reminder of the seasonality of life in our country, winter's parting gift as we look forward to warmer days. On a less philosophical note, we celebrate the running of the sap because it's seriously delicious stuff with limitless applications. We've picked out a few of our favourites for this week's ad...

## PRIME RIB ROASTS

Years and years ago when my mother, Cathy, was a young lass she told me that her mother would prepare a prime rib nearly every Sunday for dinner. As the cost of beef has grown exponentially in the decades since, the king of beef roasts has transitioned from a weekly staple to being reserved for special occasion meals or as a centrepiece for your holiday spreads. Not this week, however! We've brought in a ton of Prime Grade (reserved for the most marbled and flavourful 2% of beef) rib roasts so you guys can eat like kings.

Several notes on preparation: A) As a rule of thumb, each bone serves two people. B) The night before you cook it, leave it unwrapped in your fridge. A drier surface makes for a sexier crust and a tastier end result. C) Take it out of the fridge three hours before you cook it to come to room temperature. This ensures an even cooking, so you don't overcook the delicious outside before achieving a medium rare centre. D) For seasoning, stick with coarse salt and pepper. Montreal steak spice is about as far as I'll go outside the box but I don't find it necessary. You want to taste the beef, not the seasoning. Sprinkle some salt on it after it's all carved. E) Invest in a meat thermometer, it takes the guesswork out of the process. Cutting into your meat to check doneness causes all the juices to pour out. It is a most egregious culinary sin. F) Roast at 450°F for the first 15 minutes to achieve the perfect sear, then drop the temperature down to 325°F until the centre reads 120°F.

Featured at: **\$29<sup>99</sup>/LB**

## MAPLE SUGAR PORK RACKS

These are one of our signature items in my mind. We cure these and then slow roast them in the oven, periodically basting them with maple sugar. The resultant chops are a little sweet, a little salty and very flavourful. You can chop them up in a salad or omelette, pretty much use them any way you would ham, but I really like to warm them through and serve them with my Grandmother's mustard sauce, sauerkraut and some boiled potatoes. Among the easiest and tastiest meals you can throw together.

Reg. \$3.49/100g

Featured at: **25% OFF**

## MAPLE BACON SAUSAGES

These are a coarsely ground pork sausage made with a wee bit more fat than our regular sausages, seasoned with thyme, sage, cloves and onion powder. Our regular breakfast sausages have a touch of brown sugar that we've replaced here with maple syrup along with some ground smoked bacon. Juicy, plump links with a touch of herbaceousness and a perfectly balanced sweet and savoury profile, these absolutely rock!

Reg. \$7.99/lb

Featured at: **25% OFF**

## WHAT'S NEW IN AISLE FOUR

**Our Own Maple Syrup** - I have mixed feelings about private labelling stuff. A lot of stores do it to pass off inferior product that they can buy in bulk. Our philosophy has always been that top notch producers deserve their own recognition, but the singular exception to that rule is our maple syrup. Evan has always been super passionate about incorporating maple syrup into as much that we produce as possible from our butter tarts, to our hams and bacon, to our ice cream, to our jams and soups and salad dressings, to our cookies. It's something we buy by the literal ton. Sourced from Fortune Farms in Almonte, Ontario (just outside Ottawa), they've been producing maple syrup for six generations, since before Canada was a country, which I just think is so unbelievably cool! This is the same syrup we use in everything we make here at the store.

**\$14<sup>99</sup>/EACH**

**Seve de Mars Cask-Aged Maple Syrup** - This is another line of maple syrup we bring in from the Gaspé Peninsula in Quebec that's spent some time in liquor casks and been imbued with oak flavour and complex notes from the liquor. They produce three varieties: Rum, Bourbon and Rye. I am particularly fond of the Rum, it's got this amazing flavour of dried fruit and cinnamon and is equally fabulous on its own, in a cocktail, salad dressing, or marinade.

**\$19<sup>99</sup>/EACH**

**Nos Cabanes Maple Butter** - An indulgent little treat. We bring this in direct from the source in Quebec and they produce some of the most beautiful syrup we sell, with tasting notes for each based on the terroir. They also produce this most excellent maple butter, which actually isn't butter at all but rather a confection made when you superheat syrup and then cool it, all the while beating it until it achieves a smooth, butter-like consistency. It is excellent on croissants, pancakes, French toast, or just plain old toast. Comes in three varieties: with Himalayan Sea Salt, with Coffee Beans, or with Madagascar Vanilla.

**\$9<sup>99</sup>/EACH**

**Farm to Table Maple Popcorn** - Essentially caramel corn except with the rich, toasted warmth of maple syrup. This stuff is addictive; rich and buttery, sweet and maple-y with a satisfying crunch.

**\$5<sup>99</sup>/BAG**

**Mennonite Eggs** - As maple syrup is considered a breakfast condiment, we thought to feature another breakfast staple, these Mennonite Eggs AKA the best eggs we sell. Once you crack into them and see that brilliant saffron-gold yolk and taste their richness, you'll see why people are so adamant about these eggs. We've finally gotten enough to put them on special so all you egg lovers can rejoice!

**\$8<sup>99</sup>/DOZEN**

**Maple Chocolate Bark** - We started making this last year and it kind of took on a life of its own, for months we couldn't keep it on the shelf it was so darn popular. We make a layer of maple caramel and sandwich it between two layers of Belgian milk chocolate before studding it with toasted pecans.

**\$11<sup>99</sup>/PKG**

# THOMAS' PRODUCE REPORT

We've got in the first **Hothouse Rhubarb** of the season, something that not a lot of farmers grow because it's labour intensive. This is grown in complete darkness so the stalks don't develop any chlorophyll, resulting in its crazy pink/red colour that doesn't fade when you cook it, like field-grown rhubarb, making it a favourite among pastry chefs.

I've got a delivery of **Sweetest Batch Blackberries**, same quality as last week and we've kept them at the same price (2 for \$9.99) to keep them moving. We've transitioned to **Mexican Blueberries**. They have excellent size, crunch and flavour.

All the citrus is can't miss. Also wanted to draw a little attention to the **Freshly Squeezed Orange Juice** we have at the moment. Really intense flavour, very sweet. Not that it's ever not good, but the last few batches have been about as good as orange juice can get. **Kent Mangos** are beautiful and priced to move (2 for \$5.99). Have a few more weeks of gargantuan, crunchy **Green Grapes** from Peru.

Lots of problems with green beans, they are expensive and the quality is abhorrent, so we've skipped for the time being and have **French Beans** instead. We are getting into the middle of the Mexican **Asparagus** season. Very tender, very flavourful.

## VILLAGE CREAMERY

This week's special is Evan's Dad's Maple Walnut, one of our first flavours, which has garnered a cult following over the years. This is named after Evan's father, who was a bit of a maple nut himself and would tap trees up and down Markham Rd. We make a maple ice cream and fold in walnuts and a ripple of maple syrup throughout. It's creamy, just the right amount of sweet, with a satisfying nutty crunch.

### EVAN'S DAD'S MAPLE WALNUT ICE CREAM

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

## WHAT'S FOR LUNCH?

We've decided to make Evan's birthday into a week-long party and we are featuring his absolute favourite for our Friday Lunch, Lemon Chicken with Fried Rice with Veg. About as westernized as Chinese cuisine can get, but is it ever good! Really crisp, lightly battered chicken strips that we serve with a homemade lemon sauce, very zesty, just the perfect level of sweetness, alongside fragrant fried rice.

Featured at: **\$16<sup>99</sup>**

For our Sunday Brunch, we'll have your choice of a Broccoli & Cheddar Quiche or a Chicken Pot Pie with a salad with our Maple-Walnut Dressing.

**\$9<sup>99</sup>**

Monday, March 9

Pear, Brie & Fig Jam Grilled Cheese w/ Tomato & Cucumber Salad

Tuesday, March 10

Grilled Sirloin Sandwich with Chimichurri w/ Roasted Potato Salad

Wednesday, March 11

Winnipeg Pierogies w/ Bacon, Onions, & Herbed Sour Cream

Thursday, March 12

Chicken & Black Bean Quesadilla w/ Lime Crema

Friday, March 13

Lobster & Brie Grilled Cheese w/ Cathy's Coleslaw

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

**Maple Sweet Potato Soup** - Nothing is quite as seasonal and comforting as hearty root vegetables caramelized in maple syrup. We sweat out carrots, celery, and onions, simmer them with chicken stock and sweet potatoes, and doctor it up with a little maple syrup. Rich and earthy and just the right amount of sweet.

**\$8<sup>99</sup>/PKG**

**Kale Chickpea Salad** - A Mediterranean-inspired chickpea salad. This is one of my go-to's, even though I despise olives. We put chunks of feta with grape tomatoes, chopped kale and Taggiasche olives in a lemon vinaigrette. Super light, super fresh, super healthy.

Reg. \$2.49/100g

**25% OFF**

**Maple & Lime-Glazed Salmon Fillet** - The sweetness of maple juxtaposed with a vibrant punch of lime glazed onto a succulent piece of Atlantic salmon. Available at our deli.

**\$12<sup>00</sup>/EACH**

**Maple Ham & Mango-Stuffed Chicken Breast w/ Rice & Veg** - We stuff a chicken breast with mango and our store-made ham and then serve with a Maple Dijon cream sauce with rice and veg.

**\$16<sup>99</sup>/PKG**

**Maple Walnut Salad Dressing** - This is a dressing that my mom makes all the time at home and if you've had Cathy's salads before, you know that the woman is a magician when it comes to dressing greens, she can transform a side dish into the star of a meal like nobody else can. We make this dressing with maple syrup, a mix of EVOO and toasted walnut oil, white wine vinegar and thyme. I recommend it with the Mediterranean Salad Mix we make at the store (romaine, frisee, radicchio) tossed with some toasted pecans and dried cranberries. An awesome dressing.

**\$7<sup>99</sup>/JAR**

**Mango Chicken Salad Bowl** - The mangos have been 10/10 the last few weeks and we wanted to prominently feature them in this week's salad. Slices of grilled chicken breast with slices of Kent mango, julienned carrots, cucumber, candied walnuts, and our Maple Walnut Dressing on a bed of local spring mix.

**\$19<sup>99</sup>/BOWL**

## ATLANTIC SALMON

We usually try and alternate between a white fish and a pink fish for our seafood special every week. Now we love trout and Arctic char, but the hands-down bestseller is and will always be our salmon. Between our seafood counter, our sushi station and our kitchen, we go through an incredible amount of salmon, bringing it in fresh five times a week, so you're always sure to get an immaculate, centre-cut fillet when you come to the store. We'll have our **Teriyaki Salmon**, our **Orange & Ginger Salmon** and **unmarinated**, as well.

Reg. \$29.99/lb

Featured at: **20% OFF**

## MORRI MANDARINS

These are easy to peel, virtually seedless, fragrant and most importantly, they are without a doubt the sweetest pieces of citrus we get all year. In the past, around this time of year we might have Florida tangerines, Moroccan clementines, stem and leaf mandarins from Spain, but when these are available, I don't bother carrying anything else because everything pales in comparison. The season for these begins at the end of December so we've had them for a while but they have been flown in weekly and air freight is expensive so these have been \$6.99/lb. This week marks the first week they've come by ship which is dramatically cheaper, making the price nearly as sweet as the fruit itself.

Featured at: **\$2<sup>99</sup>/LB**

## LOCAL BUTTERBALL POTATOES

You can't serve a beef roast without potatoes, and as we have the best of the best prime ribs on sale, I figured we should have the best of the best potatoes to serve with them. To many people, a potato is just a potato, an interchangeable commodity that tastes the same all the time. I thought that myself for a long time, until my Dad started growing spuds at home, and when they're fresh from the garden, the flavour and texture is just so much more pronounced. These locally and organically grown gems from our good friends at Cookstown Greens are the best potato you can get, in my humble opinion. These are the last potatoes of the year to come into season, they are yellow-skinned and yellow-fleshed with fluffy and creamy texture and, as the name suggests, these have a naturally buttery flavour. Great for roasting, mashing, steaming, they shine in pretty much every application.

Reg. 5.99/lb

Featured at: **50% OFF**

## BRUSSELS SPROUTS

Not something we regularly put on special. People don't flock to the store in droves and get in fights over parking spots for hot deals on brassicas, but a roasted Brussels sprout is unassailably delicious and who doesn't love a good deal? It also seemed like perfect coincidence that I got offered a stupid hot deal on Brussels Sprouts on our featured maple week, as a roasted Brussels sprout with a lacquering of maple syrup may just be the pinnacle of side dishes... especially when there's a little bacon in the mix as well.

Reg. 4.99/lb

Featured at: **50% OFF**

## WHAT'S BAKING?

**Maple Cookies** - We take two maple leaf-shaped cookies and sandwich a maple frosting between them. The cookies are buttery and crisp, the maple frosting is maple-forward without being cloyingly sweet. Both are delicious, but combined they become greater than the sum of their parts. I love these things, absolutely delicious and make a cute little gift, too.

**\$12<sup>99</sup>/PKG**

**Maple Pecan Eclairs** - Maple and nuts go together as swimmingly as peanut butter and jam. We make a crisp and flaky choux, dip the top in dark chocolate and then pipe it full of maple pastry cream and crumbled candied pecans.

**2 FOR \$9<sup>99</sup>**

**Maple Butter Tarts** - About as Canadian as anything we make. We hand-press the shells so they're nice and flaky, fill them with a maple filling, toss in a few raisins, and bake them until they're just set but still gooey on the inside.

**\$9<sup>99</sup>/6-PACK**

**Maple Rosemary Crème Brûlée** - We always put these on sale at my insistence, as I think they may just be the most singularly underrated item in our whole bakery. We steep cream with fresh rosemary, pour in just enough maple syrup and temper it into eggs before baking until the custard is set. We then coat them in sugar and torch until crisp. Just an amazing combination.

**2 FOR \$9<sup>99</sup>**

**Maple Pecan Muffins** - Mariella's favourite muffin. Classic, fluffy buttermilk batter with a zip of maple syrup and bits of toasted pecans for a crunch.

**4 FOR \$9<sup>99</sup>**

**Mini Maple Pecan Cakes** - Our white cake with pecans baked in and then layered with caramel and maple buttercream. Let come to room temperature before serving for maximum decadence.

**\$16<sup>99</sup>/EACH**

## CHEESE PLEASE!!!

**Bothwell's Maple Smoked Cheddar** - This stuff absolutely rocks! The best thing to come out of Manitoba since Brad, this is an extra-old cheddar that's gently smoked with maple wood. Delightfully crumbly, an excellently sharp cheddar in its own right, with a mild smokiness and a faint maple-y sweetness. If you've ever had the Maple Ham Croissant that we sell at our Café, this is the cheddar that we use in there.

Featured at: **\$9<sup>99</sup>/PIECE**

**SPECIALS IN EFFECT FROM THURSDAY TO CLOSE, SUNDAY MARCH 8**

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



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