

OUR OWN
COLD-SMOKED
SALMON!



My father, Evan's idea of retirement has been unique to say the least. Instead of relaxing, golfing, travelling and the usual things people do when they call it a career and ride off into the sunset, he has just taken on an incredible number of projects, and has worked harder than ever. When he told us he wanted to put a garden bed in the front of his yard, nobody envisioned the multi-level landscaping project that he put together with boulders, a waterfall cascading into an expansive koi pond with hundreds of fish, with a model train circling the perimeter. So when he told me he wanted to start making Cold-Smoked Salmon, I knew it was going to be a big production, not just a few sides of salmon a week. After months of experimenting with different varieties of salmon, playing around with different curing processes and woods and smoking times, and navigating all the onerous governmental red tape that comes with processing meat and seafood, he's developed what I think is the best smoked salmon I've ever tried and, trust me, after being the taste tester for the dozens of variations he's made, I consider myself somewhat of an expert smoked salmon taster. Not too salty, a lingering mellow smokiness, a natural buttery flavour and a soft, melt-in-your-mouth texture; I recommend this with all my heart. Great with bagels and cream cheese or how we enjoy it at my home, just as is.

THE FIRST ANNUAL
VG SAUSAGE FEST



Normally we pick a single sausage to feature each week but hey, it's the last long weekend of the summer. If you're firing up the grill, you should be asking yourself some hard questions. Why would we put a single sausage on sale and make a decision for you when we could just put them all on sale and you can pick your favourite. So we'll have all our pork sausages on sale: Mild Italian, Hot Italian, Sage & Onion (my favourite), Chorizo, Honey Garlic, as well as our English Breakfast. Starting at \$7.99/lb

Featured at: 25% OFF

GARY'S FAVOURITE FISH
RAINBOW TROUT

A locally-sourced fish that makes for an easy, healthy and tasty dinner that you can have ready to eat within a few minutes of walking in the door. One of my go-to's on a week night is to season a fillet with salt and the David's Salmon Seasoning (love that stuff on everything!). Heat a pan over medium heat and add a little knob of butter. Once it's melted and starts to foam, carefully place the fillet skin-side down and cook for about 3-4 minutes, until the skin becomes crispy. Flip and let it go for 2-3 more minutes, until the fish is opaque and flakes easily with a fork. Squeeze a little lemon on there and you're good to go. Reg. \$19.99/lb

Featured at: 20% OFF

WHAT'S NEW
AISLE FOUR

Kwinter's Hot Dogs - A legendary Toronto institution, Kwinter's operated from the 40's to the 80's and was a wholesale meat company pumping out 20,000 hotdogs a week for some delis in midtown Toronto and their legendary booth at the CNE, before the founder moved from Toronto and get into the egg and dairy business. Now his grandson has taken the famous hot dog recipe and revived the brand, and we are one of the first stores to carry them. As many of you know, I am not a hot dog guy, although that may change after this weekend. We gave a pack to Rita, our resident Frankfurter Fanatic/Wiener Whisperer, to give them a try and make sure they were up to snuff. She's off this week, but she texted this from the dock of her cottage, "Just the right amount of smokiness, perfect amount of salt, pleasant snap to the casing with a juicy interior. These dogs are Gough-approved." There you have it, from the Dog-Mother herself. We will have them in for a demo on Friday! Reg. \$14.99/4pk 25% OFF

Caplansky's Mustards - If you're going to feature 'dogs, you better have some good mustard to go with them. Caplansky's Deli on College was once an institution serving up some of the most delicious Jewish deli eats in the city. Their smoked meat sandwiches gave me goosebumps all over and I would regularly devour them as it was right around the corner from my old place. The deli may be no more, but they still make mustards which are every bit as special as that legendary smoked meat. They have a Ballpark Mustard, essentially your standard yellow mustard but a little thicker and a lot creamier. They also have an Old-Fashioned Grainy Mustard, a Horseradish Mustard and my favourite, their Spicy Mustard, all of which will go great on any Brats or Dogs you might be grilling up this weekend. Reg. 9.99/jar 25% OFF

Nanny Hudson Relish - When we started the weekend BBQs we wanted to highlight some condiments from the store that we thought were top notch. Over time, people have stopped asking for "relish", as this has come to be known as "THE relish". This is locally made the old fashioned way in small batches, great flavour, great texture, this stuff is green gold. Reg. 9.99/jar 25% OFF

Nanny Hudson Ketchup - We'll actually have their ketchup on sale, as well. It's a slightly sweet and vinegary tomato condiment that actually tastes like tomato. This is what our grandparents would consider a ketchup, not that red sludge that we grew up on. Reg. 9.99/jar 25% OFF

CHEESE
& CHARCUTERIE

School's back in, and for parents that means a return to making school lunches. Fun stuff! If you're making sandwiches, we've curated four of our favourite sliced cheeses for you to up your sandwich game. These are also all incredible if you're making cheeseburgers. Each pack will include my personal favourite cheese, Le 1608 (essentially a French-Canadian Gruyere with a cheddar-esque sharpness), an Aged Havarti (this is what we use at our BBQ, right mix of creaminess and sharpness, and a nice contrast of savoury with the most subtle caramelly sweetness), Applewood Smoked Cheddar (a classic), and an Extra-Old Cheddar. \$7.99/100G

Imported Mortadella - We've also got a hot deal on the #1 best seller from our deli case (excluding our homemade turkey and ham, obvi). This comes from Parma, Italy with love, so much love in fact that they put a little heart in the middle. Not too salty, rich and buttery with a lovely soft texture. Reg. \$3.99/100g 25% OFF

WE WILL BE CLOSED ON
LABOUR DAY

THOMAS'
PRODUCE REPORT

We've started the transition from summer to fall produce, which is always a bittersweet time of year, but for the next week or so there is so much to choose from, it's really one of the best times of year in the produce department. We've got the first variety of local apples in, which I sell as 'Summer Galas', they are a perfectly snack-sized variation on a Royal Gala, great snappy texture and a mellow, honeyed sweetness. We sell these by the basket. Peaches! We've got one more week on local peaches, but this is probably the last week for baskets, as the last few varieties are always too big to pack up, especially with all the rain that we've had this season, which has caused them to swell up. We've also brought in smaller baskets of Baby Gold Peaches, the last variety of the year. These are firmer and less juicy than regular peaches, which don't make them ideal for eating, but if you're looking to can, bake or make jam with peaches, these are the absolute best, as they hold their shape and don't go to mush when cooked.

We've got the first local(-ish) Brussel Sprouts of the year in from Quebec. Also for veg, I got my hands on some Baby Zucchini which I thought looked cool. Another kinda unique veg that we have in is Local Cauliflower Florets. This is essentially broccolini but in cauliflower form. I brought some home last week and thought they had a big 'Wow!' factor. I just blanched and then finished on the grill and tossed with chili oil and a squeeze of lemon. Super, super tender, I loved it. These are perfect sliced in half lengthwise and roasted face-down in a hot oven. Local Corn is still outstanding and we should have for a few more weeks before it wraps up!

VILLAGE
CREAMERY

As the ice cream freezer is smack dab in the middle of the produce section, I find myself getting asked just as many questions about our ice cream as I do about fruits and veg. It's usually to hunt down a specific flavour, which is no easy task as we make so many flavours and the containers all look the same, but I also get frequently asked what I'd recommend, and this week's special, our Apple Crisp Ice Cream, is invariably my answer. We bake off a few pans of the apple crisp that we make at the store and then drown them in cream for a few days, until the cream is imbued with the flavour of the slow-roasted apples, baking spices and buttery crumble topping, and then we strain out the crisp and churn that cream to make this ice cream. It tastes just like the best apple pie you've ever had! Best ice cream EVER!

APPLE CRISP ICE CREAM
REG. \$15.99/L,
\$2.00 OFF

WHAT'S FOR
LUNCH?



Every Friday of every long weekend in the summer, we transform our BBQ gazebo into a Maritime Lobster Shack and serve up the most incredible Lobster Rolls. Chunks of claw and knuckle meat seasoned with Old Bay tossed with a little mayo, celery, sweet onion, lots of lemon, and fresh herbs by the fistful, served on a brioche roll with our Cathy's Coleslaw, Handcut Fries and Lemonade. You do not want to miss this as we won't have them again until May long weekend next year.

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Combo for: \$30

We'll have Burgers, Peameal, and our Regular Grilled Chicken Club available, as well.

For our Sunday Brunch, we'll have your choice of a Spinach and Goat Cheese Quiche or a Chicken Pot Pie with a tossed salad with our Blueberry Balsamic dressing.

Monday, September 7

CLOSED

Tuesday, September 8

Prosciutto, Peach & Manchego Grilled Cheese w/ Tomato Cucumber Salad

Wednesday, September 9

Croque Monsieur w/ Potato Egg Salad

Thursday, September 10

Grilled Chicken Souvlaki w/ Lemon-Dill Rice & Greek Salad

Friday, Saturday, Sunday

Weekend BBQ

WHAT'S
COOKING
IN CHEF KULAMP'S KITCHEN

Potato & Egg Salad - The perfect side to the sausages we have on sale, and just about everything else. We boil local red and white potatoes and toss them in a creamy vinaigrette with celery for a crunch. So simple but so, so good! Reg \$2.49/100g, 25% OFF

Shrimp and Spinach Risotto - Grilled shrimp on a bed of lemony risotto with wilted spinach. \$16.99 EACH

Our Blueberry Balsamic Dressing - We rotate through flavours of balsamic vinaigrettes throughout the season, and this one is particularly good. We cook down BC blueberries to concentrate the flavour and make a creamy balsamic vinaigrette with it. Especially delicious with the peppery local arugula. \$7.99 EACH

Smoked Salmon & Wild Rice Bowl - Slices of our brand spankin' new cold-smoked salmon on a bed of our citrusy wild rice salad with roasted local beets, pickled onions, local arugula and a honey mustard & dill aioli. \$19.99 EACH

PIZZA
PIZZAZZ!!!

One of my favourite pizzas this week, our Meatball Pizza. We take our homemade marinara sauce and top it with a mix of mozza and provo, sauced up all-beef meatballs, dollops of dressed ricotta, fresh tomato, basil and finish it with a flurry of pecorino romano.

Featured at: \$17.99

WHAT'S IN
BLOOM!

I'm filled with bittersweetness just writing these words... we'll have Fall Mums on sale this week. The last plant of the season to bloom before the frost, these are one last blaze of colour ushering your garden into the sleep of w...well I don't want to actually say the W-word yet, but I'm sure you know what I mean. We get the most beautiful mums from our good friend Victor who grows them in Simcoe, Ontario. \$24.99 EACH

Inside at our Floral Gazebo we are featuring a favourite amongst our customers and koalas alike, with a hot deal on potted Eucalyptus plants. These are a simple yet elegant plant that is not only pretty and lends itself to a minimalist interior, but is also quite fragrant. They'll want full sun and ample water to thrive, and can grow to impressive sizes if cared for properly. These sold like crazy last time, so be sure to get yours early. 2 FOR \$29.99

SWEETEST BATCH
BLUEBERRIES



These Peruvian Blueberries have been absolutely bonkers, hard as bullets with impeccable flavour. They usually range in price from super expensive to 'I can't believe I just took out a mortgage to buy these berries' but we've got a hot, hot deal on them this week. While supplies last. Full Pint Size

Featured at: 2 FOR \$9.99

QUEBEC
STRAWBERRIES

Being the southernmost part of the country, we can grow some killer fruit in the Niagara peninsula and along the northern shores of Lake Erie. Apples, pears, peaches, cherries, grapes are all spectacular. But if you want the best strawberries, we've got to look further down the St. Lawrence River to our friends from Quebec. Strawberries like warm but not hot days and cool nights, and it just gets too hot here in the summer to grow sweet and firm strawberries. These beauties are grown on Ile d'Orleans, right in the middle of the St. Lawrence across from Quebec City. The cool ocean breeze keeps the temperatures relatively consistent from June to September, providing the perfect microclimate in which to grow berries. I absolutely love these things, I think they're the most flavourful strawberries we get all year.

Featured at: 2 FOR \$8.99

LOCAL
FORTUNE
PLUMS



I absolutely love the Plumogranates, Watermelon Plums and all the other super crisp and sweet exotic plums/pluots we get in mid-summer. Unfortunately, our local climate is better suited to growing prune plums (which are still tasty, don't get me wrong!). The one variety of local plum that I look forward to every year is these spectacular Red Plums. They have a satisfyingly crisp flesh, a nice aromatic sweetness to them, and they're just the perfect size.

Featured at: \$7.99 /BASKET

WHAT'S
BAKING?

As I wrote in the produce report, this is maybe the best time of the year for local fruit. You've got the late summer fruit like peaches and nectarines in their last blaze of glory, local plums and grapes are at their peak, and you have the first of our fall fruits like apples and pears. We wanted to feature some of our favourite fruit-forward desserts at the bakery to capture all the incredible flavours this time of year has to offer.

Pear & Ginger Muffins - One of the best muffins we make! We make a moist buttermilk batter and add in slices of juicy local bartlett pear and zingy ginger and then top them with a crumbly ginger topping. They're 4 FOR \$8.99 wildly amazing, best way to start a day!



Apple Caramel Butter Tarts - These taste like an apple pie cloped with a butter tart and came home with the most delicious lovechild possible. We toss slices of local apples in baking spices and bake them until they're soft and then put them into our butter caramel. Finished with a drizzle of \$10.99 /6PK

Niagara Peach, Cinnamon & Vanilla Bean Crème Brûlées - We infuse cream with vanilla beans and cinnamon, and then make it into a custard that we swirl slices of local peaches into. Once we've baked this off and cooled, we coat with a layer of sugar and torch the top until it's glassy. 2 FOR \$11.99

Mini Plum Custard Cakes - Out of the stone fruits, cherries and apricots are always the first in season, followed by peaches and nectarines and then last, but certainly not least, are plums. The plums have been INSANELY good the last couple weeks and we wanted to feature them in one of my longstanding favourite indulgences, our uber moist and always delicious custard cakes. We make a butter cake batter and fold in slices of plums and then bake it off, pulling it out of the oven halfway through, poking some holes in the cake and pouring in liquid custard before finishing it in the oven. We top it with roasted plums seasoned in baking spices. 2 FOR \$9.99

OUR ANNUAL BIG!
COOKIE SALE!



It's become somewhat of a tradition that we feature a few of our cookies for Labour Day weekend every year, the thinking being that it's an easy treat to throw into your kids' lunches to dull the pain for the kids as their summer is over and they must begrudgingly return to the dreaded halls of learning. This year we are mixing it up a bit and instead of doing our boxed cookies, we wanted to feature a few varieties of our individual cookies for you to mix and match. We'll have Smarties Cookies, our bestselling Red Velvet Cookies, Chocolate Chunk Cookies and Rocky Road Cookies.

Featured at: 2 FOR \$5.99

SPECIALS IN EFFECT FROM THURSDAY TO CLOSE, SUNDAY SEPTEMBER 6



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)

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