

Loblaws over 100 unique insiders products

Here's just a few... pick up your free copy of Dave Nichol's insider's report at Loblaws.

George Girl Loblaws Easter Bulldog

Gold Medal Winning Canadian Pasta
Primo Pasta
 Large 900 g
 Half-Price

A "Merke Selective" medal is a symbol of international quality. Last year, the selection board in Brussels awarded Primo Foods Ltd. three gold medals. This is the fifth consecutive year Primo Foods Ltd. has walked away with the top honours in these gold awards, presented in Rome, Italy, by the Brussels-based World Selection Committee, an internationally recognized food authority. The committee judged Primo pasta, made of 100% Canadian durum semolina wheat, among the highest quality in the world. The Insider's Report is proud to celebrate the gold medal quality by offering you a 900 gram bag of Primo spaghetti, spaghetti, elbow macaroni or rotini at less than half our regular price — or only 77¢ each. Please note that this low, low price applies to the 900 gram bag. Also available at half our regular price, or only 77¢, is a 28-fluid-ounce tin of Primo plain spaghetti sauce (also an award winner in Rome). Limited quantities of Primo Pasta and Spaghetti sauce are available at our incredible half-price offer and when they're gone, they're gone. So shop early at Loblaws, No Frills, Ziggys and Loblaws Superstores for a great price on a great Canadian product.

The Way Chocolate Milk Used To Taste

"Jersey Milk" Chocolate Milk
 \$1.19

Why does most of the chocolate milk in Ontario taste so watery compared to the rich, creamy chocolate milk that we all remember from our youth? The reason is simple: many dairies substitute skim for whole milk and, as well, the cocoa solids have been reduced. If I had to choose my favourite Canadian chocolate bar, I'd choose Neilson's Jersey Milk because I know only the highest quality ingredients are used. So you know that when Neilson decided to make a "Jersey Milk" brand chocolate milk it would be "the real thing." Try this great new dairy product in April at our special springtime introductory price of only \$1.19 a litre (\$1.69 regular price). Available at all Loblaws, Ziggys, No Frills and Loblaws Superstores with the exception of Sault Ste. Marie, North Bay and Sudbury.

frozen shrimp Just In Time For Easter
 "Brilliant shrimp".....6 oz. Package 120-150 count **1.99**

Dehydration is a key problem with frozen shrimp. If frozen shrimp are more than eight weeks old they tend to lose their moisture and become woody and flavourless. Well, we've taken extra steps to ensure the freshness of these 6-oz. packages of small shrimp (120-150 count per package). First, we bought them from Brilliant — a company that has a special process that applies two separate layers of mist to each shrimp. As this mist freezes, it seals in the shrimp's natural moisture. Second, these shrimp were processed for us just before delivery to our stores, so we know they haven't been sitting around some warehouse for months. Buy them at just \$1.99 for a 6-oz. (170 gram) package and compare elsewhere at up to \$2.89. Here's a serving tip: mix with Anne's Gourmet Avocado Salsa Dressing from our produce department and serve in half of a Law Avocado.

"Large Shrimp".....340 gr. 25-40 count 6.99

From another supplier we secured 340 gram bags of peeled and cleaned, large shrimp. There are 25-40 shrimp in each bag. These are being offered at only \$6.99 per package. They're ideal for shrimp cocktails, deep frying or for your favourite shrimp recipe. Available at Loblaws and Loblaws Superstores.
Here's a completely odourless way to cook shrimp:
 In a pot of boiling, salted water, place a small carrot split in half, a piece of celery and a small white onion. Boil rapidly for 5 minutes. Add shrimp, return to a boil and cook for 5 minutes. Drain shrimp and let cool; discard water and vegetables.

RollsRoyce Hass Avocados
 2 for \$1.00

If you are a connoisseur, when you go to buy avocados, you look for the attractive big shiny green ones — right? **WRONG!** When you look for the "ultimate avocado" you look for the ugly, pebbly-skinned, Hass variety whose skin turns black when it's ripe. The big shiny green ones come primarily from Florida or California and, to my taste, they're too watery. On the other hand, the plain looking Hass variety, from California, has a concentrated, creamy texture and a buttery flavour. Wouldn't you know they're called the "Rolls-Royce" of avocados? Normally, the Hass Avocado does not appear in quantity on the Ontario market until May or June. However, Bill Binder, our fearless produce expert, has cornered enough "Rolls-Royces" so that, during the month of April, "Hass Variety Avocados," at 2 for \$1.00, will be the only avocados at all Loblaws, No Frills, Ziggys, and Loblaws Warehouse stores.

Double Cream French Brie Cheese
 1/2 Price
\$11.00/kg \$4.99/lb.
 buy a whole 6 pound wheel & we'll give you a 10% discount.

You Can Now Afford Pure Olive Oil
 500 mL (1/2 Litre) For **\$1.99** And 3 Litres For **\$6.99**

Yes, we have made Pure Olive Oil affordable again! Here is what "The Silver Palate Cookbook" has to say about Olive Oil: "We adore olive oil. It is the only oil of culinary importance pressed from the flesh of a ripe fruit (not a seed or nut) and we think that why it's one of the most delicious and versatile food products in Creation. We're not alone in our enthusiasm; more and more cooks are telling us they can't live without it." For a number of years, pure olive oil has been expensive. But now, thanks to our offshore buyers, pure olive oil is once again affordable. Now there is every reason to try the light, delicate flavour of our new No Name™ Pure Olive Oil for your every day salads and cooking — only \$1.99 for 1/2 litre (500 mL) and only \$6.99 for a large three litre container. Fortunately, we purchased enough olive oil for this Insider's Report before the Canadian dollar weakened. So we're passing the savings along to you. After April unless the Canadian dollar strengthens you should anticipate a retail of \$8 to \$9 on the large 3 litre container. So stock up now!! Available at all Loblaws, No Frills, Ziggys and Loblaws Superstores.

From Israel — Kosher For Passover
No Name™ Matzos & Matzo Meal
\$1.29



One of our buyers who was on a trip to Israel looking for new No Name™ products made a major breakthrough. He convinced Aviv — one of the best matzo producers in the world — to produce No Name™ matzos and matzo meal for us. Both have been approved for Passover by the Rabbinat of Petach Tikva and the two chief Rabbinate of Israel. The founder of Aviv was a Russian emigre who started a small matzo bakery in Jaffa in 1880. Today, the family owns three big plants in Israel, producing what many consider to be the best matzos in the world. In Israel, the consumption of matzos for Passover is over 12 million pounds. In addition to the matzos, Aviv also sells matzo meal, or ground matzo, which is used in the many recipes including the specialty Passover dish called kneidlich, or matzo balls (dumplings). On the package of No Name™ Matzo Meal you will find a recipe for kneidlich. Aviv matzos and Camel wine are the only kosher foods in Israel that have received Kosher for Passover recognition from the Rabbinat of Petach Tikva and the two chief Rabbinate of Israel. Aviv matzos are eaten in Jewish communities for Passover in more than 40 countries. Both No Name™ Matzos and Matzo Meal are packed in 450 g packages. The site of our direct importation allows us to sell these products for \$1.29 while supplies last at Loblaws, No Frills, Ziggys and Loblaws Superstores.

From Canada's Great Peace River Valley
Creamed Clover White Honey
\$1.49

The fresh clean country air that engulfs Canada's Great Peace River Valley in Alberta makes it one of the most unspoiled areas that this country has to offer. Within this region grow acres on acres of luscious clover. The nectar that bees extract from these pristine clover fields results in a special honey that we can now make available to you. No Name™ Creamed Clover White Honey is an unadorned, Canada #1 white creamed honey which has to be tasted to be believed! Sampling has evoked such comments as, "this is the way honey used to taste." Some supermarkets sell brands of white creamed honey (not necessarily from the Peace River Valley) for as much as \$2.49 for a 500 g tub. We offer you, as an introductory price, 500 g of Peace River No Name™ Creamed Clover White Honey for only \$1.49. HURRY — supplies are limited at all stores, including No Frills.

Natural Peanut Butter /kg **2.99** If The Oil Separates... It's Natural!!

When you make natural peanut butter, you simply grind up peanuts and add a little salt. That's it. Sounds great doesn't it? However, when the natural product sits for a week or two, some peanut oil starts to separate out. All you have to do is give a couple of stirs and the peanut butter quickly reabsorbs the natural peanut oil. In the past, peanut butter manufacturers didn't like the aesthetics of this natural separation, so they added hydrogenated vegetable oil and emulsifiers to hold the peanut oil in suspension. In addition, I've noticed a growing trend for manufacturers to add sugar to their peanut butter. Now, there probably is nothing wrong with hydrogenated vegetable oil, emulsifiers or sugar. But for those customers who are not adverse to giving their peanut butter an odd stir, we have two great new products — Creamy and Crunchy No Name™ Natural Peanut Butter in one kilogram containers. During April they'll be available at all stores at a special price of \$2.99/kg (the regular price will be \$3.99/kg). Compare this with Kraft, 1 kg regular peanut butter (which doesn't separate), sold by major supermarkets in Toronto for \$4.99/kg. P.S. If you keep natural peanut butter refrigerated after it is opened, you'll experience little, or none, of the natural separation.

Bulk Astro Cream Cheese **\$2.29/lb.**

About a year ago, Astro Dairy introduced an all-natural, preservative-free cream cheese spread. Steve Waldman, a newcomer to Astro, was responsible for this successful creation. He had found there was a lot of cream cheese on the market containing preservatives to prolong shelf life for up to 10 weeks. Astro's all-natural cheese has only a three to four week shelf life. It is made from sweet cream, salt and bacterial culture, it has a butterfat content of 24%. Great for making cheese cakes, dips, or for serving with smoked salmon (we recommend B.C. red spring). An incredible buy for a cream cheese of outstanding quality for only (\$5.05/kg.), or \$2.29/lb. This cream cheese comes in large, bulk pails and the people at Ziggys will be pleased to serve you any quantity your family requires.

Old, Medium, Mild Canadian Cheddar **\$2.99/lb.**

1) The recession, 2) slow business in specialty cheese shops last Christmas, 3) the ability of the Insider's Report to move huge volumes: These three factors combined enabled us to make an outstanding buy on a large block of orange-hued Cheddar cheese. Please note that all three varieties — old, medium and mild — are being sold at the same low price of \$6.59/kg (\$2.99/lb.) at our main Ziggys store and all Loblaws, and Loblaws Superstores having a Ziggys deli department. Lovers of old Cheddar, this is your opportunity to stock up without having to pay a premium for the extra aging (i.e., a minimum of 18 months) required of "old" Cheddar.

Trader Dave Proved Wrong Again!!

I Was Staggered By How Good This Canadian Smoked Salmon Was
 I admit it: In the past I've been prejudiced against Canadian smoked salmon. I simply didn't believe it could be as good as Irish or Scottish salmon.

One night I was working late, and a member of the team that assembles the Insider's Report came in and announced that he had sourced a fabulous smoked salmon for the next issue. I asked, "Where's it from?" He said, "British Columbia." I said, "Don't bother me." However, he persisted and to get rid of him, I agreed to try it. **Seconds later I had devoured the entire 85 gram package.** This red spring salmon is caught off the west coast and is smoked in Vancouver, B.C., over a fire of beech and elm wood chips. The fire burns slowly so the chips develop a cold smoke that is necessary for proper smoking. The process takes 18 hours.

We've test-sampled this product in a number of stores and every time we've sold all we could get our hands on!! Look for it in Ziggys deli departments. We have it exclusively and offer it at an excellent price of \$2.99 for an 85 gram package. P.S. Ziggys also has an outstanding price on whole, unsliced sides of Canadian pink smoked salmon — only \$13.21/kg (\$3.99/lb.).

See our complete Spring Gardening Program
 2 Full Pages of exceptional values for spring planting
 in the Insider's Report available instore!!

insider's report products available while quantities last *insider's report © 1984 Loblaws Limited

plus...more low prices Prices effective Wednesday, April 4 to Saturday, April 7, 1984. Loblaws reserves the right to limit quantities. Loblaws specials are not available at Superstores.

Granny Smith apple juice reconstituted 48 oz. bottle 1.29	Mott's clamato juice 1 L. bottle. 1.99	Star-Kist tuna chunk light, in water or in oil 6 1/2 oz. tin 1.29	Green Giant vegetables fancy kitchen sliced green or wax beans or cream corn 14 fl. oz. tin .79	White Swan paper towels white, soft beige print, green scroll or gold print, 2 ply, 2 roll pkg. 1.39	Squeek shampoo regular strength 300 mL. size you pay 1.59 1.12	Sunlight laundry detergent powder 12 L. box 8.99	Royale bathroom tissue white 4-ply 2-ply pkg. 2.15
Bright's tomato juice fancy 48 oz. tin 1.29	Chef Boy-Ar-Dee pasta in tomato sauce, beef ravioli, bolognese or mini ravioli 30 L. oz. tin. 1.99	Clark beans with pork in tomato sauce 14 fl. oz. tin .79	Scott's family napkins decorated 180's pkg. 2.29	Scotties facial tissue white, softwood or yellow 3-ply 200's box 1.09	Maxi-thins regular, unscented or scented 30's box 4.59	Free'n Soft fabric softener 40 usqps 2 g box 3.29	Ken-L Ration tender chunks dry-meat dog food 8 kg bag 11.99