

When is a Roast a ROAST?

Not all roasts are created equal. In order to be superior at the table, a roast must have these attributes:

First, the quality of meat must be the best! (We have listed below the specifications that we consider constitute "QUALITY").

Secondly, expert and prideful preparation which takes into account a cook's point of view will ensure reliability at the table.

Add to this aging as necessary, innovative and helpful cooking suggestions, and an old-fashioned "made by hand" approach and you'll find that somewhat elusive thing called "value".

So when is a roast a roast? A roast qualifies when value, quality and flavour come together!

BEEF: All our beef is either Canada Grade 'A'-3 or 'A'-4 (more tender and flavourful than Canada Grade 'A'-1).

CAPLESS PRIME RIB: Without the tougher cap meat, with the gristle, feather and chime bones removed — regular price — \$4.99 lb.

BONELESS PRIME RIB: A prime rib roast made easy to carve — Regular price — \$5.99 lb.

SIRLOIN STEAK ROAST: Sirloin steak made into a boneless roast — very tender! — Regular price \$4.99 lb.

LOCAL ONTARIO LAMB:

BONELESS SHOULDER: A whole shoulder deboned, defatted and tied for roasting — it's Doreen's favourite and it's available seasoned (mint, mustard, garlic, rosemary, black pepper) or plain — Regular price — \$3.99 lb.

LEGS, WHOLE, HALF OR BUTTERFLIED: Legs of lamb prepared any way you'd like! — Regular price \$5.50 lb.

SELECT PORK: We pay extra for select quality pork. In this way we are assured of consistently good eating quality.

BONELESS PORK LOIN: The most tender end of a pork loin, available with or without our homemade sage & onion stuffing. Delicious! Regular price \$4.50 lb.

RACKS OF PORK: Basically, a prime rib of pork with frenched bones — an excellent presentation — and delicious too! Regular price \$4.99 lb.

PROVIMI VEAL: We sell only Provimi Veal!

BONELESS SHOULDER ROLLS: With the bone removed, available as an oven roast (barded) or as a braising roast (au naturel) regular price \$4.99 lb.

STUFFED BREASTS: A boneless breast roll with a mustard, thyme & garlic seasoned stuffing regular price \$4.50 lb.

RACK OF VEAL: The king of veal roasts, suggested seasoning: Rosemary, Garlic & Dijon Mustard! Regular price 7.95 lb.

The Deal:

25% OFF* The regular price of all listed above
ROASTS

**MARKHAM
VILLAGE
GROCER**

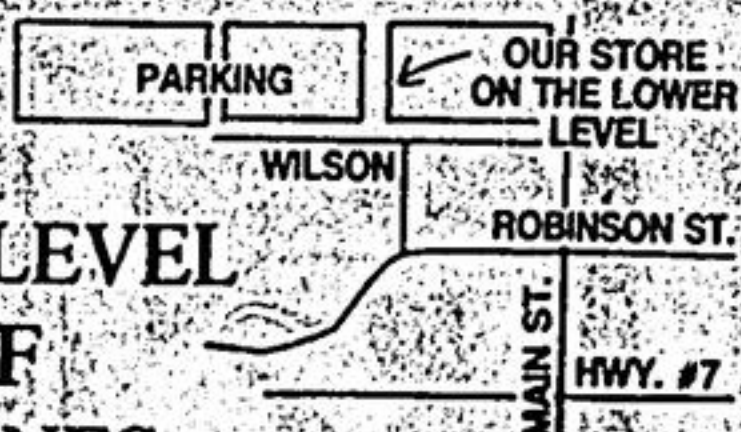
ONLY WITH THE COUPON BELOW

OUR HOURS: OPEN SUNDAY
MONDAY - THURSDAY 9 A.M. - 7 P.M.
FRIDAY 9 A.M. - 9 P.M.
SATURDAY 8 A.M. - 6 P.M.
SUNDAY 10 A.M. - 5 P.M.

OUR LOCATION:

ON THE PARKING LOT LEVEL
(AROUND THE BACK) OF
MARKHAM VILLAGE LANES.
144 MAIN STREET NORTH, MARKHAM

PHONE: 294-2572



***THE COUPON:**

Any of the roasts listed above are available at 25% off regular retail (only with this coupon) until store closing Sunday October 4, 1987. While we endeavour to maintain adequate stocks, when they're gone, they're gone. Further, we will limit quantities to reasonable family requirements.