



WHEN IS A PRIME RIB REALLY A PRIME RIB?

Prime Rib is considered The King of Roasts! It's the roast you remember for its fabulous presentation, delicious flavour and that really special gravy it makes. The special occasion Roast!

While we all know that even an Ordinary Prime Rib is pretty good, what makes any particular Prime rib extra-special?

These are a few points to consider!

1. Check the grade stamp on the back of the Roast - if its grade A-3 or A-4, you're pretty well assured of truly superior eating quality (grade A-1 is the least palatable of the 4 classifications of Grade 'A').
2. Check to see if it's "Capless". That means that the tougher 'cap' meat has been removed from the roast!
3. Check to see if the 'feather bones' have been removed from the back of the roast. These bones add nothing but weight (and carving difficulties) to your roast.
4. Don't pick the leanest roast. A truly fine roast has some 'marbling' - these little flecks of fat that you see across the cut face of the meat.

5. Be sure that the rib bones are nicely trimmed back. Long rib bones add a lot of weight and little eating!

We sell grade 'A-3' and grade 'A-4' beef! It has the best eating quality - we trim it well, and all our Prime Rib's are Capless! Truly Special Roasts! This week we offer all our Prime Rib Cuts at

25% off Regular Price

Get them while we have them - when they're gone, they're gone!

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| CAPLESS PRIME RIBS | WAS 4.99 LB. | NOW 3.75 LB. |
| FRENCH PRIME RIBS | WAS 5.99 LB. | NOW 4.49 LB. |
| ROLLED PRIME RIBS | WAS 5.99 LB. | NOW 4.49 LB. |
| RIB EYE STEAKS | WAS 8.95 LB. | NOW 6.71 LB. |
| CAPLESS RIB STEAKS | WAS 5.99 LB. | NOW 4.49 LB. |
| PRIME RIB SAUSAGES WITH MUSTARD & THYME | WAS 3.50 LB. | NOW 2.62 LB. |

OUR HOURS: MON. NOON - 7, TUES., WED., THURS. 9-7, FRI. 9-9, SAT. 9-6, SUN. 10-5

OUR LOCATION: Around the back (on the parking lot) of Markham Village Lanes

144 Main St., North in Markham

OUR PHONE NO.: 294-2572

**V MARKHAM
VILLAGE
GROCER**