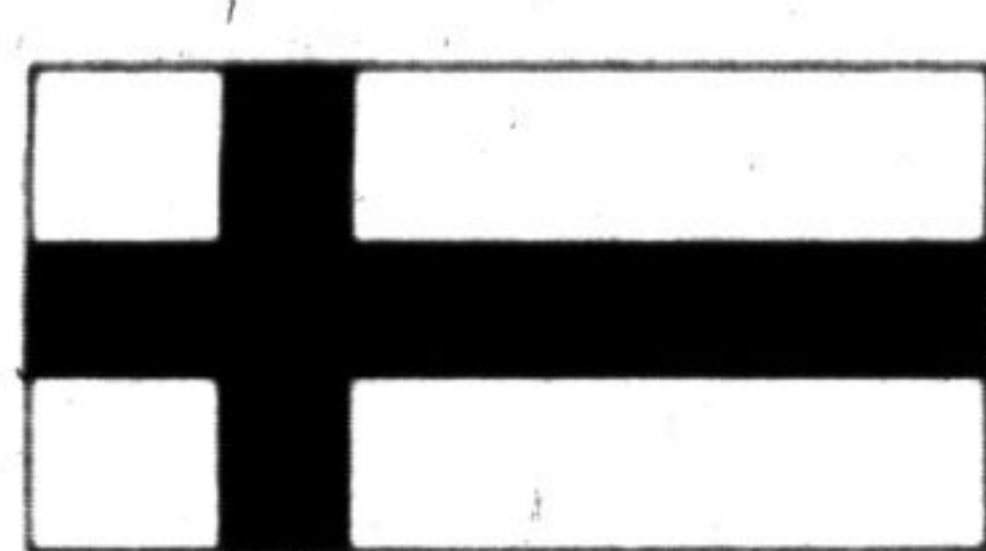


OUR CULINARY ADVENTURES (VOLUME 12)

By now, most of you know that it's me (Evan) who writes these ads, but we'll be changing it up a bit this week. Our adventure this week takes us to Finland, and our culinary tour guide is Jaana, a very long-time member of our team who runs our bakery area, and assists in others. I have challenged her to write this week because I feel that through her eyes (and pen) she can bring this adventure to life, so without further ado, here we go ... we are off to Finland, the land of the Midnight Sun! Finland is known for saunas, hockey, vodka, Formula One drivers, lakes, Nokia phones, cross-country skiing, but not that much about food. Which is actually a shame, because even if most of our food is quite uncomplicated, it is wonderful. Because the summers are short, everybody takes as much advantage of them as possible, before the long, cold 'eternal night' returns. Outdoor markets are everywhere and people consume as much local produce as humanly possible. New potatoes are a huge treat! Summer holidays are usually 6 to 8 weeks and are spent at the cottage where fresh fish cooked on open fire is the number one favorite. Finland has almost 200,000 lakes and a long shoreline at the sea, so fresh fish such as salmon, whitefish, pickerel, pike and sprats abound.

The biggest holiday in Finland is "Juhannus" or Midsummer night or Summer Solstice, which is the longest day of the year and the sun stays up all night. This is what we are celebrating this week with our Finnish menu.....



CAFE...

Grethe (being Danish and well-versed at fancy sandwich-making) is making gorgeous little sandwiches that look like works of art! Two layers of dark rye bread with a cream cheese filling made with Evan's smoked salmon and dill, topped with a smoked salmon florette and baby shrimps. Featured at \$5.99 this week.

WHAT'S COOKING AT THE DELI

Standard ingredients in Finnish cooking are lots of fish, dill, allspice, potatoes, wild mushrooms (I never saw a button mushroom until I moved to Canada), and berries.

Kulam is making a wonderful Macaroni Salad with Lobster. Elbows with lobster meat and baby shrimps, baby tomatoes, green peas, chives, dill and lemon in a creamy Nordic dressing. We Finns are big on buffets and this is standard fare at all the parties. \$2.49/100g.

And we are making two soups, because Finns love their soup, which is often eaten as dinner with dark rye bread and butter.

Lohisoppa - Finnish Salmon Soup - Fresh Atlantic Salmon cooked with potatoes, leeks, carrots, a bit of cream and dill. Finnish people are big on dill, they stick it everywhere. Life is not worth living if you don't have fresh dill (or about 10 containers in the freezer, just in case, like my mom has). Every family and every restaurant has their own version of Lohisoppa. As soon as my grandmother heard of my dad being in town, she would rush to the marketplace, get some fresh salmon and put the soup on. \$7.95/container.

Lihisoppa - Beef and Potato Soup. My mother's special soup. We are always begging her to make some, and it's devoured right away. Made with cubes of beef, potatoes, carrots, turnips, onions, a hint of allspice and of course, DILL! \$7.95/container.

Lastly, we are making Salmon Filet with Oyster Mushroom White Wine Cream Sauce - our beautiful Atlantic salmon with a wild mushroom sauce. \$4.59/100g.

All these items ...

25% OFF THIS WEEK

— TRADITIONAL — FINNISH PIZZA

Finnish people like to put their own twist to everything. They are very stubborn, and always think their way is the best (see, I am a true Finn, even if I actually recently became Canadian after being here for 35 years, he he...). That goes for pizza, too! This is the way most Finns make their pizza, and this is my cousin, Tiina's recipe. Every time my daughter, Sami, went to Finland (several times a year when she was a kid, actually), she insisted that Tiina make her some.

First we sauté ground beef with onions and garlic, add tomatoes, oregano and basil, and simmer till done. Then top the pizza with the sauce, add some diced black forest ham, pineapple and — are you ready for this — a bit of diced pickles. Top the whole thing with cheese and there you have it, an authentic Finnish Pizza.

Thomas is making these at the feature price of ...

\$9.95
each

— FINNTOAST — RYE BREAD

We sell this bread like hot cakes in our store. Dark, delicious, healthy rye bread. My mom buys this by the case. We always have it in our house. Reg. \$3.49 \$2.49 this week. \$1 off. Also, we are featuring several different kinds of herrings.

— LIHAPULLAT — FINNISH MEATBALLS

When I first came to Canada, my biggest disappointment were the meatballs! I was so used to my Mom's meatballs, that were out of this world (and still are). We make our meatballs smaller and crispier on the outside, pan fry them with butter and serve them with a light brown gravy, with either mashed potatoes or small new potatoes. These meatballs are spiced with only onions, salt and allspice, which is the most important ingredient. When we were little and my Mom made us meatballs, we were terribly disappointed in them, because they were nothing like our Grandma's, and after several failed attempts she finally called her to find out exactly what she had done wrong. When we came home that day from school and sniffed around, and proclaimed it smelled just like Grandma's house, she knew she had succeeded! All she had forgotten was the allspice! When we were in the hockey stick business, all the Finnish NHL players always called us when they were in town to ask if they could come to our house to have a sauna and my mom's meatballs! We are making these meatballs with mashed potatoes available to go for dinner. \$7.95/container. Also, Sunday Brunch is ... We'll start with our *Finnish Salmon Soup* (elsewhere in the ad), the Pasta will be *Penne with Lobster, Spinach and Grape Tomatoes* in a *Vodka (Finnish) Cream Sauce* — or — *Doreen's Shepherd's Pie* (the one with the vegetables) — or — *Chicken Cacciatore*, with a choice of either Tea or Coffee with a token Dessert. All for \$10.95. This is available from 11:00am till 2:00pm.

WHAT'S HAPPENING OUTSIDE?

We've received a small top-up of Hibiscus and Geraniums in case you have a few empty spots yet, and we have a 1/2 price zone for some items that need a good home. Also, we will have a clear-out shipment of Hibiscus Bushes and Standards from our supplier, and we will be selling this shipment for 1/2 of our regular, which is less than most of my competitors to begin with. There is a limited supply, some get them quick.

FINNISH TREATS

We love our sweets, and these are some of my favorite candies that I grew up on ... and this week we are featuring these at amazing prices.

GEISHA CHOCOLATE — Hazelnut-filled chocolates, that I first fell in love with because of their pink wrappers, but now it is the great taste. Reg. \$5.49. \$3.49 this week. \$2.00 off.

VODKA-FILLED CHOCOLATES — We like to add vodka everywhere possible, in this case these candies. They are like a shot of vodka! Only \$1.99.

FAZER BLUE — 200g. chocolate bars. Every Finn has been brought up on this chocolate, and I don't think you can find any better milk chocolate anywhere. Reg. 4.99. \$3.49 this week.

MARIANNE CANDIES — Named so after my sister-in-law, Marianne (just kidding) very old and traditional, minty white outside with a chocolate filling. I usually eat the whole box at once. Reg. 4.49. \$3.49 this week.

SALMIAKKI BARS — Something a bit different. Large chocolate bar filled with soft, salty licorice. Salty licorice is BIG in Finland, it's the one thing Finns here miss the most. The aforementioned sister-in-law and brother hide it from each other so they can eat it all in secret. \$2.29 this week.

— WHAT'S — BAKING

Finnish people LOVE their desserts, I believe they consume more sweets than any other country. There are little cafes everywhere where you can get the most scrumptious sweets, even at gas stations. When visitors come and you don't have at least 5 or more different sweets at the coffee table, your name is dirt!

KÄÄRTEKITU — (Jellyroll) These are made every day in our bakery and are crazy popular. We make a Canadianized version with whipped cream and fresh berries. The old-fashioned way in Finland was made with just an apple preserve or strawberry jam. We will make our regular Mixed Berry Jellyroll this week, and a chocolate version with whipped vanilla buttercream filling. \$15.95.

TOSCA CAKE — Is a staple in most households. When I made them previously I made them in a smaller size and higher, but all the older Finnish ladies criticized them for not being flatter. So this week I will make them bigger but flatter so every bite has more of the delicious almond topping. This is a dense, rich white cake topped half-way through baking with sliced almonds in a caramel sauce and then baked further into crisp, golden perfection. When Ulla, a friend of my Mom's, sends some over to my house, there is a fight to get as much as you can and squirrel it away from the others, to be enjoyed later. \$18.95.

PIPARKAKUT — (Gingerbread Hearts) In Finland we eat gingerbread cookies every chance we get! This recipe is from my Mom's Mom, who incidentally was my very favorite person in the world. She was an amazing baker, who would just take a bowl, throw some ingredients in it without measuring, whip it by hand and Viola! An amazing creation! I spent every summer at my grandparents' farm when I was young, and every Saturday, all day, was a baking day. My Grandmother baked everything in a big wood-burning oven (she had an electric one too, but it was never used) that had to be warmed up early in the morning. When the oven was at its hottest she baked Karelian Pies (little pies with paper-thin rye crust filled with rice pudding), then numerous loaves of dark sourdough rye, at least 5 different types of cookies, the Pulla (Cardamom coffeebread) and when the temperature had cooled a bit, various cakes. Those were some Delicious, Happy Days!

My Grandmother is the reason I started baking. Every moment I spend baking reminds me of her and the happiness she created for me and everybody else around her. Sometimes when I feel like I haven't accomplished much in my life, people remind me that I often do the same for the customers who buy our baking at the Village Grocer.

Back to the cookies ... these gingerbread hearts are as thin and crispy as we can possibly make them, wonderfully spiced and they melt in your mouth! You can't just eat one, you have to devour the whole container. \$9.95.

VIINERI — (Danish) In Finland we sell Danishes everywhere. The best I have ever had was at a café attached to a gas station on a remote country road. This week we are making a few "exotic" fillings for our Danishes. I know that prunes are not considered an "it" thing by lots of Canadians, but I love them. And when you cook them with a bit of cinnamon and brandy, they make a sublime jam. The flavors this week are cream cheese with prune, with lingonberry and with cloudberry preserves, all drizzled with fondant. \$2.99.

Also, Finland is famous for **MARIMEKKO** designs, mostly for their colourful poppy design in fabric, clothing and sheets, so this week I will make some large Marimekko sugarcookies in various colours. Reg. \$2.99

All these items featured at ...

25% OFF THIS WEEK

SPECIALS IN EFFECT FROM THURSDAY TO CLOSING SUNDAY, JUNE 23RD



Hours: Mon. ~ Fri. 8:00-8:00
Sat. 8:00-6:00 ~ Sun. 9:00-6:00
4476 16th Avenue (Just W. of Kennedy)
(905) 940-0655

