

# A HEARTFELT THANKS

Normally I reserve a spot in this ad to recognize our customers for their support throughout the year, and this year I have many more to thank.

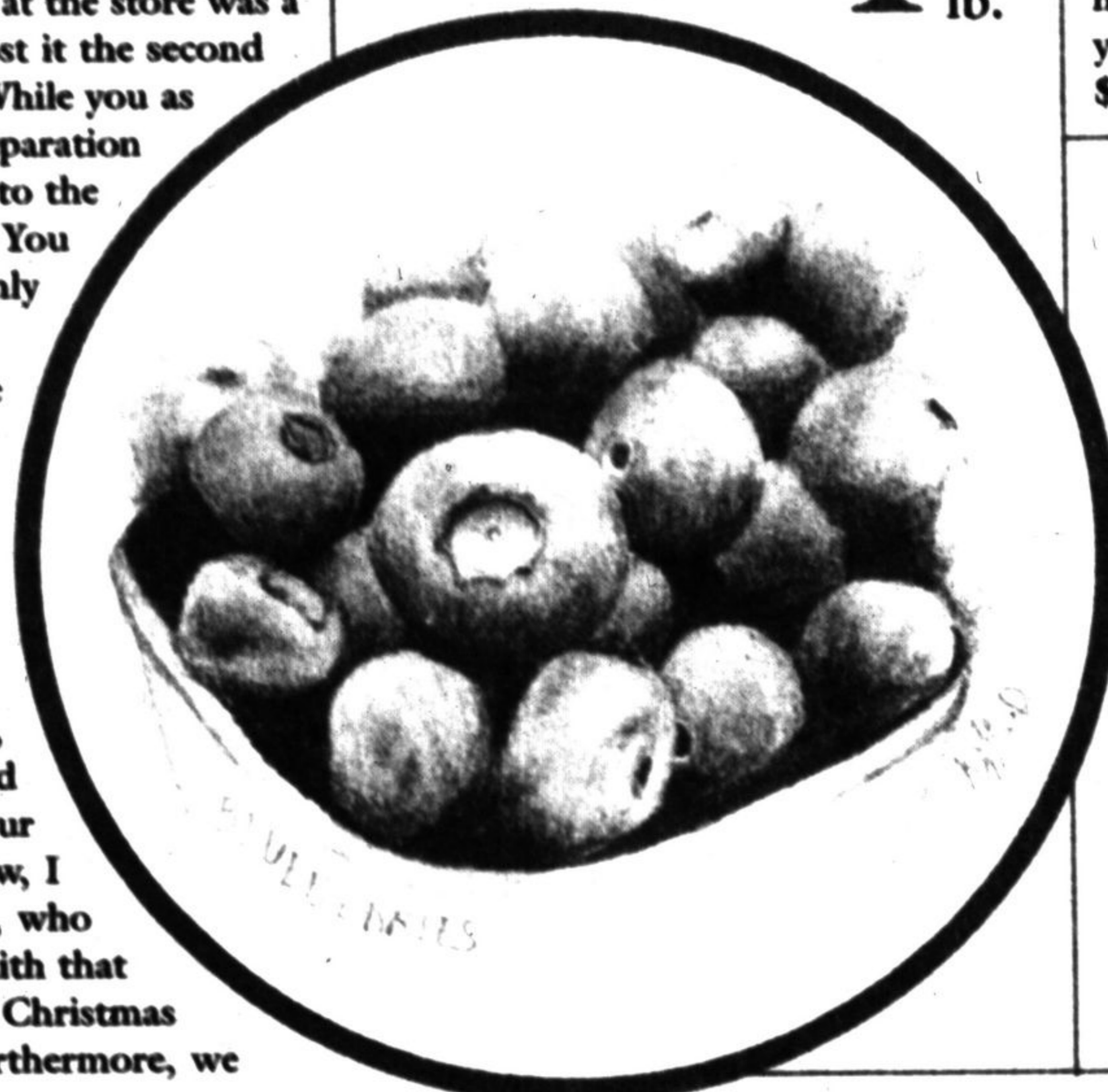
It will be a Christmas to remember, that's for sure! First, what a freak-of-nature to have such an ice storm: taken alone, that was an episode. Add to that the resultant power failures, and we had a whole new mega-dimension. As I write this on Saturday, not everyone has power yet; even now it's very hard to realize how disruptive that is to life, and how you just have to resign yourself, literally, to how powerless you are. Our situation at the store was a bit different. While we had power on the first day after the storm, we lost it the second day (December 23rd), which happens to be our busiest day of the year. While you as customers may not fully understand what goes into the making and preparation of the product(s) you have ordered and fully expect to find in your visit to the store, it presented us with huge difficulties in getting everything ready. You don't really need me to explain that a large part of what we do is 'freshly made', and no doubt that is the reason you visit us.

My first very big thanks is to our amazing staff, who rose to the challenge in a very big way. Overwhelming, actually. Almost from the moment the lights came back on, they were hard at work—overnight—to get all those things made and prepared, orders filled, cakes baked, hams smoked and the whole store prepared for what would become the busiest day EVER! This is yet another affirmation for Cathy and me of how fabulously lucky we are at the store to have the folks that we work with.

Tuesday was an extremely challenging day, but you would not believe, unless you were there, how competently and patiently everyone handled the avalanche of business, and further, how patient and understanding our customers were, given the situation we all found ourselves in. Even now, I am overflowing with admiration for all my coworkers, and customers, who could have panicked and gone to 'Plan B', but stayed the course with faith that somehow we would make it all work out. We have been a special part of Christmas for a lot of families over the years, and we are appreciative of that. Furthermore, we intend to be for many, many years to come!

So thank you all, and we wish all the best for you in the New Year.

*Cathy and Evan*



## O-CARA CARA-ORANGES

There are oranges, and then there are Cara Cara oranges - and then there are these Cara Caras! Big, thin-skinned, sweet and juicy. It's all good this week in the land of oranges.

**\$1.29**  
lb.

## PIZZA RELIEF

We know that you've all chowed down on poultry, so Thomas has arranged some relief for you in the form of our whole range of pizzas. Come (or phone) and pick from our menu; it will be ready when you are! Prices range from **25% OFF THIS WEEK** \$9.95 to \$12.95.

## -OUR- POT ROAST

To make these, we use boneless blade roasts which we section a bit to remove as much of the internal fat as possible. Slow cooking is the only way with these and I find that the house fills with a really good aroma as the afternoon wears on, and I get hungrier and hungrier! In fact, the roast doesn't stand a chance! Not only will we have Doreen's tried and true recipe for you, we'll have a gluten-free version as well. **25% OFF THIS WEEK** Reg. \$5.99/lb.

## WHAT'S COOKING AT THE DELI

We'll start with soup, in this case **Chicken Vegetable**, with gluten-free rice noodles. You'll find carrots, celery, as well as 'spices' and lots of those noodles. **25% OFF THIS WEEK** Reg. \$7.95 /1L.

Next, we'll be making **Cheese Tortellini**, with Parmesan (Reggiano) in a cream sauce. This will be sold in 4"x5" foils in the self-serve counter next to the bakery. **25% OFF THIS WEEK** Reg. \$7.95.

And next, we'll be making **Flourless Prime Rib Stew**, with onions, carrots, Yukon potatoes, amaranth flour and 'spices'. This will also be available in 4"x5" foils. **25% OFF THIS WEEK** Reg. \$8.99 ea.

We'll be featuring two salads this week. The first being our **3-Bean Salad** with the snipped green beans, kidney beans and chick 'beans', jacked-up with peppers, sweet onions and 'spices'. The second salad is our **Quinoa Niçoise Salad** with sweet onions, peppers, black olives, green beans and cherry tomatoes. **1/2 OFF THIS WEEK** Reg. being \$1.89 and \$2.49/100g respectively.

## - WHAT'S FOR LUNCH?

The café girls are making pretty special roast beef sandwiches this week, using our roasted strip loin, on a ciabatta bun, garnished with caramelized onions, roasted sweet peppers, mixed greens and horseradish mayo. They are a handful for sure!

**\$6.99**  
EACH THIS WEEK

## HONEY GARLIC SAUSAGES

These are made with coarsely-ground fresh pork, lots of garlic, a good amount of honey, some nutmeg, pepper and salt. You'll find these pretty laid-back and mellow, a great sausage when a wide variety of tastes are to be considered, and especially so if your significant other is dining as well. **25% OFF THIS WEEK** Reg. \$4.99/lb.

## BLUEBERRIES!

We'll have a feature this week on full-pint blueberries from Chile. These are about at their peak in flavour and sweetness. **\$1.99** ca. container

## - WHAT'S BAKING

Christmas is over, but to cheer you up, we are baking with cherries! **CHERRY PIES** - We buy a lot of sour cherries when they are in season and freeze them to use in pies throughout the rest of the year. These pies are available both with lattice and streusel (which incidentally has become one of our best-selling pies) toppings, freshly baked or frozen ready-to-bake in our freezer section. **Reg. \$12.95 each**

**BLACK FOREST CAKES** - Our chocolate cake brushed with Kirsch and layered with our cooked cherry filling and whipped cream. Finished with chocolate shavings and Maraschino cherries. **Reg. \$18.95 and \$28.95.**

**CHERRY CREAM CHEESE DANISH** - Delicious danish pastry filled with cream cheese and cooked cherry filling, glazed and drizzled with liquid fondant. **Reg. \$2.99 each.**

**DOUBLE CHOCOLATE CHERRY MUFFINS** - Even after Christmas, people will still need their chocolate fix. And I think these muffins can get the job done! Dark chocolate batter studded with chocolate chunks and sour cherries. **Reg. \$1.89 each.**

**25% OFF THIS WEEK**  
While quantities last!

Hours: Mon. - Fri. 8:00-8:00 - Sat. 8:00-6:00 - Sun. 9:00-6:00

4476 16th Ave. (Just W. of Kennedy)

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www.thevillagegrocer.com

SPECIALS IN EFFECT FROM THURSDAY TO CLOSING SUNDAY, JANUARY 5TH

