

IT'S GREEK WEEK!

Op! to all you Villagers, it's **Greek Week**. Now we normally do Greek Week on the weekend of Greek Easter, but this year it coincides with Catholic Easter and I just didn't want to wait until after Easter to run a special on anything and everything Greek. I want my souvlaki and I want it now! Also, Greek food is just perfect for Spring: all the ubiquitous ingredients in Greek cuisine – lamb, tomatoes, peppers, cucumbers, are at their best this time of year. It's our way of willing the temperature to go up a few degrees. And lastly, the real reason we're making it Greek week is at Rita's insistence, she threatened to walk out if she had to wait another week without us making her famous Papu's sausage. Her cultural pride in her Greek roots knows no bounds, she actually changes the name on her timecard to 'Cashphrodite', something I think she does because she never got over the sting of her parents abbreviating her last name from 'Gougholopoulos' to 'Gough'. It's the only way I can rationalize her nightly tzatziki face masks, her insistence on seasoning everything in oregano, and the fact that she keeps telling every customer that goes through her register that we're relocating to the Danforth...it's not happening Rita, no matter how many people you tell! If you have the pleasure of going through her cash this weekend, be nice to her, she has given up ouzo for Lent and has been an absolute nightmare to deal with.

CHICKEN SOUVLAKI

Greek cuisine is celebrated the world over for its elegant simplicity, for being relatively healthy, and for its vibrant, fresh flavours. Hopefully the weather is warm enough that you can dust off your BBQ and fire it up for your inaugural spring cookout, and we couldn't think of a better way to kick it off than with our succulent **Chicken Souvlaki**. Rita tried to give the meat guys a demo on her hotdog souvlaki, but we've decided to take an indefinite raincheck on that sale, perhaps until Hades freezes over. We marinate chicken breast in oil with pepper, oregano, garlic and rosemary and then skewer it up. We don't add salt to these so be sure to give them a generous sprinkle of salt before slapping them on the grill and then hitting them with a squeeze of lemon right before you serve them. And it is absolutely imperative that you serve these with the Better than Yiayia's Tzatziki we have on sale. Opa! Reg. \$15.99/lb

25% OFF

VILLAGE CREAMERY

Our Mango Ice Cream, introduced in 2020, quickly became a fan favourite and has remained our best seller ever since. It's incredibly creamy, with a delightful tropical taste that's perfectly balanced – not too sweet, just right!

MANGO ICE CREAM
REG. \$14.99/L

\$2.00 OFF

MEDITERRANEAN SEABASS BRANZINO!

AKA...

Hailing from Vancouver's Greentown, our fishmonger, Gary, loves the fruits of the Mediterranean Sea like octopus and sardines almost as much as he distains all fruits and vegetables, especially the green ones. Thus far he has shocked us all and defied scurvy, but what he lacks for in Vitamin C, he makes up for in Omega 3 and -6 fatty acids, as he is an insatiable glutton for all seafood, this week's special, Branzino, being his favourite. We will have these available whole in a 1-2lb size (Reg. \$16.99/lb), which are amazing stuffed with herbs and roasted/grilled, or we will also have cleaned fillets (Reg. \$24.99/lb) which can be dressed up simply with herbs, garlic and lemon and pan fried to great effect, no bones to fuss over that way. Opa!

20% OFF

THOMAS' PRODUCE REPORT

We have six (!) produce specials, so it's safe to say that we've got no shortage of great fruits and veg this weekend. Peruvian mangos are pretty much done and we're transitioning to **Mexican Haden Mangos**. While they're not quite as amazing as the tree-ripened mangos we fly in, they're pretty close once they ripen up and they're half the price, so you can't go wrong. Lots of flooding in northern Mexico has created some delays in shipping so we might not have the **Sweetest Batch Blackberries and Blueberries** until Friday afternoon *fingers crossed!* We also have **Sweetest Batch Raspberries** which I was going to feature and they're super, super sweet. As for vegetables, the **Brussel Sprouts** came in super sharp and the **Asparagus** is also top notch.

RED GRAPES

So on a typical week green grapes will outsell red grapes roughly five to one, which shouldn't be a surprise because the quality of green grapes we've had over these winter months has been absolutely outrageous. The Peruvian season is winding down and we're going to transition to Chilean fruit soon, but when it comes to grapes, nature always saves the best for last. The later we get into the season, the longer these grapes have to ripen up on the vine and the sweeter and crunchier they get. The quality on these **Red Grapes** is outstanding, generously sized, very sweet with a nice crunch. And even though we haven't sold a seeded grape in the last thirty years, I still get asked at least once...yes, they are seedless. **Featured at:**

\$2.00 OFF /LB

JULIAN'S YIAYIA'S GREEK POTATOES

Julian, a young man actually came to work at the store because I have a crush on his Yiayia, Marija, the goddess responsible for making all the delicious cheesecakes in the bakery. While he lacks his Yiayia's militant approach to work, he makes up for it by being ridiculously handsome (ladies, he is single!) and doing a fantastic job making our **Marinated Greek Potatoes**. These are peeled Yukon potatoes that we dress up with lemon, garlic, rosemary, thyme and pepper, they just have to be seasoned with salt and cooked for about an hour at 350°F. The perfect side dish for just about anything. Opa!

50% OFF

MOROCCAN BLUEBERRIES

So there are lots of blueberries around right now, from Mexico, from Florida, from Peru, but the quality on them is just okay. Even the **Sweetest Batch Blueberries**, which are normally hard as bullets and sweet as candy have been good, not great. These **Moroccan Blueberries** are totally great. They're big as quarters with a sweet flavour and a satisfying crunch. Even though they are packed in the world's worst packaging, you'll love these. **Featured at:**

2 FOR \$7.99 /TWO

LOCAL GREENHOUSE SALE

Even though the weather has been abhorrent, the days have been getting noticeably longer, which is when all our greenhouse veg start to come pouring in, a forebearer to all the tomatoes and cukes and peppers we get from our gardens in the summer. We've got some really hot deals for you this week, everything you need to make a killer salad...

LOCAL PEPPERS – I don't think we've ever had peppers on sale, but I've never seen the price so low when the quality is so high. We only ever sell XXL peppers, the biggest size with the biggest crunch. We normally sell these at \$5.99/lb throughout the year so this is a stupid price. **Featured at:**

\$7.99 /LB

THE BEST VINE CHERRY TOMATOES – A few months ago I just stopped carrying grape tomatoes altogether. You could only get Mexican ones which are god awful, or local ones which were undersized and watery and underwhelming beyond belief. Instead, I started quadrupling our order of these cherry tomatoes on the vine which we normally bring in from Quebec. They cost a little more but they're candy sweet and always fresh. In all these months, not one customer has asked me for grape tomatoes, so obviously it wasn't an issue. Reg. 9.99lb

50% OFF

THE BEST LETTUCE EVER – AKA the **Lovely Lettuce** from **Meadowsweet Farms**. I saved the best for last here. I absolutely love this stuff for a multitude of reasons. Firstly, it's grown just down the street from the store, just at Warden and Stouffville Rd. Usually in the summer, I order this on a Thursday afternoon and it's harvested Friday morning and we're the first delivery they make, the lettuce has never seen the inside of a fridge, is still warm from the sun, which is just crazy fresh. Secondly, it's organically grown in soils that have never seen a pesticide. Thirdly, the farmer, Sandy is my buddy and I love spending time at his farm. And finally, it is just the tastiest lettuce that you can find anywhere. When it's colder out, the lettuce will grow slower and is crisp and densely-packed with nutrients. The best lettuce comes in spring and fall, and the stuff at the beginning of the season is especially flavourful. *Limited availability, enjoy while supplies last.* **Featured at:**

\$4.99 /PACK

WHAT'S FOR LUNCH?

This Friday we are featuring perhaps the number one customer favourite, our **Fish & Chips**. We use halibut and if you got some when it was on sale last week, you'll know just how incredible it's been coming in. We serve this with our handcut fries and homemade tartar sauce. Available **Friday April 4th** at **Doreen's Café** starting at 11:00 am. **Featured at:**

\$24.99 /COMBO

And for **Sunday, April 6th** we'll have your choice of either **Lorraine or a Greek Quiche** (with sauteed spinach, roasted peppers, feta and oregano) with a **Greek Salad**. **Featured at:**

\$9.99 /COMBO

As for our Café menu next week, it will look something like this:

Monday April 7th
Caprese Grilled Cheese with Tomato & Cucumber Salad

Tuesday April 8th
Grilled Flank Steak Sandwich with Roasted Potato Salad

Wednesday April 9th
Stuffed Pork Roast Sandwich with Cathy's Coleslaw

Thursday April 10th
Prime Rib Sandwich with Fried Onion and Gravy, with Potato & Egg Salad

Friday April 11th
Lobster & Brie Grilled Cheese with Tomato & Cucumber Salad

PIZZA PIZZAZZ

Our pizza special for this Friday and Saturday will be a **BBQ Chicken Club Pizza**. Shredded mozzarella, grilled chicken thighs, vine cherry tomatoes (the delicious ones we have on sale), our smoked bacon, bbq sauce, a drizzle of chicken fat mayo and chicken skin crumble. **Featured at:**

\$5.99/SLICE OR \$24 WHOLE PIZZA

Our Take-Home pizza special will be a delicious **Greek Pizza**. A medley of Mediterranean vegetables like grilled artichokes, roasted red peppers, Kalamata olives and red onions on a base of our homemade marinara sauce with crumbled feta, Greek oregano and freshly torn basil. **Featured at:**

\$16.99 /CACH

AISLE FOUR

BETTER THAN YIAYIA'S DIPS – The best part about going out for Greek is ruining your appetite with pita and dips before your main comes. I consider myself to be somewhat of a dip connoisseur, and nobody does dips quite like the Greeks do. We bring these dips in from a small, family-run business. Their **Tzatziki** is the best I've ever eaten, as they make the yogurt themselves, and it has just the right amount of garlic, fresh dill and lemon. Do not buy the chicken souvlaki or potatoes on sale without picking one of these up. They also have a killer **Lemony Hummus**, and my personal favourite, their **Spicy Feta Dip** (aka Tirokafteri). I absolutely love this stuff, creamy with just the right amount of heat, at least once a week I'll polish off a tub for lunch. **Featured at:**

\$7.99 /TUB

WHAT'S COOKING IN CHEF KULAM'S KITCHEN?

GREEK CHICKEN ORZO & RAPINI SOUP – A Greek-inspired twist on the classic chicken noodle soup. Packed with tender chicken chunks, orzo pasta, and rapini in a rich homemade chicken stock base, all brightened with a subtle hint of lemon. A wonderfully flavorful and fresh soup! **Featured at:**

\$8.99 /CACH

GREEK ORZO SALAD – A light and refreshing pasta salad we make by tossing orzo with grape tomatoes, cucumbers, red onion, dill and cubes of tangy feta in a lemony vinaigrette. **Featured at:**

\$7.89 /100g

BABY J'S LAMB MOUSSAKA – I asked Kulam if we could feature Moussaka this weekend and was told, "we'll see". In his defense, it's a ton of work, but it's one of my favourite things in the world to eat and it wouldn't be Greek week without it. So we called one of our former staff, John 'Baby J' Mamatis, a Greek Adonis, to make my wildest dreams come true. He's literally moving to Ireland to start med school, so I really have to salute him, this was no small favour. There is nothing quite as comforting as a hearty moussaka AKA Mediterranean Shepherd's Pie. We roast slices of eggplant and top them with a sauce of ground lamb beautifully seasoned with garlic, cinnamon and oregano simmered in tomatoes and red wine, and then we top with roasted potato and a creamy bechamel that we brighten up with a touch of lemon zest. **Featured at:**

\$24.99 8X5 FOIL

WHAT'S AVAILABLE FROM THE VILLAGE KITCHEN PANTRY?

VILLAGE KITCHEN GREEK DRESSING – AKA Rita's moisturizer. After our Caesar dressing, this is the next best seller, and with good reason, it's wildly delicious and with all the peppers and tomatoes we have on sale this week, seemed a no brainer. **Featured at:**

\$7.99 /BOTTLE

VILLAGE KITCHEN FIG JAM – I think this is the best of all the jams we make in-house. While figs are available pretty much year round, the quality ranges from 'nearly edible' to 'complete cardboard' when they're not the Greek ones that arrive late summer and carry over into the fall. They are incomparably sweet and jammy and out of this world. We buy them by the pallet to make this jam, which we barely add anything to as the figs are so sweet and are already so jammy to begin with, just cook them down with a touch of sugar and lemon juice to brighten it up. This really does taste like a mouthful of fresh figs. Great on soft cheeses, on a sandwich with prosciutto, can lend a little sweetness and flavour to a balsamic vinaigrette or swirled into the Better than Yiayia's yogurt we have on sale. **Featured at:**

\$9.99 /JAR

CHEESE, PLEASE!

OUR OWN MARINATED FETA – Featuring feta for Greek week is an absolute no-brainer as it's a staple of the cuisine, but we thought we'd take something good and make it into something great. So we are taking the feta and marinating it in preserved lemons, mint, parsley, peppercorns, Greek oregano, garlic and a touch of chili to soak up all the amazing flavours. Crumble it onto crostini, serve it alongside eggs, fish or chicken souvlaki, or atop grilled vegetables, and be sure to save the leftover oil as it will be divine for dipping bread into. **Featured at:**

\$4.99 /100g

GREEK GRAVIERA – We've brought in some PDO Graviera, which is essentially Greek's answer to Italian pecorino. A firm cheese made with sheep's and goat's milk, Graviera can be sliced and eaten, fried as saganaki (yum!), enjoyed as a snack, grated and served over pasta dishes, baked into casseroles, or crumbled into salads. We have two different varieties: one that is infused with Smoked Paprika, which gives you a nice sweetness from the peppers and a lingering smoky, charred note. The other is more classically Greek, infused with olive oil and Greek oregano. **Featured at:**

\$7.99 /100g

GREEK HALLOUMI – There are few things as satisfying as grilling or searing Halloumi cheese. The sound, the instantaneous sexy grill marks, it's almost as satisfying as eating it. Eaten raw it's plain, rubbery and salty, but once flashed in a pan or on the grill, it becomes beautifully crisp and savoury on the outside and sensually melty on the inside, similar to the consistency of a toasted marshmallow. Traditionally served with watermelon in Cyprus, also amazing drizzled with honey and sprinkled with chili flakes and sesame seeds, or with olive oil, lemon and herbs (think basil or mint). It's super versatile and fifty shades of delicious. Such an amazing treat! **Featured at:**

\$9.99 /PKCC

BETTER THAN YIAYIA'S GREEK YOGURT – From the same makers as the delicious dips we have on sale, we have the Greekest Greek yogurt outside of Greece. This is a staple of my lil bro's diet, who is an insatiable glutton for all sources of protein (he's the athletic one, I just got the brains and looks). This is the real deal, made with cow's and goat's milk, 14% MF. Delicious on its own but even more so when it's sweetened up with a little honey. **Featured at:**

\$7.99 /TUB

OLIVE OLIVES – I will be the first to admit that I absolutely hate olives, but fortunately I'm in the minority and these cured Kalamata olives from Greece are borderline addictive, probably our best-selling olive in the whole store. In Mariella's words, "they are plump, juicy, perfectly seasoned and best enjoyed by the fistful." Not overly salty like most Kalamatas, these are quite mellow. **Featured at:**

\$9.99 /JAR

Hop Into Easter with Ease!

Easter is just weeks away – have you planned yet? Don't worry, we've got you covered! Our **Easter menus** are now available online, featuring everything from delicious bakery treats and catering options to fresh (or smoked) turkeys and our homemade hams. Ready to order? Visit us in-store or give us a call today!

WHAT'S BAKING?

EVAN'S LEMON COOKIES – All sorts of citrusy goodness at the bakery this weekend starting with these dangerously addictive cookies. The origin of these cookies is that my dad's office in our old store was inside the bakery, a dangerous roost for a man whose Achilles heel is his sweet tooth. When the lemon loaves would spill over the pan, they'd cut off all those crusty hardened bits and toss them, but Evan took to snacking on them and loved it so much he said they should take that batter and just bake it in little rounds like you would cookies. Eventually we started dipping them in white chocolate because, well, why wouldn't we? The cookie itself is soft with a light, zesty flavour, and the chocolate just puts it over the top. I'll repeat myself, these are super addictive! **Featured at:**

\$10.99 /BOX

LEMON RASPBERRY PIE – This is an oldie but a goodie that we haven't made in a few years and it seemed like the perfect weekend to bring it back. It's a riff on a key lime pie, still in a hand-pressed graham crust with a creamy, citrusy filling except we've swapped in lemon for lime, we toss in a handful of fresh raspberries (which have been fantastic) and then bake it before topping with freshly whipped cream and more fresh raspberries. **Featured at:**

\$19.99 /CACH

ORANGE WHITE CHOCOLATE & PISTACHIO LOAVES – We make the batter for this tasty loaf with fresh orange juice and zest and swirl in pistachios and white chocolate chips before baking it until it's perfectly moist with a nice, light crumb, and then drizzle it with white chocolate. **Featured at:**

\$4.99 /CACH

LEMON BLUEBERRY MUFFINS – Our best-selling muffin that never, ever fails to hit the spot. Batter is made with lemon juice and zest and we throw in wild blueberries that we freeze from the summer months for a pop of juiciness and berry sweetness. **Featured at:**

4 FOR \$9.99 /FOUR

LEMON BLUEBERRY JELLY ROLL – Hard to beat our signature dessert, the OG Mixed Berry Jelly Roll, but this is every bit as tasty and it's nice to mix it up every now and then. Same light sponge, same freshly whipped cream, but before we roll this up we spread a layer of our homemade lemon curd on it and load it up with crunchy, sweet blueberries. **Featured at:**

\$27.99 /CACH

WHAT'S IN BLOOM?

It's Danielle here letting you know the Floral Department is celebrating all things Greek this week — and that means we're featuring our breezy **Baby Blue Eucalyptus Bunches!** Baby Blue Eucalyptus is essentially a natural wellness hack in bouquet form! Whether fresh or dried, the aromatic leaves pack a powerful punch when it comes to health benefits. I'm willing to bet that if Zeus decorated Olympus, he'd probably drape it in these fragrant, silvery-blue stems (because even immortals appreciate a fresh-smelling throne room). Lucky for you, we've got **2 bunches for just \$14.99!** Now even though the Baby Blue Eucalyptus is not found in murky Greek mythology, their power and beauty are timeless. They last for weeks and they look stunning in literally any vase (zero floral skills required). Just pop it in water for the first few days to keep it fresh. Let it air-dry for a long-lasting, wispy aesthetic, or hang a few stems in your shower for a DIY eucalyptus steam session (your sinuses will thank you!). Whether you're building your own Mount Olympus or just want your home to smell like a dream, grab these beauties before Hermes swoops in and takes them all! **Featured at:**

2 FOR \$14.99 2 BUNCHES

But that's not all—our **Hand-Tied Bouquets** are bringing full-on Aphrodite energy with blue iris, roses, lilies, and hydrangea, for a look that's as breathtaking as a Greek seaside sunset. And if you want a touch of mythological magic in a pot, we've got **Potted Hyacinth and Narcissus (Daffodils)** for just \$6.99!

SPECIALS IN EFFECT FROM THURSDAY TO CLOSE, SUNDAY APRIL 6TH

Store Hours: Monday - Friday: 8:00 am - 7:00 pm
Saturday & Sunday 9:00 am - 6:00 pm



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