

# MASSTOWN MARKET NEWS Volume 5 Issue 2 February, 2005

## February is for winter sports, true love, and the Rooster...



*Winter enthusiasts are in their glory... The cool, crisp air of February and the mountains of snow make for perfect downhill or cross country skiing, snowshoeing, snowmobiling, or just hiking your favorite trail. Back at home, it's time for cozy fires & comfort foods...*

### Winter Warmth..

This is the time of year when we really like our slow cookers, when we prepare our favorite soups, stews, chowders and casserole dishes. And couple all those with a garden fresh salad, and warm buttered bread or rolls, and you have a sure recipe for winter comfort. And we have everything you'll need to prepare all your special recipes. Check out our 'Close to Home' display of locally grown carrots, onions, potatoes, parsnips, turnip, cabbage, and more... All great value every day. We have all your salad fixings, too. And frozen meats, poultry, fish and seafood. Our Deli is overflowing with bacon, sausage, cheese, cold cuts, fresh pork tenderloin, seasoned meats, pates, and more. And of course there's our homestyle Bakery, with the very best breads, rolls, cookies, sweets, scones, biscuits, and donuts. So much goodness, **FOR YOU**



### For your Valentine...

Monday, February 14th is Valentine's Day, and it's truly a day for love. How will you tell your Valentine that you love them? We have hundreds of special ideas at the Market... How about Fruits & Passion bodycare products, Camille Beckman creams & lotions, 'Danger Men Cooking' products, an endless selection of unique gifts, fabulous chocolates & candies, loving cards, gourmet sauces and culinary delights, flowering plants, or how about a custom Gift basket or a Market Gift Certificate... All so perfect for the sweetheart in your life. And remember, we're open until 9pm on Sunday, February 13th, for any last minute sweetheart shopping that you may need to do ...



### We're OPEN...

The Market is OPEN  
7 days a week from  
9am to 9pm

### Chinese New Year...

February 9th is Chinese New Year, as they welcome the year of the Rooster. Many fascinating traditions are observed around the Chinese New Year, and they all focus on creating good luck & prosperity for the coming year. Families come together to celebrate, and a large meal is prepared on the night of New Year's eve. Trays of dried fruit, sweets and candies are readied for visitors. These are called 'Chuen-Hop' or Trays of Togetherness. Oranges and tangerines are offered as signs of luck and wealth. The word FORTUNE is displayed on red paper throughout the house, and little red envelopes of money are exchanged by all. New Year's day is a day of true happiness and good cheer for the Chinese, setting the tone for the entire year to come... Check out our little Chinese New Year display in the produce area, and discover some of the fruits & veggies of China, and look for the fortune cookies, too...





**Thank You**

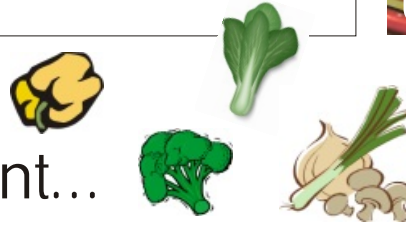
*for being our customer*

GREETINGS from all of us here at The Market... Come discover all our goodness in Produce, Deli, Giftware, Bakery, Restaurant, Grocery, Dairy Bar, Bird Supply, Natural Pavilion, and a host of other unique offerings... We have the best of locally made jams, jellies, and preserves, honeys, maple syrups, apple ciders, and other specialty foods. *Truly An Experience For All*  
Eric, Laurie, & Wade Jennings & all the Market staff



Experience all the colors of the Market

## STIR FRY VEGGIES - A celebration of the Orient...



*Stirfry is a very popular winter meal idea, and a fabulous way to eat smart. It's very nutritious, and very low in fat. Served with brown, wild or long grain rice, it makes an excellent family meal. Add a few exotic items, like Bok Choy, bamboo shoots, or water chestnuts for variety...*

### Quick & Easy Stirfry

In a wok or deep fry pan, heat 3-4 tbsp. of light cooking oil (grapeseed or peanut are best). Add 2 cloves of chopped garlic (and shredded ginger root if desired), and brown. Add your favorite chopped vegetables (broccoli, cauliflower, sweet peppers, mushrooms, onions, celery, carrots, bok choy, chinese cabbage, or other). Sprinkle with soy sauce and mix. Cover and steam on medium-high heat for 5-7 minutes, stirring occasionally. Add bean sprouts, cashew pieces or sesame seeds (optional), just before adding your sauce. Prepare a packaged stir-fry sauce or make your own from water, corn starch, and soy sauce. Add to pan, stir to coat all the vegetables, and serve over rice when the sauce thickens. Garnish with fried noodles if desired. (Add pre-cooked strips of a favorite meat or tofu for added protein).



### Stirfry Demo...

Join us at the Market on Saturday, February 5th or Sunday, February 6th between 12 and 3pm to sample a delicious veggie stirfry as prepared by our chef Gerry. We'll have fortune cookies for you to crack open also, as we welcome in the Chinese New Year. And we'll have everything on hand for you to take home and prepare your own stirfry meal. *Don't miss this very popular event...*



### Meal Ideas for you...

*Eat in or take home our delicious chowders, chilis, and baked beans, our sumptuous breads, or any of our delicious meats & cheeses... SO EASY!*

### February's Frozen Finds

*We figured that February might be a good time to feature our frozen foods section... Sorry, bad joke, eh? But seriously, we have a huge selection of freshly frozen foods from our Grocery department, from Produce, from our Deli, and from our Dairy department. You'll find lean ground beef, chicken, pork, seafood, chowder mix, sausages, bacon, hash browns & fries, fruit juices, desserts, ice cream, frozen veggies, blueberries, raspberries... FRESH ideas from our FROZEN cases...*



### Check us out online...

Be sure to check our website for new links to the '5 To 10 a Day' fruit and veggie site, as well as a link to an article featuring the Market in a National Garden Centre publication... WOW!

## February News

Chinese New Year  
February 9th

Valentines Day  
We have it all for your sweetheart

Stirfry Demo  
Feb 5th & 6th

Veggie Stirfry  
The recipe...

Frozen?  
Freezer goodies

News online...  
New links and a feature article...

**Masstown Market**  
OPEN 7 days a week  
9am to 9pm  
*Quality & Service*  
everyday...  
*Since 1969*