

PARADISE FOODS

A CLASSIC MARKET

March/April 2009

Paradise Value

We are pleased to introduce our **Paradise Value** program in which you will find improved pricing on selected products throughout the store. These values reflect *price reductions* or *specially priced products* that we are able to obtain from our vendors and pass on to you, our customers. You will also notice many *new products* which will be a part of the program. These values will be easy to find by looking for the Paradise Value tags and signs throughout the store.



Community Corner

Rumor is truth! *We are opening another store in Novato.* The new store will be located in Pacheco Plaza on Ignacio Blvd., just west of Highway 101. We are already busy at work with architects and contractors creating a second Paradise Foods. We are excited about the future and look forward to offering the same quality, value and excellent service to people living in northern Marin. We hope to be open and ready for business at our new location sometime this fall.

David Gilmour



Meat & Seafood

It's **Robert's Corned Beef** for St. Patrick's Day! Roberts is a reputable San Francisco company. We have *Corned Beef Brisket* and *Corned Beef Rounds*. Be sure to place your order!

For Easter we have **Superior Lamb** from Davis, CA--all natural and grass fed. All cuts of lamb are available. We also have **hams, turkeys**, and other entrée choices.

Wild Alaskan Halibut season reopens mid-March. **Dungeness Crab** season closes end of April/early May, so you still have time to enjoy this delicacy as well as other varieties of local and exotic, sustainably caught fish.

Daylight Savings is arriving. Time to dust off the barbeque and get ready for grilling weather! Try our ever popular **Thai Marinated Skirt Steak** or our **Pineapple Sake Teriyaki Marinated Skirt Steak**. Another item (and a personal favorite) is our **Montreal Rubbed Steak**. We take aged steaks and rub them with delicious, savory Montreal Steak Seasoning.

Another choice is our sweet and savory **Rosemary Garlic Citrus Boneless Lamb Sirloin**. We have more marinated items--chicken breasts, flank steaks, pork chops, pork tenderloins. Check out our selection.

It is always our pleasure to SERVE YOU!



Sandy Refvem

Kitchen

Spring means **Honey Baked Hams**, crispy **Duck Confit**, and **Seared Filet**. It means fresh greens, as in our **Dino Kale Raw Salad**. And soon watermelon will be making its appearance again in our always refreshing Fruit Salad. Look for these items in the prepared foods deli case.

Watch for some new salads. We call **Quinoa Edamame Salad** the 'protein pack'! Quinoa is often called the 'mother' grain because it is full of essential amino acids, vitamins and minerals.

Our hot case feature for St. Patrick's Day and week is **Roberts Corned Beef Brisket, Cabbage** and **Carrots**.

Also watch for other Irish favorites-- **Braised Rabbit** and **Shepherd's Pie**.

Any time is a good time to try our house-made **Lasagnas**. We use only the freshest ingredients, layer with our own Marinara sauce, and top with Mozzarella grated fresh in our kitchen. Choose from *Beef, Turkey, Spinach Pesto, Wild Mushroom, and Artichoke Marinara*.



Daniel Holt

Catering

Paradise Foods Catering can help you plan your special event! Our in-house service professionals are experts in quality service and in designing custom menus with your best interests in mind. We can prepare only the food or provide full service for a party of 6 or 600.

We help you translate your vision into reality by making suggestions on menu and concept. Then we add the expert caterer's touch to preparation, layout, wine pairings and flowers. Throughout the event planning process we share ideas, suggestions, and update you on the progress.

Our Chef will design a menu to fit your budget. Our wine expert can suggest the perfect wine; our cheese monger can select an array of artisanal cheeses from across the globe; our specialty food buyer can find those special crackers you remember.

Stop by the Deli and pick up a copy of our Catering Menu. We look forward to serving you!

Gluten Free

Check out the new end display dedicated to our ever-growing selection of gluten-free products. You'll find this display on the back of Aisle 2. Requests are pouring in for these products and we hear you!

We continue to procure the best tasting, healthiest and affordable options for the gluten-free lifestyle. This display features our newest gluten-free items. Look for others throughout the store.

Beautiful!

Have you tried our new product line? **Beautiful!** food has been created with guidance from world renowned chefs, nutritionists, dieticians and doctors for your health and eating pleasure. The finest natural, organic and sustainable ingredients are prepared, packaged and delivered to us fresh and ready for you to take home.



Choose from flavorful American, Asian, Indian, Italian, Mexican and fusion cuisine. In addition to the already popular entrees, salads and side dishes, our selection is expanding to include soups, dressings and sauces. You'll find **Beautiful!** in the prepared foods section of the Deli aisle.

Grocery

The art of pasta making began in Gragnano, Italy, high in the mountains near Naples, and the honored tradition continues to this day. Durum wheat flourishes in the mountain breezes, mingled with plenty of sunshine; but it is the crystal clear water, low in calcium, that is said to work its magic, producing wonderful **Di Martino Pasta**. Traditional, slow techniques of kneading and extruding through carved bronze dies result in pasta with rich rustic texture. Low temperature and slow drying, create dense flavorful pasta that cooks up perfectly al dente.

Di Martino Pasta is easy to spot in its brightly colored red and navy bags. Look for different cuts-- Tortiglioni, Fusillata, Elicoidali, Casareccia, and Tofette. Whether you like pesto or pomodoro sauce, cream sauces, or olive oil with a bit of garlic and a sprinkle of Parmesan, you'll love the flavor of this real Italian pasta.

Wine & Beer

Founded in 1831, Bodega Colomé is one of the oldest working wineries in Argentina. The vineyards include Malbec and Cabernet Sauvignon vines imported from Bordeaux and planted on their original roots. Biodynamically farmed, the vineyards range high above sea level, and are some of the highest altitude vineyards in the world.

Bodega Colomé 2008 Torrontes

This wine shows the typical lemon-yellow color characteristic of Torrontes. Gardenia and fresh aromas of honeysuckle, roses, and hints of lemon and grapefruit are present. Intense and well balanced with an attractive acidity and minerality. Complex and elegant; the perfect match for risotto, shellfish and Asian fusion cuisine. Sale price: \$12.99. (Regularly \$14.99).



Bodega Colomé Malbec 2006

Brilliantly dark with purple hues. Intense aromas of black fruits, cloves, licorice, black pepper and allspice. Similar flavors follow with hints of cinnamon, nutmeg, cassis, vanilla and French oak. Powerful, velvety on the palate with a very persistent finish. Good paired with both delicate and strongly flavored meats, and robust cheeses. Listed in 'Top 100 Wines of the World' and given 92 points by *Wine Spectator* for 2008. Sale price: \$24.99. (Regularly \$29.99)

Hoegaarden White Beer

The original white beer! Imitations don't compare. It has citrus and cilantro flavors with a very light body. An excellent beer for those who *don't like beer*. Highly drinkable on a warm spring day! \$8.99, 6-pack



Bakery

Important Dates and Delicacies!

Purim- March 9 - 11. This joyous holiday celebrates the deliverance of the Jews from the wicked Haman through the courageous leadership of Queen Esther and her cousin Mordecai. Purim has a food of its own--**Hamantashen**--or 'Haman's Pockets.' These delicious, triangular cookies are said to resemble Haman's three-cornered hat. We offer them in *Apricot, Prune, Poppy Seed, and Raspberry*.

St Patrick's Day - March 17. We will have fresh **Irish Soda Bread** that entire week.

Passover - beginning April 9. Our **Meringues, Macaroons** and **Flourless Chocolate Tortes** are perfect for your Passover menu.

Easter - April 12. Enjoy **Lemon Meringue Pies, Angel Food Cakes, Easter Basket Cakes, Egg and Bunny Shaped Cookies**, bite-size **Pastel Cupcakes, Iced Carrot** and **Lemon Loaf Cakes**, sweet and tangy **Lemon Bars**. And don't forget our fresh baked **Hot Cross Buns!**



Specialty Cheese

There are cheeses to complement every season. For the delicate green vegetables of spring, a shaving of a richly flavored hard cheese can bring their flavor to perfection. Try **Pecorino Pepato**, a salty, robust, peppercorn-studded Italian sheep's milk cheese. Perfect shaved over a salad of baby favas with olive oil and lemon.



Catherine Stone

The nutty sharpness of California's classic **Vella Dry Jack** offsets the sweet earthiness of tender roasted baby red and gold beets. Add a splash of aged balsamic! A big, beautiful baked artichoke stuffed with breadcrumbs and seasoned with garlic, parsley, anchovies, toasted pine nuts, and aromatic **Parmigiano Reggiano** makes a lovely lunch for a warm afternoon.

To welcome the season's first strawberries, stir up a batch of **Chocolate Dessert Fondue**. Velvety rich, with dark, aromatic imported chocolate, this effortless dessert is fun for kids, a sensuous ending to a romantic dinner, or an elegant finish to a dinner with company.

Floral

Spring flowers--the perfect anecdote to winter's barren landscape! **Tulips, Ranunculus, Daffodils** and **Hyacinth** are favorites. Blossoming tree branches--**Cherry, Apple** and **Almond**--make a long lasting and dramatic home arrangement.

We specialize in unique floral arrangements, plants and orchids. Look for **Lady Slipper** and **Pansy** orchids, and our mini **Phalaenopsis**.

Campanula, in shades of periwinkle and purple, are stunning and a wonderful springtime accent plant for your home and garden.

Paradise Floral creates lovely centerpieces for Passover and Easter. Place your personal order in advance or choose a pre-designed arrangement. We deliver locally.

*'Tis my faith that every flower
Enjoys the air it breathes!*

William Wordsworth



Open 8am - 8pm

Monday - Saturday

Espresso & Pastries at 7am

Now open 10am - 6pm on Sunday

PARADISE FOODS

A Classic Market

5627 Paradise Drive

Corte Madera 415-945-8855

www.foodsofparadise.com

Produce

Spring is an exciting time for produce. **Asparagus** is the classic spring vegetable and we have those lovely, fat, fresh stalks in good supply. **Tomatoes** are plentiful too, with excellent color. **Leeks, shallots, baby leaf spinach** and **green beans** make great additions to your spring menus. **Zucchini** is deep green and good quality. And soon we will have **snow peas** and **snap peas**, along with **English peas**, coming from local fields in Half Moon Bay.



Manolo Ake



We continue to enjoy a steady supply of **berries**. **Raspberries** are especially good, and sweet **strawberries** are beginning to arrive. Early **stone fruit**, especially **nectarines** and **pluots**, are making their appearance. Organic **Fujis**, one of the most popular apples in the U.S., are still available. These sweet/tart apples are extremely crisp and juicy, and stay that way longer than any other apple. Have you tried our **Meyer lemons**? Beautiful!

Did you know that we carry over 25 varieties of bagged salad greens? With salad weather on the way, why not take advantage of our selection and try something new!

Health & Body Care

See what's brand new in energy bars! We have a selection of *gluten, soy and dairy-free* bars from **NUGO**. Some of you are familiar with Nugo. These bars have a following because of their high quality ingredients, excellent taste and delicious chocolate. The new bars are smaller in size and price, ideal for a lunch bag or a snack on the run. Choose from *Carrot Cake, Dark Chocolate Trail Mix, and Dark Chocolate Crunch*.



Delicatessen

Introducing a new line of smoked fish products from *Costarella Seafood!* A staff favorite is **Sweet Smoked Salmon Nuggets**, delicious little morsels of salmon perfect for snacking or adding to a salad. **Smoked Salmon with Pesto** is not your traditional style salmon! Spice up a bagel and cream cheese, or add it to fettuccini with a drizzle of olive oil for a delicious, satisfying meal. **Wild Smoked Sockeye Salmon** is a winner with that rich and creamy melt-in-your-mouth texture. Traditional **Gravlox Smoked Salmon** has a generous amount of dill to give it that extra something special. And be sure to try **Wild Petrale Sole**--excellent as an ingredient in your favorite smoked fish spread or served simply as is.

Have you tried our new *Paradise Deli Special Sandwiches*? The **House Roasted Pork Loin Sandwich** features slow roasted pork, thinly sliced and served on your choice of bread, with apple rosemary aioli, caramelized onions, lettuce, and tomato. Our **House Roast Beef Sandwich** is becoming a favorite--thin slices of medium rare roast beef, caramelized onion, lettuce, tomato, Dijon, and--blue brie! The **California Veggie Sandwich** is sure to hit the spot--seeded, multi-grain bread is piled high with avocado, cream cheese, cucumber, sprouts, lettuce and tomato--awesome!

