

# Sunterra Market



FRESH PICK

## B.C. Berries

Whether you prefer blackberries, raspberries or blueberries, we've got the best of the season, right from B.C! Don't forget to check out our berry clafoutis recipe on the back cover.

AUGUST 2018

Available online at [sunterramarket.com](http://sunterramarket.com)





PARMIGIANO  
REGGIANO

# Perfect Parm

BY NATASHA COUSIN

**W**e arrived at the Poggioli plant early in the morning and were greeted with hairnets, lab jackets, shoe covers and a tiny cup of espresso shoved into our hands. Let the cheese tour begin.

I had the exceptionally good fortune of accompanying our Tasting Tour of Italy winners, Carol and Sue, on a trip to Northern Italy that included an intimate first-hand view of just how they make Italy's most famous cheese: Parmigiano Reggiano. Also along for the ride was our Vice President of Finance, Deb. The four of us scrambled into our scrubs, downed our coffees and eagerly stepped into the main production room. Forty copper vats were in various stages of cheese production, being worked by a small team of men dressed all in white from their ballcaps to their knee-length rubber boots. It was a mesmerizing sight.

Fabiana Ferrarini, whose third-generation family farm provides milk to the plant, walked us through the process while we watched the cheesemakers in awe. Because Parmigiano Reggiano is a Protected Designation of Origin cheese, each step in the centuries-old process is tightly controlled yet relies heavily on cheesemakers' expertise rather than machines.

Each batch of Parmigiano Reggiano is made from an evening and a morning milking, Fabiana told us. Milk from the evening is separated overnight and only the skimmed milk is used for cheese. Since the farm is less than eight kilometres from the plant, the morning whole milk arrives still warm and is immediately divided into the vats and mixed with the skim milk from the previous evening. The mixture is warmed up, rennet is added and that's when the magic begins.

As we watched the milk transform into a yogurt-like texture, the cheesemakers aerated it with a gigantic whisk (we're talking five feet tall) and constantly dipped their hands in the vat to feel the consistency. As the cheese started to firm up they would scoop some curds from the

bottom of the vat and hand squeeze them to see how much water came out. Once satisfied, the cheesemakers corralled the 100 kilograms of cheese in each vat into a large square of muslin, then sliced it in half into what would eventually become two wheels of Parmigiano Reggiano. And that was only the first step!

In the next white-walled room we watched more men in white uniforms wash the cheese and place each 50-kilogram ball into a hard plastic mould to begin shaping it. Compressing the cheese with a 10-kilogram disc on top, they turn the mould over every four hours to squeeze out the water. Then the wheels are put into a second, very important mould that will stamp the words Parmigiano Reggiano as well as the cheese identification number, date and approval number into the rind. That, said Fabiano, is how you can tell if you're buying real, made-in-Italy Parmesan cheese; the rind will always say Parmigiano Reggiano.

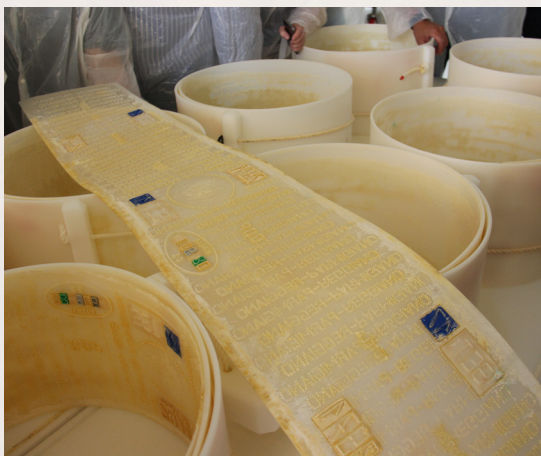
Walking into the next room we found more cheese wheels in a third, more rigid type of mould, and cheese wheels submerged in a saltwater bath (the only preservative allowed in Parmigiano Reggiano). And then finally there it was; the curing room. Wheels of cheese as far as the eye could see. Neat stacks stretched up to the warehouse ceiling, with each row getting moderately darker as we moved towards the longer-aged cheeses. The smell of 27,000 wheels of Parmigiano Reggiano is hard to describe, but a few words I'd use include glorious, indulgent and deeply satisfying. The four of us sniffed around the room profusely, well aware that we may never get the privilege again.

We can, however, eat that cheese any time we'd like and so can you; all the Parmigiano Reggiano in our markets comes directly from Poggioli in Modena, Italy. So grab a chunk or two, maybe with a glass of Tuscan wine or a well-aged balsamic drizzle and have your own taste of Italy. Hairnet not required.





A SAMPLE OF  
OUR SAVINGS



*From top to bottom: cheese aging  
in the curing room, a cheesemaker  
testing consistency, a stamp mould*

RISING SUN FARMS  
DRESSINGS



15%  
OFF

SALE PRICE: \$4.84  
AUGUST 1-31

THEOBROMA  
CHOCOLATE BARS

15%  
OFF



SALE PRICE: \$4.07  
AUGUST 1-31

HERO  
SPREADS



15%  
OFF

SALE PRICE: \$4.84  
AUGUST 1-31

LOACKER  
GRAN PATICCERIA  
WAFERS



15% OFF

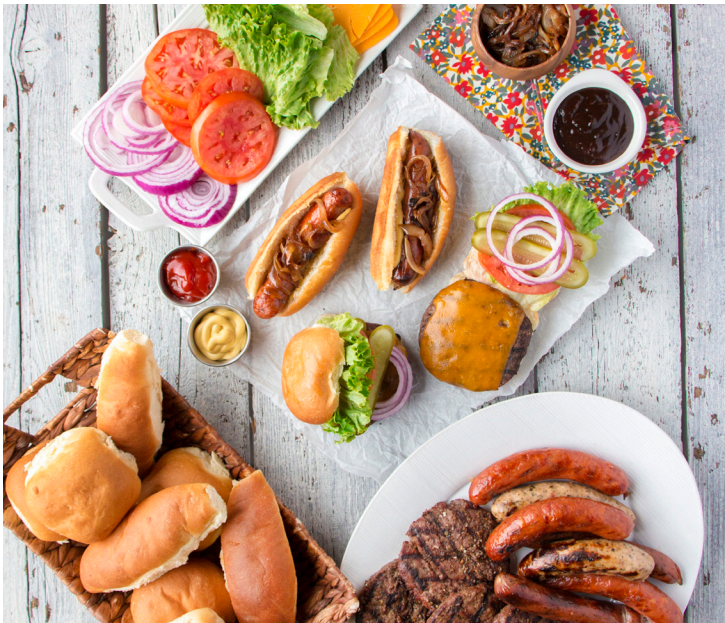
SALE PRICE: \$4.24  
AUGUST 1-31

EACH WHEEL OF CHEESE IS AGED FOR A MINIMUM OF 24 MONTHS!



# TRENDS POTTING

*Kits with everything you need for delicious burgers and smokies, a tangy cheese with a taste as memorable as its name and grill-worthy shrimp are some of our favourite things this month.*



## BUTCHER'S PICK

Our burger and smokie packs have everything you need to make your barbecue sizzle! With meat, buns and your favourite toppings included, all you have to do is grill and enjoy. Choose from several varieties like Louisiana pork burgers and bison whiskey smokies.



## BLACK TIGER SHRIMP

These striped crustaceans are meaty, succulent and perfect for grilling. Try wrapping them in some Soleterra d'Italia pancetta to really kick it up a notch. Our shrimp are also some of the largest you'll find, sized at 21/25. That means there are 21 to 25 shrimp in a pound!



## RICE AND NOODLE BOWLS

Lunchtime just got a bowl lot better! We've got all sorts of rice and noodle bowls, made right here in our markets. Try all seven tasty flavours including sesame ginger beef and Thai chicken curry.



## SOLETERRA D'ITALIA PANCETTA

Whether you eat it as is or sauté it for a little crispiness, this bacon-like dry cured meat adds the perfect amount of saltiness to any plate.

Regular Price  
\$3.99/100g

 **August Stockboy Special**  
\$3.39/100g



## TICKLER AGED CHEDDAR

This mature cheddar gets its tangy taste from being aged for up to 18 months. Sip on a glass of Merlot and enjoy its sharp yet sweet flavour notes.

Regular Price  
\$4.39/100g

 **August Stockboy Special**  
\$3.69/100g



## OUR BEST PRICES, ALL MONTH LONG!

Each month we work with our favourite suppliers to get special pricing on products we think you'll love. We pass those savings to you, so you can try seasonal, up-and-coming or simply our best items. Deals change monthly, so stock up on your favourites before they're gone!

SHOP ALL STOCKBOY SPECIALS ONLINE AT [SUNTERRAMARKET.COM](http://SUNTERRAMARKET.COM) 



EAT AND EARN WITH

## FRESH REWARDS

Earn free groceries fast! Members earn one Fresh Rewards point for every dollar spent. Redeem those points for select items, gift cards and cooking classes! Offerings change monthly, visit [sunterramarket.com/FreshRewards](http://sunterramarket.com/FreshRewards) for the full list.

### PAY WITH POINTS!

REDEEM THESE AUGUST FEATURES AT A CASHIER'S TILL OR IN OUR ONLINE SHOPPING MARKET:



Soleterra d'Italia pancetta



Mario's Gelati



La Croix sparkling water (355ml-8x355ml).....	28-208 pts
Elevate Me energy bars (44g).....	68 pts
Elevate Me perk bars (44g).....	84 pts
Mario's Gelati sandwiches (115ml).....	91 pts
Mario's Gelati vanilla bean mini cups (125ml) .....	100 pts
Mario's Gelati calipops (115ml).....	108 pts
Mario's Gelati bliss bars (95ml) .....	108 pts
Mario's Gelati cona palla drumsticks (115ml) .....	108 pts
Soleterra d'Italia pancetta (100g).....	136 pts
Snack Factory pretzel crisps (200g).....	146 pts
Tickler aged cheddar (100g) .....	148 pts
Nina Muro giant corn (85g).....	152 pts
G.H. Cretors popcorn (113-227g).....	168 pts
Mario's Gelati gelato and sorbetto (500ml).....	272 pts
Boylan soda (4 pack) .....	340 pts
Mario's Gelati gelato (1L) .....	368 pts
Evian natural spring water (4x1.25L).....	374 pts

### GIFT CARDS - Online Only

\$20 .....	800 pts
\$50 .....	2,000 pts
\$100 .....	4,000 pts

# Friday Night FEAST

Enjoy a three-course meal prepared from scratch. Just reheat and eat, simple as that.



**\$15<sup>99</sup>**  
PER PERSON

### AUGUST 3

Corn salad  
Southwestern beef flank steak with garlic mashed potatoes and vegetables  
Key lime pie

### AUGUST 10

Mixed bean salad  
Shepherd's pie with garlic bread  
Mango mousse cake

### AUGUST 17

Sweet potato and ginger soup  
Roasted salmon fillet with pineapple mango salsa and jasmine rice pilaf  
Coconut lemon cake

### AUGUST 24

Greek salad  
Greek lamb and feta meatballs on noodles with rustic tomato sauce, tzatziki and pita bread  
Lemon tart

### AUGUST 31 (PICTURED)

Thai vegetable noodle salad  
Coconut shrimp curry bowl  
Mango mousse cake

**\$15.99** or redeem for **1,280**  
Fresh Rewards points per person

PURCHASE YOUR FRIDAY NIGHT FEAST FOR PICKUP OR DELIVERY AT [SUNTERRAMARKET.COM](http://SUNTERRAMARKET.COM)



# Berry Clafoutis



FEATURE  
RECIPE

## SERVES 6

3	egg yolks
2 tbsp	sugar
½ cup	cream, 36%
¼ tsp	vanilla extract
4 tbsp	all-purpose flour
1/8 tsp	salt
1	9 inch pie shell, parbaked
2 cups	fresh berries (cut strawberries in half if including)
1 tsp	brown sugar
1 tbsp	honey

Preheat oven to 380F.

In a medium bowl, cream the egg yolk and sugar together until light and fluffy, about 2 or 3 minutes. Add cream and vanilla and mix until combined. Fold in the flour and salt and mix until smooth. Do not overmix.

Pour the clafoutis batter into the pie shell. Wash the berries and pat dry. Place the berries evenly into a decorative circle on top of the batter. Sprinkle the brown sugar on top and bake for 15 to 20 minutes or until the clafoutis is puffed up, light golden brown and a toothpick inserted in the centre comes out clean. Do not open the oven door during baking. Lightly brush the top with honey and serve while slightly warm.



FIND THIS RECIPE AND  
MORE ONLINE AT  
[SUNTERRAMARKET.COM](https://www.sunterramarket.com)

## Work with us!

We're looking for great people with an authentic passion for food to join our team in the fall.

Visit [sunterramarket.com/careers](https://www.sunterramarket.com/careers) for more information and a list of available positions.

### CALGARY

Bankers Hall  
+15, 855 2nd St SW  
(403) 269-3610

Gulf Canada Square  
+15, 401 9th Ave SW  
(403) 263-9755

TransCanada Tower  
+15, 450 1st St SW  
(403) 262-8240

West Market Square  
1851 Sirocco Dr SW  
(403) 266-3049

Britannia Plaza  
803 49th Ave SW  
(403) 287-0553

Keynote  
200 12th Ave SE  
(403) 261-6772

WestJet Campus  
22 Aerial Place NE  
(403) 648-6454

### EDMONTON

Commerce Place  
201, 10150 Jasper Ave  
(780) 426-3791

Lendrum  
Shopping Centre  
5728 111 St  
(780) 434-2610

### CATERING

Calgary (403) 263-9759  
Edmonton (780) 426-3807

### GROCERY DELIVERY

Calgary (403) 287-0553  
Edmonton (780) 434-2610