

# The Albion Ragg

Volume 3, Issue 4

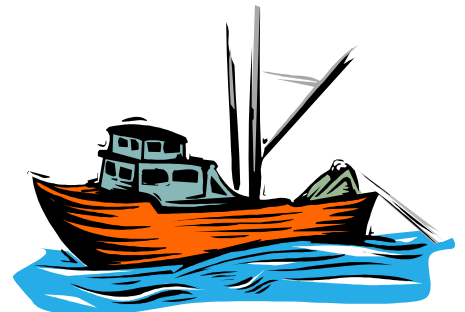
December, 1999

## Fresh Wild Sockeye Salmon!!

Fresh Wild Sockeye Salmon available now at Bruce's while quantities last!!

Steak it....Fillet it....Barbecue it....Bake it....Steam it....Fry it....Broil it....Serve it with Grandma's Sauce...Serve it with fresh dill....

Don't forget our beautiful array of smoked salmon and fresh seafood including shellfish, cod, snapper and much more...



Direct from the Fishermen!!

## Summer Specials!

Summer specials (while quantities last)

- Whole Seedless Watermelon .38 /lb
- B.C. Blueberries 1.99 /lb
- Bruce's Own Blueberries-no pesticides- 2.59 /lb
- Allen's Apple Juice .99 /1 liter
- Shade Grown Organic Coffee 12.99 /bag

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## INTRODUCTORY OFFER:

**10 % off all TROPIC VITAMINS & SUPPLEMENTS**

For the month of August, 1999 receive 10% off any purchase of Trophic vitamins and supplements with this original coupon only. Cannot be combined with any other discount or coupons.

# Pan-fried Salmon Slices with Orange & Wine

From New World Chinese Cooking, Published by Robert Rose Inc. 1998

1 lb boneless salmon fillet , skin off, cut into 1 inch by 2 inch thin slices

Batter:

2 tsp finely chopped cilantro

1 egg, beaten

2 tsp corn starch

1/4 tsp salt

1/2 c veg oil

2 tsp minced garlic

2 tsp finely diced red and green chili peppers

1/2 tsp orange zest

2 tbsp fresh orange juice

2 tbsp white cooking wine or champagne

Salt to taste

1 c shredded iceberg lettuce

Orange slices and sprigs of cilantro for garnish

In a mixing bowl, combine batter ingredients; mix well. Add salmon slices, coat evenly and marinate for 15 minutes.

Heat oil in wok or skillet over medium heat until just smoking. Add salmon slices, a few at a time and fry until golden, about 1 minute on each side. With a slotted spoon, transfer cooked salmon to a plate lined with paper towel; keep warm until all salmon is cooked.

Increase heat to high. Drain all but 1/2 tbsp oil from pan. Add garlic, chilies, orange zest and juice; stir and cook until most of the liquid is absorbed and the sauce becomes thick, about 30 seconds to 1 minute. Season with salt. Arrange salmon attractively on shredded lettuce and garnish with orange and cilantro. Serve immediately.



Any type of salmon fillets can be used in this delicious recipe!

## WHAT'S NEW AT BRUCE'S?

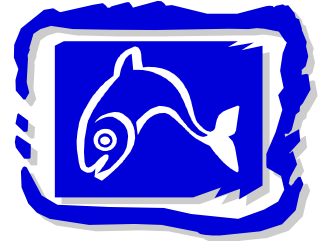
- **TROPIC VITAMINS AND SUPPLEMENTS** are featured this month at Bruce's Country Market. Tropic is a Canadian company and is exclusively endorsed by the Canadian Chiropractic Association. We are proud to sell their excellent health products. Don't forget to bring in your coupon before the end of August!
- **PANNE RIZO BAKERY PRODUCTS** are brought in fresh every Friday and sold frozen from the organic food freezer. These products are gluten free and made right in Vancouver. They also taste delicious!! Try their gluten free hamburger buns for lunch or their Cinnamon Raisin Loaf for a healthy snack. You'll be glad you eat gluten free!
- **CHEECHA SNACKS** are also sold at Bruce's now in both regular gluten free and salt & vinegar gluten free. The other flavours are not gluten free but are a great treat when you have the munchies and don't want the oil content in chips. All Cheecha Snacks are air puffed and tasty!!
- **CERTIFIED ORGANIC BABY FOOD AND CEREALS** are here now. When you just don't have time to prepare healthy baby food yourself, leave it to the experts to do it. **EARTH'S BEST** Baby Foods are certified organic and include cereals, fruit, vegetables and meat. Give your baby the best!
- **KISS MY FACE** and **DESERT ESSENCE** personal care products are so wonderful to use and smell – we carry a wide range of these lines and invite you to request further items that we haven't tried ...Have you tried the Liquid Rock aluminum-free deodorant from Kiss My Face yet? It works so well and there is no danger of side effects from aluminum.
- **ALL NATURAL CHICKEN** is brought in fresh on Wednesdays and sold frozen from the organic food freezer at 3.59 /lb. If you would like to buy it fresh, just let us know a few days ahead.



Earth's Best Certified Organic Baby Food – It's the Best!!

## Feature Department –Fish Processing

Many of you ask about our smoked salmon. Now it's time to feature the crew that processes our salmon for the store. Working sometimes long hours, the fish processing varies according to how much fish there is to deal with, but your fish will probably be expertly handled by one of the following staff: Ted Martin, Brad Murray (when he's not fishing), Aubrey Moore (when he's not marketing fish), Aaron Murray, Steven Fantin, Devin McEachern, Greg Murray, or Angus McEachern (plant manager).



We sell wild salmon!!

Catching and buying wild salmon from B.C. waters keeps the quality of our product number one, and the strict standards of cleanliness in our plant and smokehouse insure an excellent product to the customer. As well as processing fresh and frozen salmon, we are famous for our own smoked salmon. We feature Salmon Jerky that is now being sold in a larger pack at customers' requests. **BRUCE'S WILD SALMON JERKY** is now being retailed at many locations throughout the Lower Mainland, including B.C. Place, Whistler, Beer and Wine Stores, and soon in Capers. But remember that the best price is still at Bruce's!! It is not necessary to refrigerate our jerky.

Our **DOUBLE-SMOKED SOCKEYE SALMON** is a wonderful idea for that party or just for a snack for yourself. Have you tried **SPRING OR SOCKEYE LOX** yet? Wonderful sliced thin on a bagel (we make those at Bruce's too) with cream cheese and capers or even in a sandwich. And don't forget our **SINGLE –SMOKED SALMON, HONEY GARLIC SMOKED SALMON, LEMON PEPPER SMOKED SALMON AND BITS AND BITES!**

### **ALL OUR SMOKED SALMON IS READY TO EAT!!**

To handle the growing demand for more smoked salmon we will be installing an additional smoker in the fall and this will help with the increase in **CUSTOM SMOKE CUSTOMERS**. If you have a beautiful fish that you would like smoked just bring it to us and our crew will do a professional job. Remember, don't be in a rush! It takes time to do a good job. And please bring us good quality fish so that we can return a good product to you.

### **TIPS AND ADVICE ON PREPARING YOUR FISH FOR CUSTOM SMOKING:**

- **ALWAYS CLEAN AND WASH FISH BEFORE FREEZING**
- **FREEZE IN PROPER BAGS – GARBAGE BAGS ARE NOT FOOD SAFE – FREEZE EACH FISH INDIVIDUALLY BAGGED**
- **DO NOT FILLET – A SURCHARGE MAY APPLY IF YOU DO**
- **ALL CHARGES ARE BASED ON INCOMING WEIGHT – REMOVE HEAD TO SAVE COSTS – DO NOT REMOVE TAIL**
- **THERE IS SHRINKAGE ON ALL SMOKED PRODUCTS. RECOVERY RATES VARY FROM 88% TO 45% DEPENDING ON THE TYPE OF SMOKE YOU CHOOSE.**

*We look forward to doing an excellent job of smoking your fish this season and hope to see you soon with that big one!*

For tasty, nutritious convenience, don't forget **BRUCE'S CANNED SALMON!**

We sell our own **CANNED SOCKEYE SALMON** in two sizes, **CANNED SMOKED SOCKEYE SALMON**, and **CANNED SMOKED PINK SALMON!!**

We have started on two new canned products – **CANNED PINK SALMON** and **CANNED KETA SALMON...look for them in the fall!**

**BRUCE'S COUNTRY MARKET**

Sea Fresh Fish Ltd  
23963 Lougheed Hwy  
Box 1036 Albion  
Maple Ridge, B.C. V2W 1W1

Phone: 604-463-9817  
Fax: 604-463-5522

*Friendly Country Service Since 1948*

**WATCH THE BRUCE'S SIGN FOR WEEKLY**

**PRODUCE SPECIALS**

**INCLUDING B.C. BERRIES, CORN, PEACHES**

**APRICOTS, PEPPERS, TOMATOES, APPLES**

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**BRUCE'S OWN BLUEBERRIES**

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**ARE PESTICIDE FREE AND ONLY**

**\$2.59 /LB!!**



## Store News Update

Since the last newsletter, we have two more engagements and an upcoming wedding. Candice Callaghan is engaged to be married on August 22 to Curt Wilkinson from Mission. We are happy that Candice will still be working for us after she is married. One of our weekend cashiers, Erica Dittrich, is engaged to be married next year. Congratulations to them both.

You may have noticed that one of our regular cashiers is no longer with us at front cash. Tammy Radom's last day was July 30 as she is preparing for the birth of her baby. Jeff and Tammy's baby will be the first grandchild for Darrel and Kathleen McEachern and the first great-grandchild for Bruce and Elnora McEachern.

We're waiting for that baby, Tammy!



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With the addition this spring of the sliding fence on the front of the store, we have increased our retail space considerably. Look along the front of the store for produce and plant specials as well as garden soil, perennials for fall planting, pop, juice and any other hot specials we can find for you!!

Please note that summer hours are Monday – Friday, 7 am – 9 pm and

Saturday and Sunday, 8 am– 9 pm. Holiday hours are 9 am – 7 pm.