

The Albion Ragg



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APPLE FEST 2007!

Bruce's 5th Annual Apple
Festival!



Saturday, October 13th
Sunday, October 14th
10am—5pm rain or shine!

- ◆ Apple-Tasting Contest! Prizes!!
- ◆ Apple Crisp and Ice Cream \$1.00!
 - ◆ Case Lot Apple Sale!
- ◆ Bruce's "Red Tag Sale" Table!
- ◆ Free "Better Life" Organic
Coffee and Hot Cider!
- ◆ Sample Unusual Varieties
of Apples!
- ◆ Enter to Win our Apple ID Con-
test. Prizes!!



Bruce's is a
WILD Place
for BC
Salmon!

All our salmon
products at
Bruce's Country
Market are from
Wild BC Salmon!



Order Your Fresh Free-Range Thanksgiving Turkey Now!



Our turkeys are locally grown and delicious!
Taste the difference that free-range makes this year! Call us
now and place your order ~ \$3.39/lb.*

Available for pick-up from Thursday, October 4, 2007.

*Small = 11-13 lbs/Large = 16-18 lbs

You can order two turkeys and freeze one for later!

Feature Recipes

Apple Braised Wild Salmon with Citrus Spiced Couscous

Method

- ◆ Blend together all ingredients in the poaching liquid. It is best to do this a day ahead of time so that the flavors develop. The poaching liquid will last up to a week in the refrigerator.
- ◆ Prepare the couscous in advance using the water or stock along with the lemon and lime juices in place of the plain water that's called for in the package instructions.
- ◆ Sear the salmon in a very hot, oven proof skillet. Add 6 oz. of the prepared vinaigrette and cook in a 400F oven for 8-10 minutes. Bring remaining vinaigrette to a boil in a small pan along with apple slices.
- ◆ Serve the salmon on top of the couscous. Spoon additional vinaigrette with apple slices over the top. Garnish with parsley. Enjoy!



A gourmet Autumn entree!

Ingredients

- 2 lbs wild salmon, seasoned with salt and pepper
- 7 oz. couscous
- juice of 1/2 lemon
- juice of 1/2 lime
- 7 oz. water or stock
- Poaching Vinaigrette
- 12 oz. apple cider or juice
- 6 oz. apple cider vinegar
- 6 oz. canola oil
- juice of 1/2 lemon
- juice of 1/2 lime
- 3 oz. finely diced onion
- 1 tsp. whole grain mustard
- fresh mixed herbs to taste (such as chives, thyme, tarragon, dill weed and parsley)
- 1 red and 1 green apple, sliced.

Gourmet Apple Pie

Method

- ◆ Preheat oven to 450F.
- ◆ Prepare pastry.
- ◆ Mix together with apples: sugar, flour, cinnamon, and salt.
- ◆ Arrange in pie shell.
- ◆ Dot with butter, sprinkle with lemon rind, and pour whipping cream over top of open pie.
- ◆ Put top crust on pie. Seal carefully and slit top pie crust to vent pie.
- ◆ Bake at 450F for 10 minutes. Reduce temperature to 350F and bake for 30 -35 minutes.



Warm up dessert with a delicious apple pie!

Fresh Baked Apple Pies for Apple Fest!

Bruce's 8" Apple Pies will be on Special Saturday, October 13th and Sunday, October 14th: Apple Fest Days! \$4.00 each or



2 for \$7.00



More Apple Fest Specials!

8" Handmade Apple Strudels

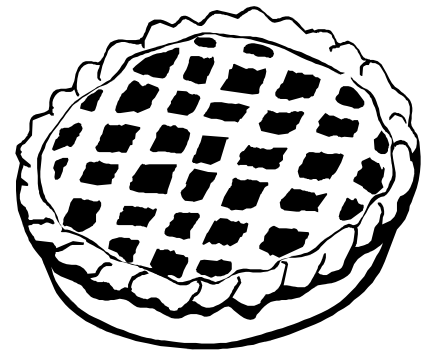
Handmade Apple/Blueberry Crumble

9" Handmade Deep Dish Apple Pie



Caramel Apple Pie
Apple Crisp Pie
Bumbleberry Pie

* while quantities last



Apple Fest Draw!

You could win a prize just for having an "apple" in your name!!

If you have an apple name in your name, e.g. Macintosh, Creston, Spartan, Granny Smith, enter your name and phone number in our draw box and we will draw 1 name at 5 pm Sunday, October 14th, for the grand prize winner. If there are no eligible names, the prize will not be given out. Please present suitable ID to pick up your prize. The decision of Bruce's Management will be final.

Gift Department Fall Décor!

Add a classy touch of Fall to your home décor!

The ceramic pumpkin look is available in:

- ◆ Tea Pots \$22.95
- ◆ Cream/Sugar sets \$15.95
- ◆ Salt/Pepper sets \$5.95
- ◆ Figurines



Colorful packaged faux leaves are fun to scatter here and there: Maple \$4.95 and Oak \$3.95

Fall table napkins are here! \$5.95 for 20 count.

Our fresh flower bouquets are now arriving with the bright warm colors of Autumn! \$9.95 - \$34.95.

Taste the Goodness of Fall!

They're Back! Special Autumn Trump Desserts!

- ◆ Pumpkin Pie: Auntie Audrey's gourmet pumpkin pie.
- ◆ Pumpkin Pie Tartlets: Auntie Audrey's recipe.
- ◆ Pumpkin Cheesecake: Delicious pumpkin cheesecake with a ginger crust.



In-Store Bakery Bread Special!

Hearty Breads: 500+ gram loaf
Alpine or Calabrese only \$1.99 (regular \$2.99).
While quantities last.

"Savor the Aroma. Celebrate the Taste! Open yourself to a Better Life and Enjoy one of our Co-Op, Estate, Organic Coffees."



Bruce's now carries Better Life Coffee: freshly roasted, single origin co-op, estate, organic coffees from across the globe. Better Life Coffee has a *Giving Back* program that includes Farmer Protection, Awareness, Partnership and Charitable Donations. *"By choosing Better Life Coffee, you have improved your coffee tasting experience, but your impact is much greater. You have touched several lives."*

"For Free Range Adults."

Chef Ann Kirsebom brings us preservative-free gourmet sauces for Grilling and BBQ, Marinating, Stir Fry's, Salads, Fajitas and more! These unique, gourmet sauces add a mouth watering sizzle to your food. Look for *Tequila Lime*, *O'Plum Sesame Sherry*, *O'Rumba*, and *Teriyaki Saké* flavors.



The Great Pumpkin is Back!

Again this year, Bruce's will be selling Atlantic Giant Pumpkins—as well as mini pumpkins and regular pumpkins for your jack-o-lanterns. Come to Bruce's for Apple Fest on October 13th and 14th and bring a child 12 years or younger to guess the weight of our special Giant Pumpkin. The closest guess wins the pumpkin or a prize on Saturday, October 20th at 4 pm!

Parents! Please allow your child to make their OWN guess.



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Friendly Country Service
Since 1948

All prices and products featured are subject to change and while quantities last.

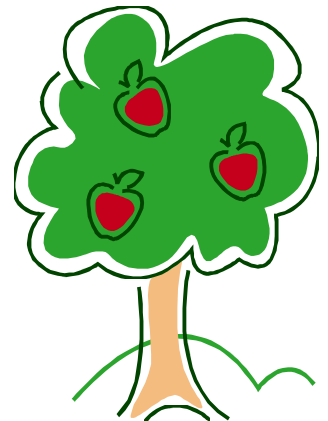
The Story of Bruce's Country Market

- Bruce's Market was opened on April 2, 1948 by Bruce and Elnora McEachern, and is still owned and operated by the McEachern family.
- We have been commercial fishermen for 4 generations and now operate a fleet of salmon gillnet boats, a processing plant, and our own smokehouses.
- Bruce's Country Market is our retail outlet for fresh salmon from our fish boats and smoked salmon from our smokehouses. We guarantee freshness, quality and flavor with every purchase.
- As well as our fish department, Bruce's Country Market has a beautiful produce department, a delightful gift section, a large deli, and a wide variety of grocery items.

Where Did Apples Originate?*

The wild ancestor of the domestic apple is called *malus sieversii*. It has no common name in English, but is known in Kazakhstan, where it is native, as "*alma*"; in fact, the region where it is thought to originate is called *Alma-Ata*, or "father of the apples". This tree is still found wild in the mountains of central Asia in southern Kazakhstan, Kyrgyzstan, Tajikistan, and Xinjiang, China.

For many years, there was a debate about whether *M. domestica* evolved from chance hybridization among various wild species. Recent DNA analysis has indicated, however, that the hybridization theory is probably false. Instead, it appears that a single species still growing in the Ili Valley on the northern slopes of the Tien Shan mountains at the border of northwest China and the former Soviet Republic of Kazakhstan is the progenitor of the apples we eat today. Leaves taken from trees in this area were analyzed for DNA composition, which showed them all to belong to the species *M. sieversii*, with some genetic sequences common to *M. domestica*.



Some individual *M. sieversii*, recently planted by the US government at a research facility, resist many diseases and pests that affect domestic apples, and are the subject of continuing research to develop new disease-resistant apples.

*<http://en.wikipedia.org/wiki/Apple>

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