

# The Albion Ragg



## Inside this issue:

Feature Recipes	2
Apple Fest SPECIALS	3
Autumn Gifts in the Gift Depart- ment	4
New Gourmet Village Products	4
Turkey Cooking Instructions	4
BCM Gourmet Dinners	5
Newsletter Sign-Up Contest!	5
Giant Pumpkins	5
A Salmon Season To Remember!	6



## APPLE FEST 2010! Bruce's 8th Annual Apple Festival!



**Saturday, October 16th  
Sunday, October 17th  
10am—5pm rain or shine!**

- ◆ **Apple-Tasting Contest! Prizes!!**
- ◆ **Apple Crisp and Ice Cream \$1.50!**
  - ◆ **Case Lot Apple Sale!**
  - ◆ **Free 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 Salmon!



## Order Your Fresh Free-Range Thanksgiving Turkey Now!



Raised Locally! Taste the Difference!

Call us now and place your order ~ \$3.99/lb.\*

Available for pick-up from noon, Thursday, October 7, 2010.

\*Small = 13-15 lbs/Large = 16-18 lbs

You can order two turkeys and freeze one for later!

## Feature Recipes

### Grilled Wild Pacific Salmon with Squash Apple Chutney

#### Method

##### **For the Chutney:**

Heat the butter in a medium frying pan. Add shallot and cook until well browned. Add remaining ingredients and toss until apples are warmed. Season with salt and pepper.

##### **For the salmon:**

Preheat the oven to 350F. Preheat grill.

Cut the squash in half lengthwise, remove seeds, then cut into half moons (about 1/8-inch thick). Toss squash with 1 tbsp. olive oil and season with salt and pepper. Place the squash in a baking dish and roast in the oven until tender, about 7 minutes. Remove and keep warm.

Rub the salmon fillets with the remaining olive oil, season with salt and pepper. Grill salmon until medium rare, about 3 minutes on each side.

While the salmon is cooking, heat a large sauté pan and add the garlic and pumpkin seeds. Sauté for 30 seconds, then add the spinach. Cook until just wilted, add squash, toss to combine, season with salt and pepper.

Divide the spinach and squash mixture among 4 plates. Place a piece of salmon on top of each mound. Top each salmon with a spoonful of apple chutney. Sprinkle with fresh thyme.

#### Ingredients

##### **For the chutney:**

4 Gala apples, cut into 1/4 inch dice  
1/2 lemon, juiced  
1 tbsp butter  
1 shallot, minced  
pinch nutmeg  
2 tsp. brown sugar

##### **For the salmon:**

1 butternut squash  
2 tbsp. olive oil  
1 fillet wild pacific salmon  
1 clove garlic  
2 tbsp. pumpkin seeds, toasted  
3 c. baby spinach  
1 tbsp. fresh thyme leaves

*Makes 4 servings.*

*“The taste of fresh, earthy butternut squash and sweet, tangy apples combine to give this salmon dish a well-balanced, Autumn flavor.”*

### Pumpkin Chocolate Bread

#### Method

Preheat oven to 350F.

In large bowl, beat butter with sugar until fluffy; beat in eggs, one at a time. Stir in pumpkin and orange rind.

In separate bowl, whisk together flour, baking soda, baking powder, cinnamon, salt and cloves. Stir into pumpkin mixture alternately with 1/4 cup water, making three additions of dry ingredients and two of water. Fold in chocolate chips.

Spread in greased 8- x 4-inch loaf pan. Bake in centre of oven for about 1 hour or until cake tester inserted in centre comes out clean. Let cool in pan on rack for 10 minutes. Turn out onto rack; let cool completely.

#### Ingredients

1/3 c. butter, softened.  
3/4 c. sugar  
2 eggs  
1 c. pumpkin puree  
2 c. flour  
1 tsp grated orange rind  
1 tsp. Baking soda  
1/2 tsp. Baking powder  
1/2 tsp. Cinnamon  
1/4 tsp. Salt  
1 pinch cloves  
6 oz. Semi sweet chocolate chips

## Fresh Baked Apple Pies for Apple Fest!

Bruce's 8" Apple Pies will be on Special  
Saturday, October 16th and Sunday, October 17th: Apple Fest  
Days! \$4.00 each or  
**2 for \$7.00**

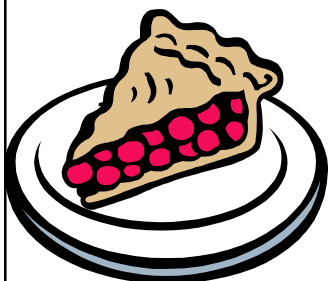


## Gourmet Apple Fest Specials!

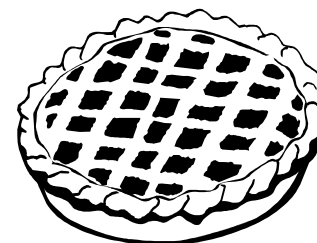
**8" Handmade Apple Strudels**

**Handmade Apple Blueberry Crumbler**

**9" Handmade Deep Dish Apple Pie**



Apple Cranberry Pie  
Caramel Apple Pie  
Apple Crisp

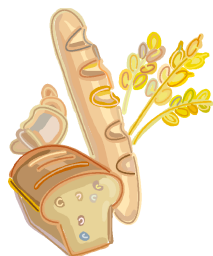


\* while quantities last

## **October Desserts**

- ◆ Fresh Baked Pumpkin Pies **\$5.99**
- ◆ *Trumps'* Pumpkin Cheesecake with a ginger crust
  - ◆ *Trumps'* Pumpkin Loaf
  - ◆ *Trumps'* Pumpkin Tartlets
- ◆ *Wow! Factor* Harvest Pumpkin Cheesecake

## **In-Store Bread Special!**



Hearty Breads: 500+ gram loaf

**Alpine or Calabrese only 2 for \$3.99** (regular \$5.98).

*During Applefest only. While quantities last.*

## October Gifts in the Gift Department!



- ◆ New! **Tableware** with a trendy owl motif by TAG.
- ◆ Autumn **tableware** by Ganz to complement your Thanksgiving dinner.
- ◆ Halloween Skull-shaped **t-light holders!** This is a very popular party idea!



- ◆ Lovely assortment of **pillar candles** in Autumn scents and colors to warm your evenings.



- ◆ New Fall **napkins**
- ◆ Cozy and colorful Tiffany-style **Nightlights** by Russ for those fall evenings and nights!

## New Autumn Products by Gourmet Village

Bruce's is now carrying two new products by *Gourmet Village*:

**Autumn Harvest:** A four pack of seasonings and recipes to make fall classic comfort foods. Apple pie, pumpkin pie, apple pecan baked brie, mulled cider and many more recipes are included to enjoy the season with family and friends.



**Two Apple Bakers:** Each gift-packaged set comes complete with two porcelain, oven-safe apple bakers and a pouch of cinnamon and spice. Also included are apple seasoning, recipes and serving suggestions.

### How to Cook a Free-Range Turkey

- ◆ Preheat oven to 400F.
- ◆ Place stuffed turkey *breast-side down*, in a roasting pan.
- ◆ Cook 12 minutes per pound for a perfect, juicy turkey!

## Bruce's Country Market Specials

### Bruce's Delicious Gourmet Dinner Features only \$12.99! Served from 4-8pm

**Thursday: Succulent pork tenderloin roast** served with scalloped potatoes, vegetables, apple sauce and coffee or tea.

**Friday: Top quality prime rib dinner** served with a beef rib, potatoes, gravy and vegetables, and coffee or tea.

**Saturday: Free-range chicken dinner** served with baked potato, roasted vegetables, broccoli slaw, dessert tart, and coffee or tea.

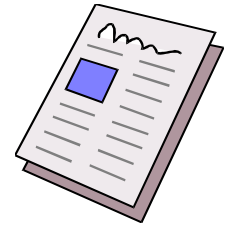
**Sunday: Gourmet Fresh Fettuccini Pasta** served with sautéed prawns and scallops in an Alfredo sauce, Caesar salad and garlic toast, and coffee or tea.



*Phone ahead and reserve your dinner! Also available as take-out.*

### Newsletter Sign-Up Contest!

Sign up for our *email or paper* newsletter for a chance to win a **\$50** Bruce's Gift Certificate!! One lucky signee will be chosen from our newsletter database the week after Apple Fest. Sign up now at Front Cash or during our Apple Fest. Our monthly email newsletter and our 5 times a year paper newsletter contain delicious recipes, exciting store news, sales, features, exclusive coupons and more! Please PRINT your information CLEARLY. *Please note: if you are already signed up you will automatically be entered to win.*



### 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 16th and 17th and bring a child 12 years or younger to guess the weight of our special Giant Pumpkin. The closest guess wins a prize!

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



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**www.bruces.ca**

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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.

## 2010: An Historic Sockeye Salmon Year

Our fishermen have experienced the fishing season of a lifetime this summer. With an estimated run size of 34 million sockeye, the Fraser river has not had a year to compare with this one since 1913, before the Hell's Gate Slide which wiped out most of the run. For comparison, last year's Fraser River run had a return size of a mere 1 million sockeye. "Unbelievable. A once-in-a-lifetime experience." says Ryan McEachern, grandson of Bruce McEachern, and a fourth generation commercial fisherman.

Our fishermen sell some of their salmon directly to Bruce's Country Market where it is processed for our seafood counter. We will have plenty of salmon to fill your wild salmon requirements through the year. Check out our great selection of prepared sockeye products that are ready to be popped into the oven and served.

We do custom smoking on the premises! Because of the sheer volume of fish we have received this year, you will have to first freeze your salmon and call to find out when we can take your fish for smoking. We provide the highest quality salmon smoking around!



Aaron Murray, BCM fisherman and one of Bruce's Grandsons.



A 5th Generation fisherman in the making! Ryan and Nolan McEachern



Now that's a good haul!

