

the WHEAT SHEAF



the Bakery • the Café • the Pantry • Catering • Shaw's Creek Café • the Meeting Place

We Make and Sell Food...



Everyday here at WtG we work on living our mission, and our values manage our day to day actions. In January of 2010 we met to begin the process of creating a vision of what With the Grain will be in the year 2015. Using our mission and our values as our guide we created five statements which together exemplified that vision. Two of our precepts in this process refer to Healthy Profit: that allows us to grow and reach our goals using internal resources and 90% Responsibly Sourced: WtG will purchase 90% of its food, packaging, consumables, and retail items from local or responsible and sustainable sources. In truth, in order to succeed in attaining our

vision, healthy profit is vital – not profit for profit's sake but profit that sustains us through these tumultuous economic times that are essentially redefining the reality of food and commodity prices in the world so that we can continue to grow and change.

Our vision to be 90% Responsibly Sourced by 2015 is near and dear to all of our hearts and it can run the gamut from buying tomatoes from our neighbour's backyard to choosing a distributor who is at least independent and family owned and who represents international companies who use best practices in their own businesses. The benefits of having our values in place and in having a vision to work towards is that decision making is in many ways easier. Working with local purveyors for example, forces us to be very aware of exactly what we need – if we are buying from the food terminal we can just assume that we will always be able to get
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Christmas Ordering

Celebrate the Holiday - With the Grain Style

Christmas is our busiest holiday here at With the Grain, we feel honored that so many of you have made our food a part of your holiday celebrations. At the Bakery, we will be producing flavourful breads, pies, squares, traditional favourites, and a full range of specialty Pantry products. If you're unsure of what to choose, buy one of each!



Christmas Features for Order

Breads

- Braided Almond Wreath**
- Butter Rolls** (above, center)
- Pumpkin Swirl Bread**
- Sweet Vanilla Challah** (above, right)

Pantry Items

- Hand Decorated Shortbread Cookies**
- Cookie Samplers**
- Gingerbread People**
- Savoury Snack Samplers**
- Sweet Snack Samplers**

Specialty Items

- Egg Nog Cheesecake Squares**
- Pumpkin Cheesecake Squares**
- Cranberry Kringle Squares**
- Lemon Cranberry Loaves**
- Fruit Cake** (above, left)

Preserves

- Blood Orange Marmalade**
- Festive Red Pepper Jelly**
- Fig & Grand Marnier Spread**
- Hot Chocolate Syrup**
- Mango Chutney**
- Orange Whiskey Marmalade**
- Sweet Pear Chutney**
- Assorted Jams**

Pies, Small Pies, & Tarts

- Apple Cranberry Crumble**
- Mincefruit** (Suet-Free)
- Pumpkin** (Spelt Crust)

Note: All pies are available with spelt crust if ordered in advance; however, the apple cranberry crumble pie will be double crusted instead of a crumble.

How to Order:

Due to very high customer demand, it is recommended that you place your holiday order ahead of time. We require 24 hours notice (48 hours for Cupcakes & Cakes) and pre-payment for any orders over \$10. Holiday products will be available for pick-up December 22nd to 24th. Order as early as December 1st (Christmas Fruitcake can be ordered now for pickup December 1st and later). Order pickups will be exclusively at the Bakery.

For more information visit www.withthegrain.ca, or call us at 519 827-0008 x 4.



Holiday Hours

Our Guelph Locations:

December 24th: open until 4pm

December 25th to 27th: CLOSED

December 28th to 30th: Regular Hours

December 31st: open until 4pm

January 1st: Closed

January 2nd: Open Regular Hours

Christmas Shortbread



Our shortbread is buttery, flaky, and rich. Every cookie is hand-decorated with sweet and colourful royal icing. For Christmas we will also have hand decorated gingerbread people and snowflakes! Due to the popularity of our decorated cookies, and to the amount of time it takes to decorate each cookie, only limited amounts may be left as it gets closer to the holiday. We recommend dropping by early to pick out your favourites, or give us a call to have some set aside for you! For large custom orders please call two weeks in advance.

Christmas Pantry Products

For special hostess gifts, stocking stuffers, or treats to share with family and friends, come in and see With the Grain's selection of house made goodies!

Jams, Sauces and Chutneys

We will be making Festive Red Pepper Jelly, Fig & Grand Marnier Spread, Orange Whiskey Marmalade, Sweet Pear Chutney, and Mango Chutney. Create delicious hors d'oeuvres, or enjoy as part of your Christmas dinner!

Christmas Cookies

Lemon poppy seed shortbread, butter pecan balls, and pfefferneusen are a few of the Christmas cookies we will be offering. Also, try our beautifully packaged thumbprint cookies filled with orange whiskey marmalade or raspberry jam.



Chocolate Bark and Toffee

Choose from several varieties, including toasted coconut, candy cane, and butter crunch toffee. A sweet surprise on Christmas morning!

Sweet and Savoury Samplers

A lovely hostess gift, these baskets of sweet or savoury treats include a selection of crackers, nuts, and chocolate.



Shortbread

Children young and old alike love our hand decorated buttery shortbread in Christmas and winter inspired shapes!

Marshmallows & Hot Chocolate Syrup

On a cold, snowy day, warm up with a special hot chocolate made with our house-made marshmallows.

Christmas Cake

It is difficult to keep up with demand for our delicious Christmas Cake! This wheat-free treat is made with dried apricots and pears, candied ginger, cashews, raisins, & whiskey marmalade. Beautifully wrapped and delicious!

Christmas Feature Menu - December 12th - 31st

Sandwiches

Deli: Cider-brined pork loin, served with house-made apple pear relish and old cheddar, on bread freshly made from the Bakery.

Wrap: Our house-made artichoke & feta spread wrapped up in a whole wheat tortilla with roasted sweet peppers and fresh veggies.

Panini: Roast turkey, stuffing, and gravy served with house-made port shallot cranberry sauce. Grilled until golden.

Soups & Salad

Veggie Soup: Roasted winter squash and buttermilk soup topped with our house-made maple walnuts

Meat Soup: Our festive turkey and wild rice soup is a great way to warm up on a winter day!

Feature Salad: Mixed greens are tossed in our house-made ginger citrus vinaigrette and served with fresh veggies, pomegranate seeds, and Geai Blue Cheese from New Brunswick.



Parking With the Grain Style

Where To Park

We have a parking lot behind our cafe, and a small parking lot behind our bakery. We know it can be difficult to find a space in our lot, so here are a few other suggestions all within a 2 minute walk:

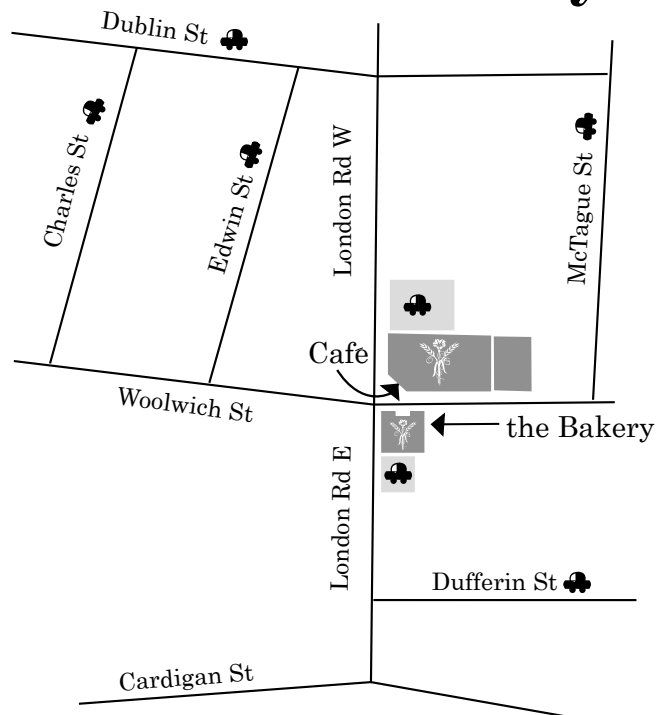
- McTague St
- Dublin St
- Dufferin St
- Charles St

Where NOT to Park

at the Convenience/Laundromat next door

Biking to WtG?

We also have lots of bike rack space available for customers.





A typical carrot has to travel 1,838 miles to reach your dinner table*, that's why we are so grateful that Ignatius is within 5 km. Sheri talked a bit about what it takes for us to make the decisions we make. I wanted to share with you a few decisions we've made to support our vision here at WtG. Our vision to be 90% responsibly sourced by 2015 means that each decision we make brings us closer to our goal, and continuously leads to better quality food, supports our local independent businesses and positively impacts our world environmentally. Our greatest quality food comes from our local suppliers. Joe at Paisley Fine Foods has beautiful whole chickens, pork, and beef making each of our meat options sensational. Paul's organic apple cider is the best cider around; grown, harvested

90% Responsible Sourcing

and squeezed with attention and care. Having the ability to get organic dairy from a local farmer's cooperative that collects milk from over 100 family farms in Ontario ensures the greatest freshness and flavor. These are just a few of the benefits you and I receive from our local providers. Thanks guys! Sourcing locally (within 100km of WtG) is very important to us so we have tried to work with as many people as possible in our area. We have created great relationships with a growing list of local suppliers and producers including Kenny Produce, Organic Meadow, Guelph Paper, Coneybear Honey, Guelph Business Machines, Planet Bean, Paisley Fine Food, Vinh Phong Asian Grocery, Ignatius Farm, Backyard Bounty, Marc and Sylvie Villeneuve, Deerfields Nursery, Springmead (organic apple cider), and Oak Manor Farms. This list of brilliant producers, entrepreneurs, and business people are our local stars. We believe that creating a supportive community of interdependent businesses is beneficial to everyone

involved. That's why we thank all of our suppliers who also stay for lunch or take a delicious snack for the road. Using as many local and responsible sources as possible can have a positive impact on our environment. Using recyclable products helps us to reduce our waste and we are currently looking into using post-recycled plastics for some of our take-out products. Pending a well thought-out decision process we would love to integrate these 'greener' products. Locally sourcing as many goods as possible decreases our carbon footprint. The environmental damage which can occur in the transportation of goods is something we are well aware of and therefore sourcing our products from local suppliers and purveyors can go a long way towards reducing our



mulled apple cider on the stove

carbon footprint. It's important that we all play a part in our



environment's health and sustainability so we want to do all we can to be environmentally conscious. Living our ideals is always challenging but we will continue to strive to maintain a business that we believe in. A higher cost is always paid up front but the long-term effects are priceless. In the words of Confucius "The superior man seeks what is right; the inferior one, what is profitable." We

desire to be the former and we thank you for all your support, love and commitment to our vision here at WtG! Peace!

*Ann-Marie Perri
Café Manager*

**Pirog, Rich, and Andrew Benjamin. "Checking the Food Odometer: Comparing Food Miles for Local Versus Conventional Produce Sales in Iowa Institutions." Leopold Center for Sustainable Agriculture, July 2008*

it's a piece of (cup)cake

Why do we like cupcakes so? I know why I love cupcakes... They are a single serving of cake, with the perfect cake to frosting ratio, ready to roll at a moments notice. Served with a hot cup of coffee, a cold glass of milk or straight up, they hit the spot, and the varieties are only limited by our imaginations. Here at With the Grain, the imagination of our bakery staff is, to put it modestly, near infinite, but sadly our display case space isn't. That is why we bring you an ever-changing selection of flavours throughout the week from ten of our staple cupcake recipes. What's your favourite? The banana spice with sour cream fudge frosting, zesty lemon, or maybe the time honored chocolate with a fluffy swirl of vibrant butter cream. To further entice your taste buds we look forward to offering you some holiday inspired flavours such as spicy gingerbread with cream cheese frosting, chocolate with peppermint frosting and snow white coconut. We plan to continue the temptation into the New Year with cupcake fancies such as a specialty red velvet

for St. Valentines Day and a sweet and tangy lemon meringue for Easter. For more details about our cupcakes or our layer cakes check out the Bakery page of our web site, our facebook page, or give us a call!



*Leigh Watterworth
Baker*

Mincefruit vs Mincemeat

One might look at a Mincefruit Tart at With the Grain and wonder why is this tiny product so popular? However, if we deconstruct this petite package we will find a good deal of history and flavour hidden within its flaky pastry shell.

Over the last five centuries Minced Pies haven't changed much, with the most notable change being the reduction of meat usage to the use of meat or vegetable suet. Between the 15th and the 18th century, lamb, veal, beef, and pork were popular but it was not until almost the 20th century that meat was omitted from recipes. The term "sweetmeats" was coined, and ageing and preserving in suet, fruit juices and alcohol also became common.

Although most modern mincemeats have omitted meat, they are not vegetarian. Suet is a hard, white/pink beef or mutton fat found around the joints and kidneys of the animal and historically, it was often rendered into tallow to make soap and was also found in such foods as Christmas pudding, steak & kidney pie, dumplings, and Chili con Carne. Suet can be purchased from a butcher



although not as commonly as 30 years ago as it is now considered an animal waste product. Due to the lack of availability, many people use suet only from packets.

WtG's Mincefruit does not contain suet because we prefer the flavour and richness that butter imparts. Our recipe includes finely chopped (minced) cranberries, dates, apricots, candied citrus, currants, sultanas, golden raisins, cherries, apples, and pears, and is flavoured with lemon, orange, brown sugar, cinnamon, allspice, nutmeg, ginger, cloves, coriander, salt, apple cider, molasses, pear juice, brandy, and butter. Now that's a list!

We value food traditions and history which is why our recipe is very similar to the typical Mincefruit recipes but with some WtG twists. The addition of coriander, apple cider, and

A Medieval Mincemeat Recipe c. 1430

Take buttys of Vele, & mynce hem smal, or Porke, & put on a potte; take Wyne, & caste Per-to powder of Gyngere, Pepir, & Safroun, & Salt, & a lytel verþous, & do hem in a cofyn with yolks of Eyroun, and kutte Datys & Roysonys of Coraunce, Clowys, Maces, & Pen ceuere Þin cofyn, & lat it bake tyl it be y-now.

<http://historicalfoods.com/mincemeat-recipes-for-mince-pies/4>

molasses add a wonderful depth of flavour and our Christmas product line-up wouldn't be complete without it.

Mincefruit tarts, and six inch and nine inch pies are available to order this holiday season. We hope you'll love them as much as we do!

Happy Holidays!!!

*Andrea Locke
Bakery Manager*



Accessible Service and True Hospitality

One of the things I've been supporting WtG with lately is ensuring we are meeting the new provincial Accessible Customer Service Standard. What's really great is that WtG has already established very specific Values around True Hospitality – creating a warm welcoming atmosphere combined with sincere personal service. So, to WtG, accessible customer service is not a new hurdle, but something we already believe in. Looking after guests with various abilities has always been part of the service we've tried to offer. However the new standard has compelled WtG to re-evaluate our True Hospitality to assess some of the ways we deliver service and some of the challenges or barriers guests may have

in experiencing WtG to its fullest. It has been beneficial and enlightening and moved our team to see things more from our guests perspective, which can only benefit everyone. One reality is that WtG's charming location and historic red brick house does present some physical limitations, but our Staff and Managers have been developing strategies to either overcome these challenges or to offer service in alternative ways.

Most importantly, WtG has introduced the Customer Suggestion form, which is good for both our guests and WtG as a business. We always want to keep the lines of communication open with all of our guests, in order to continuously develop

and improve our products and services. Please do not hesitate to speak to someone, or submit your feedback if you have any questions or comments about WtG's goods or services by phone, e-mail, in writing, in person, or using the new Customer Suggestion forms. Have a wonderful holiday season!

*Melanie Hill
HR Consultant*

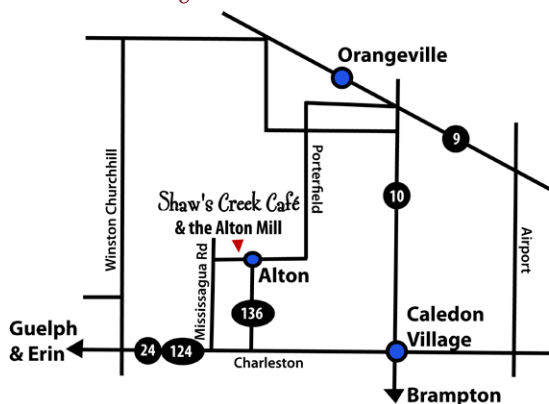


With the Grain's
**Shaw's Creek
 Café**
 Catering, Take Out, Free Internet, Gift Certificates



Shaw's Creek Café is open:
 Wednesday to Sunday 10 am to 5 pm
 Christmas Eve & New Years Eve 10 am to 3 pm
 Closed: Christmas Day, Boxing Day,
 and New Years Day

How to get to Shaw's Creek



Shaw's Creek Café is located inside the
 Historic Alton Mill
 1402 Queen St W in Alton, On
 Ph: 519 942-0080
www.withthegrain.ca

Upcoming events to note on your calendar include:

Holiday Open House

Thursday November 24th

To start off the holiday season various artists will be featuring their original works throughout the mill. A great way to find an original gift for a loved one, or for yourself!

A Very Jazzy Christmas

Friday December 9th

Great music at the mill!

Starts at 7:30 pm.

Photos with the Grinch

December 17th & 18th

A fun alternative to the usual Santa photos. The Grinch will be available from noon to 4 pm. He promises not to take your Christmas gifts this year.

A Christmas Carol

Sunday December 18th

A Humber River Shakespeare Company Production. Starts at 2 pm.

Fire & Ice

January 21st to 22nd

A family festival of flames, food, and fine art.

Millpond Hockey Tournament

January 28th

The 3rd annual hockey tournament featuring local teams from Caledon.

Relaxing with a Grilled Cheese Sandwich



Even though good things never go out of style, they can benefit from an update or a new twist. Consider the classic Grilled Cheese Sandwich. Growing up I would occasionally go to my best friend's house for lunch where Mrs. H. would happily make us tomato soup and grilled cheese sandwiches. What a tasty

and pleasant part of childhood that was! Seems these days we seek out these old comforts to relax and reassure us. I think grilled bread and cheese is a great place to start!

Out here at Shaw's Creek Café we offer grilled cheese delights on our weekly menu. We have transformed the typical version by using various cheese combinations, tart apples or various pear varieties, herbs, sweet or savoury spreads, tomatoes or roasted veggies. Gentle grilling helps to meld the various flavours and before you know it you can hardly wait to take a bite! Accompanied with our very own ketchup or salsa and add a small salad and you

have a perfect lunch!

For the holiday season we will inject a festive note to our grilled cheese options with our house made classic cranberry sauce or maybe a more aromatic approach with turkey and rosemary! We welcome you out to Alton to see what we are grilling up!



*Peter van Ryn
Shaw's Creek Café Manager*

... continued from pg 1

150lbs of carrots a week but if we are buying from a local farmer that may not always be the case therefore a closer relationship is necessary and ultimately more rewarding. We are beginning to look at everything we purchase through this lens of sustainability and responsibility and slowly we are making changes at every level. It elicits the usual mix of excitement and fear that all change does but ultimately the results will be worth the process. I am always amazed when I discover another business that is taking heed of the changes that are happening in our community and our world and are actively working to stay out ahead of the curve on sustainability and supporting the local economy as we are. It's encouraging

and uplifting to know that so many of us are thinking this way because I know how difficult, time consuming, costly, and complicated it can be, that that's just the start up pains, once the systems are in place and the relationships are built everything works the way it really should work.

Ultimately, we make and sell food, we can't make grand gestures and sweeping changes but we can continually take small actions everyday that cumulatively add up to contributing to the well being of our business, our community, ourselves and our world. We'd love you to join us in your own lives.

*Sheri Bishop
Owner*

Thinking Pink

With the Grain would like to thank everyone who contributed to our 2011 Breast Cancer Society of Canada fundraiser. This year we will be sending the BCSC a cheque for a lovely total of \$678.11. This is WtG's 5th year participating in fundraising for the cure for breast cancer! We sold over 240 pink treats, of which we donated 25% of the retail price. Special thanks goes out to Ann-Marie, WtG's kind, funny, and energetic new café manager as this was her first year organizing

our fundraiser. However we cannot forget the Grainers, on Friday October 21st our staff showed their support by wearing pink T-shirts, bandanas, armbands and accessories. Several staff also donated their tips from that day.

For more information on how you can help, or to make further donations to the cause, please visit the BCSC's web site at <http://www.bcsc.ca>

Thank you !

Olivia Wale
Office Co-op Student



With the Grain is also proud to support:

Taste of Guelph
St. Joseph's Hospital
Wyndham House
Guelph Contemporary Dance
Festival
Macdonald Stewart Art Centre
United Way
Habitat for Humanity
Guelph Youth Singers
Edward Johnson Music
Foundation
AIDS Committee of Guelph
Masai Centre
Guelph Youth Music Centre

WtG Catering

At your place or ours!

Whether you are booking the Meeting Place or ordering for your office, we have you covered for breakfast, snacks, and lunch catering! We offer freshly baked muffins and scones, fairly traded coffee, hearty soups, a delectable selection of sandwiches, squares trays, seasonal dessert trays, and more.

For more information on catering or the Meeting Place visit our web site, www.withthegrain.ca, or call 519 827-0008 x 4

