

the WHEAT SHEAF

Holiday 2008

THE NEWSLETTER of WITH THE GRAIN – BAKERY · CAFÉ · CATERING · PANTRY · WORKSHOPS

Corner of London & Woolwich · Guelph, Ontario · 519.827.0008

Café Mon to Fri 8 am–6 pm · Sat 8 am–5 pm · Sun 9 am–5 pm | Pantry Tues to Fri 10 am–6 pm · Sat 10 am–5 pm | Bakery at 295 Tues to Sat 7 am–2 pm

It's that time again!



WtG mincefruit tarts are a tasty way to add a touch of tradition to your holiday food fare.

The temperatures are dropping and the fun is starting. The arrival of the snow heralds the start of one of our favourite times of year.

This year you have three locations to find your favourite WtG items. Stop

in at **the Café** at 294 Woolwich Street and enjoy a bowl of delicious soup and a sandwich in front of the fire or go old-fashioned with a mug of mulled cider and a date square. Then step into **the Pantry** at 298 Woolwich Street to buy that perfect gift or a jar of that amazing sweet pear chutney you just had with your sandwich! And then, cross over to **the Bakery** at 295 Woolwich Street to catch a loaf of your favourite bread coming out of the oven and fill up your bag with a pie, some cookies and a caramel pecan square!

To find out how we can help you make your WtG winter experience the best ever, check this newsletter, our in-store chalkboards and our table tags, and be sure to talk to us about our special seasonal offerings. As usual, we have special holiday hours, which you can find below and which will also be noted on signs at each of our locations.

We hope you and your family and friends have a wonderful Christmas season and a fabulous New Year!

Sheri Bishop

Our Special Holiday Products

This holiday season at WtG, you'll find lots of sweet and savoury holiday baked goods and candies. Perfect for entertaining and for gift-giving, this year's offerings include:

- Butter Rolls
- Sweet Vanilla Challah
- Almond Wreath
- Dark Walnut Rye
- Shortbread and Gingerbread Cookies
- Panforte
- Christmas Fruitcake
- Pear Ginger Cranberry Pies and Tarts
- Chocolate Coffee Pecan Pies and Tarts
- Mincefruit Tarts
- Rum & Raisin Loaves
- Lemon Cranberry Loaves
- Eggnog Cheesecake Squares
- Cranberry Kringle Squares
- Pantry Samplers—Sweet and Savoury
- Sponge Toffee
- Buttercrunch Toffee and Festive Chocolate Bark
- Seasonal Jams, Jellies, Sauces and Chutneys

WtG Holiday Hours

ALL LOCATIONS Sat Dec 20 Closed at 4 pm for our staff holiday party
Wed Dec 24 Closed at 2 pm • **Thurs & Fri Dec 25 & 26** Closed • **Wed Dec 31** Closed at 4 pm
Tues to Sun Jan 1 to 4 Closed for R&R!

THE BAKERY (extended hours for holiday pick-ups) **Fri Dec 19** 7 am to 6 pm • **Sat Dec 20** 7 am to 5 pm
Sun Dec 21 9 am to 5 pm • **Mon & Tues Dec 22 & 23** 7 am to 6 pm • **Sat Dec 24** 7 am to 2 pm

Fruitcake: A (brief) history



WtG fruitcake is infused with the flavours of India: rose essence, cardamom and cashews.

Though the much-maligned butt of many disparaging jokes, fruitcake has played a role in ceremony and tradition through the ages.

References to fruitcake go back to early Egypt and Rome. The Egyptians included fruitcake in the tombs of their departed as it was felt to be the only food

that could survive the journey into the afterlife. The Romans relied upon the durability of this cake to sustain them on long journeys.

Fruitcake fell in and out of favour through the centuries in Europe. Some baked and ate it to celebrate the fruit and nut harvest and to ensure a bountiful harvest the next season. Others outlawed it, considering it sinfully rich and thus to be avoided.

However, the popularity of fruitcake was revived in Victorian England and it became a prominent part of family and holiday traditions. It is still common practice to give fruitcake to unmarried wedding guests, the idea being they place it under their pillows and dream of the one they will marry.

Fruitcake is a long-standing tradition among the British, ensuring its popularity around the globe. It has

evolved with each new culture it has encountered. For example, Black Cake found throughout the English-speaking Caribbean is a traditional fruitcake that uses dark rum in lieu of brandy and adds burnt sugar or molasses to give a deep, rich colour and flavour.

WtG's own exceptional and unique fruitcake has been influenced by recipes developed in India, and uses rose essence, cardamom, and cashews. We combine quality ingredients, devotion and care into each loaf. Why not order yours today? Available December 1 in various sizes.

Leigh Watterworth, Bakery Manager

Just for December! Eggnog Cheesecake Squares and Cranberry Kringle Squares from the Bakery.

Serving happiness

Many of us equate food and happiness. The most joyous events of the calendar year are traditionally celebrated with the best food we can lay our hands and mouths on.

At WtG, our kitchens are bursting with warm, nutritious soups, toasty loaves, tender cakes, and hot, soothing drinks that make up our comforting winter menu. These meals are—without question—special. With their hearty ingredients, mouthwatering aromas, sparkling colours, and sumptuous

Thanks for thinking pink! We had another successful Breast Cancer Fundraiser this past October. With your generous donations, our staff contributing their tips, and WtG donating a share of our “pink sales” we raised over \$1000.00 for the Breast Cancer Society of Canada. Thank-you to everyone involved!

presentation, holiday foods can't fail to bring delight to the table!

But it's not *just* about eating treats. Cooking with family and friends is a time-honoured favourite bonding activity with many of us, feeding our need for community, relaxation, and laughter as well as our need for, say, chili! Whether it's cutting cookies with the neighbourhood kids, arguing over recipes with your grandma, or roasting chestnuts with a street vendor, the culinary activities you choose are enriched when you share them with others.

This season is full of other ways to dish up happiness, too. Gorge yourself on the following: singing with a choir, an activity which is widely believed to promote spiritual well-being; playing outdoors, which has all kinds of physical benefits as well as being undeniably fun; and spending time with the people you consider your family.

Another way to add to your quality of life and to the lives of others is through volunteerism, an important part of any community, including Guelph.

This holiday season at WtG, we have decided to link food and happiness through volunteerism. We—chefs, bakers, and kitchen rookies—will come together for an evening of fun and service to create food to fill the freezers of those in need in our community... we may even sing while doing it!

There are dozens of ways to make the holidays happy. From the many volunteer opportunities out there, what will you choose?

Beth Shepard, Front of House

For info on volunteer activities in Guelph and Wellington visit www.volunteerguelphwellington.on.ca.

Our favourite things

Isn't it funny how certain holiday seasons evoke in us a fondness for seasonal treats and activities? We sing songs we love; we travel to see familiar faces; we crave foods from our childhood; and we take time to have fun doing our favourite things.

Here at WtG, we love the holiday season for many reasons, not least of which is having an excuse to pull out recipes from years gone-by, gather our favourite ingredients and stock our shelves with goodies. The aromas of our bakery and café during this particular season are not only enticing, but also nostalgic, warming and festive.

Since we get so excited about ingredients this time of year, we thought it would be fun to share some of our favourites with you.

We love the holiday season for many reasons, including the festive aromas and tastes of our favourite ingredients in time-tested recipes we can share with family and friends.

CRANBERRIES Fresh, frozen or dried, these little jewels are amazing as a sauce (try it with orange zest), in loaves and pies, or added to preserves. Cranberries are acidic and bitter but transform themselves when combined with sugar. Look for Ontario grown at your local store; their season runs almost until Christmas. Check the shelves in **the Pantry** for our *Classic Cranberry Sauce* and *Autumn Harvest Jam* with cranberries!

CHOCOLATE We love this amazingly versatile food in every form. For baking, we use pure dark chocolate chips and dutch processed cocoa in our cookies, tarts and squares. We also combine it with cinnamon, sugar and vanilla to create our *Hot Chocolate Syrup* that we blend with steamed milk and topped with whipped cream. Remember, when shopping for good

quality chocolate, be sure you find one with 'chocolate liquor' as the first ingredient.

PEARS AND APPLES Arguably the most versatile harvest fruits, both apples and pears are great for storing over winter to be used in a wide variety of ways: in pies, cakes, loaves, preserves, soups, and as stuffing for meat or poultry. One of our feature items this season will be an *Herb Roasted Pork Loin Sandwich* with an *Apple and Pear Relish*. We love cider, too! Check out *With the Grain's Mulled Cider* recipe to the right.

CINNAMON This wonderful spice comes from the bark of an evergreen tree native to Sri Lanka. Despite its distant origins, cinnamon is one of Canada's favourite spices, especially around the holidays. We buy our cinnamon from Frontier Spices, a company committed to selling only the best quality spices available. The uses for good cinnamon are innumerable, but mostly we use ours in muffins, scones, bread, and our wonderful *Cinnamon Buns*! When purchasing cinnamon, be sure to buy true cinnamon and not its cousin cassia.

WILD RICE Wild rice is a species of grass that grows in shallow water, small lakes, and streams. Almost always sold as a dried whole grain, wild rice is high in protein and amino acids, has lots of dietary fibre, and is low in fat. Like true rice, it is also gluten free. Wild rice is a good source of potassium, phosphorus, thiamine, riboflavin and niacin. Wild rice is fabulous in grain salads, in stuffing with dried fruits, combined with other rices and herbs as a side, or added to your next brothy soup!

RUM Rum is a distilled beverage made from the sugarcane by-products molasses and cane juice. Here at WtG we like amber rum for baking as it has a rich body and colour. This season we will be featuring our *Rum and Raisin Loaves*, a recipe that starts with rum-soaked raisins!

Katie Franks, Kitchen Manager

RECIPE:

Mulled Cider

contributed by Katie Franks

A seasonal favourite for most, apple cider is one of the best ways I know to warm up on a cold wintry day. This apple cider recipe originated in Maryland in my mother-in-law's kitchen and has quickly become one of my favourite things. The unique flavours come from heating the cider with cardamom, cinnamon and cloves and then stirring in a little orange juice and some fresh cranberries to finish. Here at WtG we prefer organic apple cider for its superior flavour. Ignatius Farm is one local source and it can also be sourced from our local farmer's markets.

In a pot, combine:

- 1 litre (4 cups) fresh apple cider
- 1 cinnamon stick
- 1 tsp cloves
- 8 cardamom pods, lightly crushed

Heat cider and spices gently over medium heat until flavourful and aromatic (about 15–20 minutes). Do not boil cider as this can cause it to separate.

Add:

- $\frac{3}{4}$ cup frozen or fresh cranberries
- $\frac{1}{4}$ cup frozen orange juice concentrate

Stir to combine, heat 5 minutes more and serve. Looks lovely with some cranberries and a cinnamon stick in each glass. Enjoy!

What do we value?

At the beginning of the year, during our annual manager's retreat, we took the time to formally document the key **values** that drive the way WtG operates and grows. Although these values have been informally understood and loosely practiced, it was important to Sheri and our managers that that we had something written down and well communicated to ensure consistency as our staff changes and to provide us with something to refer to and measure against as we make decisions for the business. As part of our commitment to these values, I would like to share them more broadly.

Our Values

- We believe in the importance of **sustainability**: of our own business, in our community, the environment and through our sourcing.
- We believe **beautiful and delicious food** requires time, love, creativity and the best ingredients available.
- We believe in **true hospitality**, which means providing a warm, welcoming atmosphere combined with sincere, personalized service.
- We believe in **valuing our customers and our employees** by seeking to understand and be responsive to their needs and expectations.

- We believe in a healthy, happy, **vibrant workplace** that is inclusive, safe and fair for all.
- We believe in providing employees the **opportunity** to learn, to contribute, and to excel both personally and professionally.

It is interesting to reflect on some of these values and how we live them each day in the business. For example, we have recently taken a step that aligns with our value of sustainability with the introduction of paper cups as well as switching to organic milk for coffee. Another value that is certainly at the forefront as we move into the Christmas season is beautiful and delicious food. I'm not sure we talk enough about how much time, love and creativity go into our signature products.

For example, we make all of our spreads, chutneys and sauces that we feature in our sandwiches and on our Pantry shelves from scratch in our own kitchen. And maybe you were not aware that all of our specialty drinks are prepared in house. We brew our own masala chai tea using fresh loose tea and an array of spices. Some drinks including our iced teas and hot chocolate use a concentrated syrup that we brew, or cook

ourselves, simmering fresh ingredients down into an amazing reduction of intense flavour. And who doesn't love authentically mulled apple cider with cranberries and spices! (Check out Katie's recipe for WtG's mulled cider on the previous page.)

The bottom line is, if we can't prepare it in house using high quality, responsibly sourced ingredients, we simply don't offer it! Our managers and staff spend much time and creativity customizing and modifying recipes to ensure we can provide these products and still stay true to our values. And we all benefit by being able to enjoy delicious treats that are prepared by hand with ingredients we can all feel good about!

Happy Holidays!

Melanie Hill, Staff Resources Coordinator

Congratulations to our Spooky With the Grain Halloween Colouring Contest Winner!! Five-year-old Ewan won a Spooky Halloween Bowl full of ghostly treats.

Thanks to Jason, kitchen worker extraordinaire by day and talented Spooky house artist by night!

The Pantry is bursting at the seams with new arrivals — stop by to browse our home and kitchen items, books, house-made specialty foods and holiday decor.

LEFT The Pantry is stocked with jams, jellies and chutneys.

CENTRE Who can resist our festive White Chocolate Bark?

RIGHT Don't forget to ask Earl about our gift basket services!

The Pantry will be open every Sunday in December.

