

the WHEAT SHEAF *Spring 2010*

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

Business is Blooming

Yes, Spring is almost here and as always things are hopping here at With the Grain. As you will read in Melanie's article we have recently started down the path of creating a Vision 2015 for WtG. What an amazing process this has been! We've talked and talked and talked and the ideas and dreams have just kept coming. Amazingly enough, we were able to distill our talk into four clearly defined Vision Statements. As we move on we will begin to identify the actions and goals that will carry us forward towards 2015. Stay tuned!

Here and now we also have lots of action. Once again Easter is upon us and all kinds of yummy things are going on around WtG.

Andrea, our new Bakery manager, is doing an incredible job with the task of organizing all the baking that is going to be happening in the next few weeks. Legions of shortbread bunnies are having their tummies flooded with royal icing and all the bakers are warming up to handroll literally hundreds and hundreds of hot cross buns and butter rolls. The kitchen has created a great Spring menu which bridges the gap between winter and spring, a warm and hearty ham soup to a spring wake-up salad bursting with fresh veggies.

For myself, I've just been reading Michael Pollan's new book Food Rules - An Eater's Manual. It's a great little book that answers

three basic questions: What should I eat?, What kind of food should I eat? and How should I eat? with 64 "rules". A few of my favorites are #18 Don't ingest foods made in places where everyone is required to wear a surgical cap; and #57 Don't get your fuel from the same place your car does; and #19 If it came from a plant, eat it; if it was made in a plant, don't; and last one #20 It's not food if it arrived through the window of your car. It's a great little book, I really enjoyed it because it's a reminder that the answers to these questions are really a lot simpler than we tend to want them to be.

Here's to a bright and sunny Spring season!



Life of a WtG Baker



The alarm rings at 3:15am and I hit the snooze button once, if not twice, before getting ready for my 4:00am shift at the Bakery at WtG. An unusual time to begin one's day for most people; however, for a baker, it's quite normal. The early start allows for a full day of production: fresh & delicious muffins & scones, warm & aromatic artisan breads, sweet & savoury Pantry goodies, and WtG sweets such as squares, pies, and cookies. Yes, it's a long list but we do thoroughly enjoy the process of creating beautiful and delicious food.

Six bakers and three counter staff are responsible for producing, packaging and selling our daily baking. When holidays arrive everyone goes

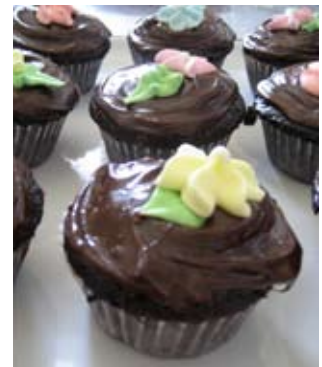
into high gear. Our bakers will be producing our regular products as well as hot cross buns & muffins, butter rolls (yes, we roll every one by hand!), Lemon Shaker pie (taking time to thinly slice the organic lemons for the filling), classic shortbread (making, rolling, cutting, and decorating), not to mention our visually stunning Pantry products (moody Sponge Toffee taking on a mind of its own)! The counter staff then take these amazing creations and tie them up with bows, package and organize them for sale.

As spring arrives, the staff are also taking advantage of local offerings such as **maple syrup** (used in Maple Glazed scones, our Maple Walnut Cheesecake Square and Pear Maple Friends), and **spring rhubarb** (used in Pear Rhubarb Pies, Rhubarb Muffins & loaves). Bakers use their imagination to create appetizing seasonal sweets.

The life of a baker involves a diversity of tasks, many being

physically demanding, such as heavy lifting of dough & shaping bread, pastry rolling, bending & lifting, prepping fruit for pies, cookie scooping, icing cupcakes, and making squares. The combination makes for an interesting and fulfilling day of baking, not to mention the joy of working together.

Come visit WtG's Bakery and say hello to us. In addition to the satisfaction and pride we take in our beautiful and scrumptious baking, we thrive on positive feedback like "it smells wonderful in here" or "that flax bread is a thing of beauty".



Happy Easter!
Andrea Locke, *Bakery Manager*

Easter Holiday Hours

Our Guelph Locations:

Friday April 2nd - Café Closed, Bakery open 9 - 5
Saturday April 3rd - Regular Hours both locations
Sunday April 4th - Regular Hours both locations
Monday April 5th - Closed at both locations

Shaw's Creek Café:

Friday April 2nd - 10 to 5
Saturday April 3rd - 10 to 5
Sunday April 4th - 10 to 5
Monday April 5th - Closed

Maple Orange Pecan Granola

Rolled Oats 3 cups
Quick Oats 3 cups
Nutmeg, ground 1 tsp
Cinnamon, ground 1 tsp
Allspice ½ tsp
Bran 1/3 c
Pecans, chopped 1 ¼ c

Orange, zest & juice 1
Orange juice ¼ c
Maple syrup ¾ c
Canola oil ¾ c

Dried cranberries ¼ c
Dried currants ¼ c
Toasted Seeds ¾ c

(Sesame, pumpkin, flax and sunflower) Toasted Seeds are available for purchase at With the Grain.

Preheat oven to 350F.

Mix dry ingredients (Oats to Pecans) in a large bowl.

Mix wet ingredients (Orange to oil) in a medium bowl.

Add wet ingredients to dry and mix thoroughly.

Spread oat mixture on either a cookie sheet or baking pan and bake for 20-25 minutes, stirring every 10 minutes, until granola is golden brown and dry in appearance.

Let cool, stirring occasionally to avoid clumping.

Add dried fruit & seeds.

Yield:
about 9 cups



Easter Feature Products

All of our classic Easter sweets are back along with a few new temptations! Due to very high customer demand over the Easter holiday it is recommended that you place your order ahead of time. We require 24 hours notice for Easter orders and orders over \$10 require pre-payment. Give us a call or visit the Bakery or Café to place your order today! All Easter items will be available for pick up from Thursday April 1st to Sunday April 4th at our Bakery. For more information visit www.withthegrain.ca

Lemon Shaker Pies and Tarts

Pear Rhubarb Pies and Tarts

Chocolate Tarts

Lemon Blueberry Loaves

Hand Decorated Shortbread Cookies

Cupcakes

Maple Walnut Cheesecake Squares

Braided Sesame Challah

Sweet Vanilla Challah

Butter Rolls

Hot Cross Buns

Maple Walnut Cheesecake Square



Every month we feature a new cheesecake square, and this month we have a particularly tempting one! The base is a classic buttery graham crumb, the middle is a creamy maple flavoured cheesecake studded with our Maple Glazed Walnuts, and it's all topped off with a tangy layer of maple sour cream. It's simply delicious!

Spotlight on Smoothies

With spring singing in our veins, we are readier than ever to get our bodies moving and the roses back in our cheeks. The perfect tonic to bring this juicy sparkle to our spring days is The Smoothie! With the Grain currently features these six flavourful shakes to give you a little pizzazz any time of day.



The Breakfast Classic

Raspberries, blueberries, organic Ontario yogurt, and a hit of maple syrup make this a healthful, tasty day-starter. It's a deeply satisfying thing.

The After-School Special

Whether you're sitting at the table doing homework or putting your feet up on a summery day off, this simple, refreshing drink of mangoes, bananas, and Black River pear juice will bring you that happy childhood buzz.

The Cherry Cheesecake

Is it breakfast? Is it dessert? It doesn't matter! In this WtG favourite, cherries pack a nutritional punch and organic cream smooths it into a sweet treat. Real vanilla and the tang of organic yogurt make it an experience that kids and adults will savour.

Red Riot

This luscious bevvie gets its passionate colour from strawberries and raspberries, blended with a banana and a healthy dose of Black River natural mango juice. A riot in your mouth!

Orange-Mango!

Longtime fans of our smoothies will appreciate this version of a golden oldie; we now use an entire fresh orange, chunks of real mango, and Black River mango juice to create each glass of succulent sunshine.

Purple Haze

This smoothie earned its name from the gorgeous blueberries we use, but also starring are strawberries, bananas, real vanilla, and your choice of organic soy milk or organic dairy. You will actually feel the haze lifting.

Try a flavour-packed With the Grain Smoothie today!
A rainbow of fruit awaits you.

* Dietary restrictions? Ask your server about substitutions. Watch for seasonal features!



Bringing Spring to Your Plate

Each season brings its own unique feel to With the Grain, which can be seen in the changes and additions to our products throughout the year. Summer, Autumn and Winter are each wonderful in their own way, but it is Spring which seems to be the most anticipated season. Perhaps this is because Spring seems like the most hopeful time of the year. As the days get longer and the breezes get warmer, memories of dark, chilly days fade away.

At the Café and the Bakery we love creating (and cooking!) menus that reflect the changes we see in the seasons. In the kitchen, planning the Easter menu is one of the first reminders that Spring is on its way. We know that the first deliveries of rhubarb and asparagus and other spring veggies are just around the corner.

This year, our Easter menu runs from March 29th through until April 11th.

-Shannon Fitzgerald,
Assistant Kitchen Manager



Easter Feature Menu

Deli Sandwich: Ham & Chive Chevre

Wellington Country Marketplace thinly sliced ham and creamy chive chevre cheese topped with honey Dijon, fresh tomatoes and crisp red leaf lettuce.

Wrap: Sunflower Seed Spread

Our amazing house made sunflower seed spread wrapped up with thinly sliced cucumber, creamy avocado, grated carrot and pea shoots in a whole wheat tortilla.

Hot Panini: Turkey Meatloaf & Havarti

Our fantastic turkey meatloaf is paired with creamy Havarti cheese, topped with house made tomato chutney and grilled until golden.

Vegetarian Soup: Cream of Spring Onion

This lovely spring soup features the delicate flavour of green onions, pureed with white wine and cream until smooth.

Meat Soup: Honeyed Ham & Spaetzle

Featuring some classic seasonal ingredients, this flavourful soup combines carrots, zucchini, pearl onions, ham, fresh thyme and parsley with a hint of honey. Served with spaetzle, a type of German egg noodle.

Special Salad: Spring Wake Up!

Welcome back spring! Organic mixed greens tossed in a creamy avocado vinaigrette, and topped with fresh veggies, such as carrot, radish, spring onions and sprouts.



the Meeting Place

Make your meetings deliciously productive!



The Meeting Place, With the Grain's version of an office boardroom, provides a comfortable and private space perfect for hosting groups of six to eight people. We provide wireless internet, flip charts, a data projector and pens, markers and stationery. Rates also include coffee, tea and a special With the Grain treat!

Breakfast and lunch catering is also available with options from both our catering and our in-house menu.

The Meeting Place is also suitable for other special events and private dining for groups of six or more.

Give us a call or visit our web site at www.withthegrain.ca for more details.

No Hallucinations...

We have kicked off the year and are moving from blustery winter to breezy spring. During this early part of the year, I have been working with the management team on something very exciting: With the Grain's 2015 Vision – which may bring both bluster and breeze in the months and years to come!

“Even if you're on the right track, you'll get run over if you just sit there.”
(Will Rogers)

The decision to formally develop a Vision for WtG is significant. To

date, much of WtG's growth has been driven by the single-minded focus of Sheri's clearly visionary ideas. But WtG has reached a point where more focus and a clear, committed direction is necessary to even just maintain what we have created, let alone continue to grow. The economy, environment, employment and all other business drivers are always changing and we must be ready to meet these challenges and ideally move beyond them. WtG's 2015 Vision provides an exciting destination that we can all

commit to, and presents us with some clear paths to reach the destination.

The process of developing a 2015 Vision was both intense and invigorating. I facilitated several off site sessions (conveniently held “on site” in the Meeting Place at WtG!) where we travelled from crazy and creative brainstorming all the way to firm and functional Vision Statements. Managers were asked to reflect on their own vision for their departments as well as the business as a whole. We had to ensure that all of our final ideas stayed true to our Mission and Values. Through intensive

discussion and productive conflict, we worked collectively to develop a vision that is fully supported by the leadership team. We then shared WtG's 2015 Vision with staff for their feedback and support.

“A Vision without a plan is a Hallucination.”
(Unknown)

The ongoing challenge is to identify the specific goals that will take WtG forward in the direction of it's 2015 Vision. The management team has been working hard to document their goals for this year and to look for ways for the entire staff to be involved. WtG is very fortunate that staff are incredibly committed and they share the same values and passions that Sheri and her leadership team possess, which is intentional in our hiring and critical to success. Rest assured, WtG's 2015 Vision is focused on the desire to create amazing taste and service experiences for this community and we look forward to sharing more of our plans as we see our 2015 Vision become reality.

Melanie Hill
Staff Resources
Coordinator



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:

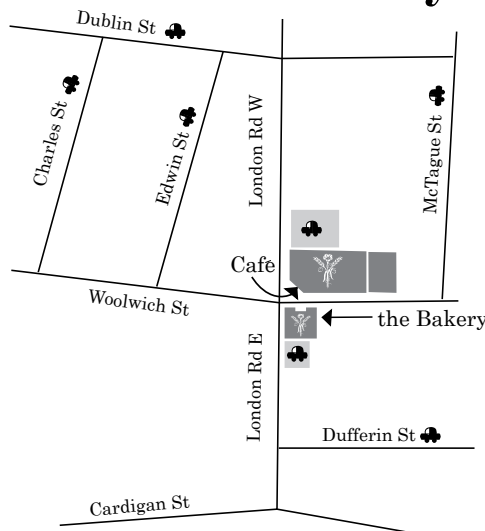
- McTague St
- Dublin St
- Dufferin St
- Charles St

Where NOT to Park

at the Convenience/Laundromat next door

Biking to WtG?

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



With the Grain's Shaw's Creek Café

Shaw's Creek Café and the Historic Alton Mill are always a pleasure to visit. With delicious food from our café, the picturesque setting of the mill, and the various shops and artist studios to explore you're guaranteed an excellent time. Here are a few events you'll want to be sure to mark on your calendar!



Spring Awakenings

May 1st and 2nd

A Celebration of arts, gardens and music!

Doors Open

July 10th

Heritage Open House, tours and activities

Cusine-Art

July 17th and 18th

Food and Art - What a glorious combination!

Taming of the Shrew

July 17th

Live outdoor theater presented by the Humber River Shakespeare Company

Buckets of Colour

September 25th and 26th

Part of the Headwaters Arts Festival; experience an explosion of artistic creativity!

