

the WHEAT SHEAF *Spring 2011*

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

Where Flowers Bloom

A friend in Texas emailed me a picture of a field of bluebonnets in full bloom the other day and I suddenly felt a moment of joy because it reminded me that our crocuses, and daffodils, and aconites and snowdrops and jack-in-the-pulpits and trillium's are just below the snow

covered surface waiting to burst forth and fill us with the energy and rebirth of Spring.

As in every year since we opened in 1999 there are many new plans afoot as WtG continues to grow and evolve. There are planned and proposed new projects in every area, from fresh squeezed orange juice on our drinks menu to an expanded breakfast menu (in the works), new products from the bakery, a freshly painted dining room (also in the works), expanded outdoor seating this summer, to new plantings in the gardens on both sides of the street. Out in Alton at Shaw's Creek Café Peter is



bringing in organic herb seedlings to sell and he is ordering an expanded line of garden products for the retail line. In the cafe the menu is expanding to include quiche, special salads from locally sourced produce and speciality summer drinks.

Thanks to our creative and tech savvy Jocelyn we now have a facebook page, we

are on twitter and we are developing an online newsletter. So for better or worse we're not just the little store on the corner anymore. Our website continues to expand and we're actively trying to create an environment where we can build even better relationships with you our guests.

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Easter Ordering

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All holiday orders are available for pickup April 21st to 24th, at the Bakery (295 Woolwich Street). Orders may be placed over the phone during business hours, or in person at either the Café or the Bakery starting April 7th. All holiday orders require 24 hours notice and prepayment for all orders over \$10.00. In store credit will be given if you must cancel your order. Payment for orders can be made with a credit card over the phone, or in person at the Bakery. If orders are placed over the phone but you wish to pay in person, please make payment at the Bakery at least one day prior to the day you would like to pick up your order. Thank you for placing your holiday orders with us!
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Easter Features for Order

Breads - Easter specialty breads will also be available the weekend of April 15th

Braided Sesame Challah

Traditional braided Challah with a sesame seed studded golden crust \$5.00 each



Sweet Vanilla Challah

A special holiday egg bread enhanced with vanilla sugar \$7.00 each

Butter Rolls

Our classic rich and buttery light wheat rolls. 7 rolls for \$7.00

Hot Cross Buns

Gently spiced currant rolls topped with a sweet vanilla glaze. 6 buns for \$7.00
Hot Cross Buns are also available April 8, and 9th

Pies

Shaker Lemon Pie

Sweet & tart lemon marmalade-inspired filling, made with whole organic lemons, sugar and eggs. 4" tarts, 6" pies. (\$3.95, \$8.00)

Cherry Rhubarb Pie

A blend of sweet cherries, tart spring rhubarb and tangy sour cream. Beautiful and delicious! 4" tarts, 6", 9". (\$3.95, \$8.00, \$14.00). Nut-free crumble topping. Also available with a spelt double crust if requested.



Maple Mixed Nut Pie

Flaky pastry filled with a delicious buttery filling of local maple syrup, walnuts, pecans and hazelnuts. 4" tarts, 6", 9" (\$3.95, \$8.00, \$14.00). Spelt crust available upon request.

Specialty Items

Maple Cupcakes

Sweet maple-flavoured cakes topped with rich maple buttercream frosting: \$3.00 each



Mocha Magic Cheesecake Square

Creamy coffee flavoured cheesecake with a buttery graham crumb base and tangy sour cream topping. \$4.25 each
Available all of April as our feature cheesecake square

Lemon Rhubarb Loaf

Our classic lemon loaf filled with tender pink rhubarb pieces and topped with a tangy lemon glaze. \$7.00 each. *Also our feature loaf for the week of April 18th*

Easter Holiday Hours

Our Guelph Locations:

Good Friday, April 22:

Bakery open 8am to 5pm, Café CLOSED

Saturday April 23: Café & Bakery open 8am to 5pm

Sunday April 24: Café & Bakery open 9am to 5pm

Monday April 25: Café & Bakery CLOSED

Shaw's Creek Café in Alton:

Good Friday, April 22 and Saturday April 23:

Open 10am to 5pm

Sunday April 24 and Monday April 25: CLOSED

Easter Shortbread

Our classic vanilla shortbread is buttery and crisp, and each cookie is hand decorated with decorative royal icing.

Available starting April 15th



Bunnies: unpackaged \$4.50
packaged \$5.00

Chicks & Tulips: packaged in pairs \$5.00

Large Eggs: unpackaged \$4.50
packaged \$5.00

Small Eggs: 6/package \$5.75

New this year! BAKER'S DOZEN Pack: 13 assorted coloured shortbread eggs (1 large, 12 small) nestled in a decorative package \$15.50

Easter Feature Menu

Deli: Ham & Lemon Chevre -

Locally sourced ham served with house made lemon chevre, maple dijon, tomatoes, and lettuce.

Wrap: Sunflower Seed Spread -

Our delicious house made sunflower seed spread is wrapped up with fresh cucumber, avocado, grated carrots and fresh pea sprouts.

Hot Panini: Turkey Meatloaf -

Our wonderful & popular turkey meatloaf is back! This time it is served with Pine River havarti cheese and grilled to perfection on our house made bread. Served with WtG ketchup on the side.

Vegetarian Soup: Cream of

Asparagus - Our version of this classic soup will get you into the spirit of spring!

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 Green Salad with Rhubarb Vinaigrette -

This beautiful spring salad features organic mixed greens, broccoli sprouts, green onions, grated carrots and raisins, topped with our house made rhubarb vinaigrette.

Spring, welcome to Guelph! Guelph, welcome to spring!



The world has finally woken up from its long winter's nap, and to celebrate properly, we're shaking things up a bit in our drinks department.

To bring a smile to your lips any time of day, enjoy a glass of freshly squeezed organic orange juice - it's new! Happily, Kenny Produce of Rockwood is now supplying us with organic oranges, so we are pressing and pouring our own 100% pure organic OJ, and it is delectable. Treat yourself to a tall or a small glass - you'll

be getting a twist of zesty flavour, a splash of hydration, and the benefits of Vitamin C, calcium, potassium, and fibre. All of these things are important to getting your energy on... what a way to wake up!

Another stimulating new item will soon appear on the beverage list. Introducing our very own With the Grain house blend coffee! Sheri, Susanne, and I, along with a large team of intrepid tasters, have been working since January with Planet Bean to develop a new blend

- one you won't find anywhere else.

The process has been interesting, to say the least! First, we went to the roastery to taste the spectrum - from light and fruity to pleasantly medium to dark and mysterious. We smelled and sampled more than a dozen coffees on that first day, wrote notes, and made some distinctions. We liked the dark roasts, but not so dark as to be head-to-toe smoky. We liked a spicy middle note, but some sweetness also. Basically, we needed the Grain Blend to be a custom cup that would accompany our menu specifically. That meant it had to satisfy with a fresh-baked scone or toast and old cheddar, partner boldly with the various fresh tastes and textures of our lunches, and melt your heart when paired with a sumptuous Chocolate

Dream Bar. Sure, it's a tall order, but the Planet Bean team has stayed with us, and we are oh, so close to the debut... It starts with a warm, stimulating aroma to invite you into the cup. Then follows a sassy, full-bodied flavour, dark and piquant - just the way coffee should be. It finishes with a mini-hit of sweetness and a gentle acidity. It will stand alone if you just want a hot coffee with your morning newspaper, but will fit our menu so well, you can enjoy it with any meal. Best of all, it will be our very own. A celebration of the flavours of With the Grain!

We are pretty stoked up about our latest drinks - we can't wait to share them with you!

Cheers!

Beth Shepard
Front of House manager

Mother's Day Features



Features from the Bakery!

- Delicious hand decorated shortbread daisies and butterflies
- Beautiful cupcakes topped with colourful royal icing flowers
- House made jams and other Pantry items perfect to use as gifts or for a surprise breakfast!

At Shaw's Creek Café

We will be holding an afternoon tea on Mother's day at Shaw's Creek Café in Alton. Spend the day enjoying the art and beautiful setting of the Historic Alton Mill, then join us from 12:00 to 4:00 in the Bartlett Gallery for a delicious scone or a freshly baked quiche.

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Looking for the perfect gift for someone this mother's day? Give us a call at 519 827-0008 x 4 to enquire about gift baskets, or drop by any of our locations to purchase a gift certificate and view our selection of Pantry products and unique gift ware!



Spring Awakenings

Celebrate the arrival of Spring and new beginnings at the Historic Alton Mill!

During two weekends, April 30 & May 1, May 7 & 8, see *Art Fit for a King*, an exhibition and sale of one-of-a-kind gifts designed for the Royal Couple. Enjoy an Afternoon Tea presented by With the Grain's Shaw's Creek Café, and visit the Alton mill artists open studios. Join the *Great Alton Poetry Tour* for a poetic art walk in and around the historic Alton Mill on Sat. May 7.



Hello from the Bakery



Lindsay at the Bakery counter

Every day I am thankful and fortunate to work with creative, enthusiastic, fun-loving and hard-working colleagues. During my 4 years here, I have worked as a Baker, a Foodie and eventually moved into the Bakery Manager role. I love the open homey environment of our bakery and I am constantly inspired by my co-workers. And I still cannot get enough of the caramel pecan square. Now, I'm not the only one responsible for creating WtG's delicious treats, so let me introduce you to the Bakery Team and hear what they love about WtG...

Susanne is our exemplary Service Lead and master of many trades. She does an amazing job decorating WtG's outsides and insides with gardening, ordering retail products and supplying

fresh flowers for the Café. She loves the Guinness sour cream fudge cupcakes almost as much as interactions with customers and colleagues.

Kelly is a valued part of the Bakery and loved by the team! She returned to WtG after farming in Erin and we use her knowledge whenever possible. She loves the science behind the truffle brownie; how simple ingredients combined become a decadent treat, but her ultimate choice is a toasted English muffin with a "slice" of butter melted on top.



Kelly 'slicing' butter

Kim quickly became an important part of the team

1 1/2 years ago. She is approachable, fun to work with and a talented baker. She is another lover of the caramel pecan square, but also enjoys the aromas in the Bakery, the sunrise, and customers' "oohs and aahs".

Leigh is enthusiastic and an integral part of our group. Five years+ experience makes her truly valuable. Leigh is preparing for her Baker-Pâtissier qualification. She has chosen to work in an environment where both employees and customers are respected, and her top food choice is fruit & nut bread toasted with butter.

Lindsay provides customer service with flair and enthusiasm; always wanting the customer to feel appreciated and valued. She loves the aromas of oatcakes and toasted coconut warm out of the oven and finds satisfaction while packaging our many Pantry products. She thrives on colour!

Maggie recently returned after travelling to Russia and we're thrilled! We value her genuine and thoughtful



Tyson zesting lots of limes!

approach to customers and her teammates. She's torn between fruit & nut or cinnamon-cocoa raisin swirl bread to make the BEST French toast and tells me WtG's atmosphere is key to a enjoyable working environment.

Rose has grown into a wonderfully talented and confident baker since she was hired 2 years ago as a Dishie. She is always eager to assist customers and co-workers and her passion is evident! Her standard is a warm chocolate chip cookie with a coffee. Creating bread is her favourite thing to do and she loves the workability of the Oatmeal bread.

Subi is an important part of our customer service crew, not to mention one of our

resident photographers. You will find her beautiful cards for sale throughout our display areas. Her favourite item here is the BATH wrap and she really enjoys the variety of people she gets to serve.

Thea is our newest addition to the Bakery as our co-op student for the spring. In one month she has already connected with our team and mastered many important tasks. She loves the vegetarian chili with any of our cheddar scone varieties. In her work, she finds the open concept, hands-on responsibility and connection to the customers a great mix.

Tyson was an easy fit into the mix these past 6 months. He is a natural bread baker and it shows in his beautiful loaves!

He receives satisfaction when the first breads come out from the ovens. He enjoys our fruit & nut bread, sunflower bread and throw in some 3-cheese crackers and he's happy!

Victoria graduated recently from culinary school and has been with us for 6 months. She has a passion for baking and it shows with her products! She likes our buttermilk cornmeal bread toasted with butter and also raves about our Caesar salad dressing. She values the Bakery's open concept and customers' appreciation of our baking.

Eleanor is one of our highly-valued Dishie/Prep employees for both the Bakery and Café. She is always willing to contribute and is a joy to have here, which is mutual as she feels there is a great respect & support from Sheri and the management team. Her favourite food is the spicy molasses cookie.



Andrea Locke
Bakery Manager

Protein Predicaments

Adventures in sustainable sourcing

We love food, all food. We love flavour too. There is a running joke in our kitchen that “fat equals flavour”, and although decadent items are incredibly delicious, it isn’t just this one element that equals flavour. Sweet, salty, sour and umami elements, along with mouth feel and texture combine in infinite ways to create what we experience as “flavour” in our food. What is interesting is that everyone experiences flavours in food uniquely and debates over what is ‘delicious’ or ‘flavourful’ are ongoing. The perfect example of a flavourful, debatable food is bacon. Here is a food that most people (my veggie friends aside) can embrace with equal enthusiasm. WtG serves up plenty of both traditional bacon and peameal bacon on a daily basis. Now here is the quandary. In working towards a bright future that includes local and sustainably sourced foods, we are constantly seeking to find a balance between mainstream production and natural flavours. The key to this balancing act is two fold. Find great food sources and prepare them well!

The best example of this at

present is our peameal bacon. When we first introduced our breakfast sandwich, we were enthusiastic about the combination of a perfectly ‘froached’ egg, a seared piece of peameal bacon, old white cheddar and house made lemon mayo on a multigrain English muffin. Sourcing most of these items was easy. Old white cheddar from Pine River in Kincardine, fresh eggs from Elmira, English muffins from our very own bakery! The peameal however, posed a problem. When we think peameal we think pink, but in fact pork loin without preservatives is not bright pink at all. In fact, pork, once cooked, varies in shades from white to gray to dark brown depending on the fat content. So our dilemma became sourcing a peameal bacon with all the flavour we expect but without the nitrites that are used to preserve colour and enhance flavour. We want to limit these nitrites for the same reason we avoid MSG. It is an artificial version of a naturally occurring substance (in this case nitrates converted to nitrites), which, when used as a preservative, may have harmful



health effects over the long term. While the addition of these nitrites may equal more flavour and colour retention, the resulting product does not meet our standards from a sourcing or “naturally delicious” perspective. This is an issue we face across the board with any type of cured meat product and making proactive choices is challenging as sourcing these products to meet our needs can be difficult.

For these reasons we began the journey of producing our own peameal bacon in house. Was it possible that what we omitted in chemical additives we could make up for in freshness? We started researching, then began cooking up different brine recipes, ordering in whole, raw pork loin and experimenting. Our earlier work produced a peameal lacking the full flavour we were used to and tending towards the grey end of the colour scale. Not ideal. So we tweaked our brine recipe and our favourite combination

became organic cane sugar and kosher salt cooked with water to dissolve (the simple things are often the best). We then began using a brining needle to ensure even distribution of the brine throughout the meat. This meant maximum flavour distribution wherever the brine went, and good colour retention due to the salt in the brine acting as a natural preservative. Ta da! The resulting peameal is, without a doubt, everything we wanted. Brined for 48 hours, trussed tightly for even cooking and

shape, rolled in semolina and roasted to perfection. The peameal is hand sliced for each and every breakfast sandwich and then grilled to perfection!

It is exciting to serve our guests a food we are proud of on every level. This hands on approach to finding a solution to our protein predicament has brought new and exciting challenges, and we love having our customers taking this journey towards local and sustainable sourcing with us. We look forward to your continued feedback and

enthusiasm as we strive towards a “naturally” colourful future at WtG.

Katie Franks
Kitchen Manager



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! For breakfast we have freshly baked muffins and scones and fairly traded coffees and teas; for lunch we have hearty soups and vegetarian chili along with a delectable selection of sandwiches; and for dessert, choose from an assorted tray of our most popular squares or a seasonal dessert tray. We also offer a variety of side trays that are great as a compliment to a meal or as a snack on their own.

Meeting friends for lunch at With the Grain? If you have a group of six to eight people you may be able to reserve the Meeting Place for no extra cost. Give us a call for more details!

For more information on catering or booking the Meeting Place visit our website, www.withthegrain.ca, or give us a call at 519 827-0008 x 4

Enriched and Engaged

WtG's philosophy has always put a focus on the people within the business and despite interesting economic times over the last dozen years, WtG's commitment to its employees has remained a strong priority.

For a seemingly small business, WtG approaches the relationship with employees seriously, and has experienced substantial benefits as a result. By serious, I mean taking a strategic approach to how staff are selected, how they are trained and how they continue to grow while they are here.



In the last few years, this approach has led to decisions and initiatives that have resulted in a longer and stronger commitment from many of our best folks. Some of the things we are doing are simple, like providing a great staff meal program or having an apprenticeship sign-up day and supporting ongoing apprenticeship training (WtG currently supports 5 apprenticeship candidates). Other activities are more in-depth, like creating a pay structure that allows WtG to keep up with changes in minimum wage while still recognizing

and rewarding employee experience and performance.

One important aspect of WtG's commitment to its employees is investing in training. Although basic training is required to learn the essential duties of a position, we have recently been looking at ways to enhance everyone's knowledge about the business, the ingredients and products we use and make, and the ways to get this information to our guests. This has required updates to the orientation process, new communication methods, and the launch of an annual workshop program that offers monthly sessions on various topics that are important to each area of our business, ranging from fundamentals of bread making, to WtG Financial Facts.

As WtG continues to grow and evolve, the benefits of these investments will become evident. Regardless, WtG has an amazing group of people doing great work to bring fresh and beautiful food to our guests and we are continuously looking to improve the way this is delivered. In Sheri's article she discusses the importance of hearing from you so that our team can be responsive to your perception of the WtG experience. This will be critical to directing the ongoing training and development of our employees who want and need to give their best - for themselves, for our guests and for the business. We look forward to hearing how we're doing!

Melanie Hill

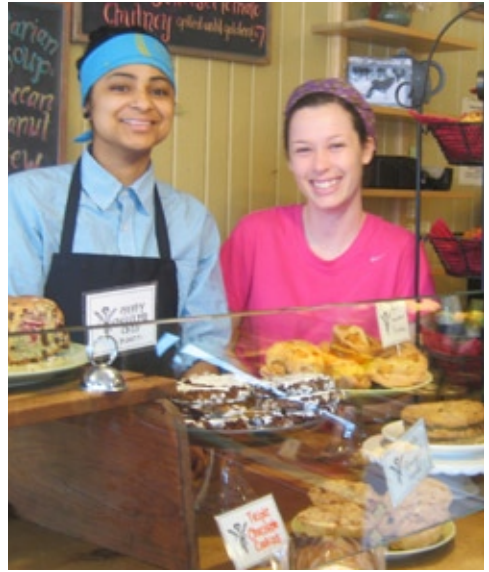
Staff Resources Coordinator

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One of the benefits of more avenues of communication is that our planning can be better informed by your input and feedback. As we continue to expand and grow our training programs, our product lines and our systems your feedback has a big influence over the decisions we make. We don't want to gather our information from trade journals and statistics and

trendy "sound bites," we want to gather it from you, our customers. What do you love, what don't you love so much, what works, what isn't working... this is where you come in... let us know, through facebook, twitter, the website or across the counter and we'll take it all in and use it to stay on the right track and keep WtG connected with and enriched by our community.

Sheri



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:

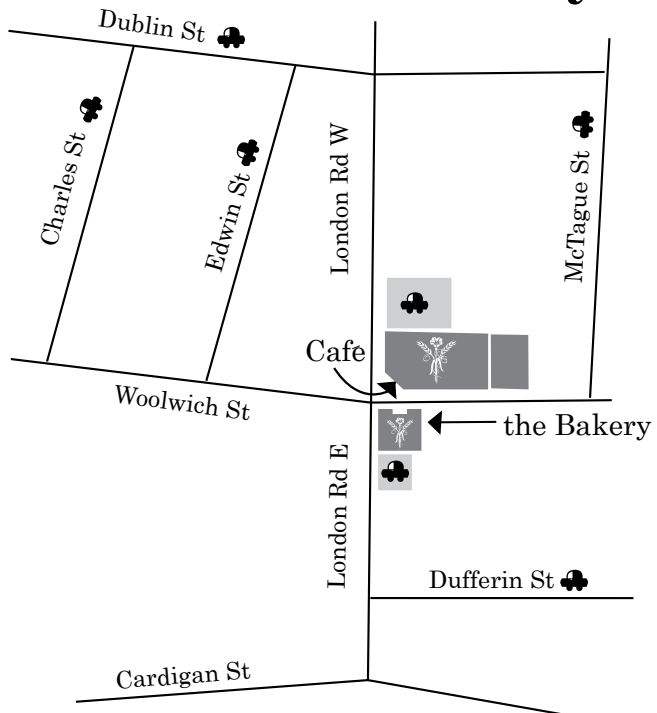
- McTague St
- Dublin St
- Dufferin St
- Charles St

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**



Spring is definitely in the air out here at Shaw's Creek Café, we know it when we hear the delightful and boisterous honking of Canada geese that return to the Mill Pond from their southern sojourn. Soon the trees will come alive and trilliums will push forth for a brief visit. A wonderful season awaits us! You can enjoy all these outdoor pleasures on the grounds of the Historic Alton Mill!

Our Café is located within the Mill and features a delicious weekly menu including soups, salads, sandwiches, specialty grilled cheese sandwiches and beautiful sweet treats. We also feature a lovely mix of gifts and house made preserves. This spring we will carry some locally grown and organic herbs for planting in your home garden or patio planters!

Located 40 minutes from Guelph, we are the perfect day trip getaway for great food, warm and friendly service and country side scenery all housed within an impressive arts centre.

Upcoming events to note on your calendar include:

Spring Awakenings

Two Weekends: April 30 - May 1 and Mother's Day Weekend Sunday May 8. Shaw's Creek Café will offer Afternoon Tea both weekends, from 12:00 - 4:00pm.

Celebrate the arrival of spring and new beginnings!

Cuisine Art

July 16 - 17

Celebrating food and art!

Shaw's Creek Café is open Wednesday to Sunday & Holiday Mondays 10 am to 5 pm.

Ph: 519 942-0080

www.withthegrain.ca

Catering, Take Out, Free Internet, Gift Certificates

How to get to Shaw's Creek



Shaw's Creek Café is located inside the Historic Alton Mill at 1402 Queen St W in Alton, On