

THE OLIVE AND THE GRAPE

HAPPY NEW YEAR!

Now that the hectic holiday shopping season is behind us, we, at THE OLIVE AND THE GRAPE, pause to say “**Thank you**”. We were blessed to have such a successful season.

As one way of showing our appreciation, we want to share some healthy recipes with you. **Each week in January and February we will feature a recipe of the week. Just stop in and pick one up. Also, with any \$10 purchase, you will receive a complimentary seasoning packet.**

2009 presented some challenges, however also presented many blessings.

We opened our **Tower City** location in March, quickly outgrew that space, and moved into a space 2.5 times larger. That move enabled us to have more inventory on the retail floor (including some new products), as well to offer a dedicated classroom for weekly classes and a monthly Lunch and Learn.

Our **Mentor** location on Lakeshore Blvd. closed in July. After a few months of exhaustive searching, we found a “new

home” on Tyler Blvd., just east of Rt. 306. Even though this location is a little smaller, and in an “industrial zoned area”, it has been very well received our Lake County customers. It is easily accessible from all directions. Please bear with us while we remodel and decorate. It will look like the other Mentor location before you know it! Refer to the website for our hours until the remodel is complete.

The **West Side Market** had an uneventful year—busy every week, serving our customers and visitors to Cleveland. (Remember, you can always **access the most recent market newsletter and pages of coupons on the “Where to Find Us” page of our website.**) For those of you who have not visited our stand at the market, we are at A-12, next to the entrance of the WSM Café. (Their food is outstanding, by the way.)

In October we were recruited to open a booth at the **Holmes County** Flea Market. (Don’t let the name fool you, it is not a flea market, more like a marketplace.) It closes this week for the season. It reopens in March.

Frequent Purchase Cards

We will debut our “Frequent Purchase Cards” on Monday, January 4.

The **black card**, “Buy 10, get one FREE” is for oils: olive oils, grapeseed oils, truffle oil, etc.

The **red card**, “Buy 20, get one FREE”, is for seasonings, sea salts, and pastas.

Please take the time to **register your**

card and read the “Policy Card” so you understand how to redeem your card for a FREE item.

Each time you purchase a qualified item, your card will be punched. The cards will be honored at each location, with a different punch used at each location. *How quick do you think you can fill your card?*

Looking for something interesting for a **New Year’s Eve** toast? Look no further than our Hibiscus Flowers from Australia. They are available at Mentor and Tower City. Nothing makes an impression like these unique flowers!

Foods “reported” to bring luck and good fortune if eaten on New Years Day

- Grapes
- Greens
- Fish
- Pork
- Legumes
- Cakes

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An Overview of The Mediterranean Pyramid

The Mediterranean Pyramid is much more than a diet. This pyramid reflects a lifestyle. **Many authorities claim it to be the healthiest lifestyle in the world!**

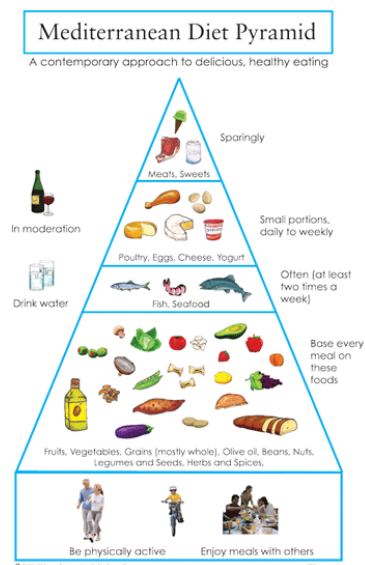
The Mediterranean Lifestyle revolves around 4 major components:

1. **Healthy foods** that are low in saturated fats; eaten fresh or minimally prepared or processed.
2. Consuming a **glass of red wine** a day. Drinking an adequate amount of water each day.
3. Engaging in **physical activity**.
4. **Socially interacting** with others.

Doesn't this sound appealing?!

The people of the Mediterranean eat a lot of fresh foods, especially fruits and vegetables. They enjoy nuts and olive oil, both are a great source of monounsaturated fats. They drink a glass of wine daily, along with plenty of water. The Mediterranean people, as most Europeans, are active. They

walk, ride bikes, work in the fields and vineyards. They do not hop in the car and drive a 1/4 mile to get a loaf of bread! Also, they enjoy being with others and socializing. They do not plant themselves in front of a television or computer for hours. They would rather be with people. The Mediterranean people eat their meals sitting at a table, usually with others. They treat each meal as a celebration. This active lifestyle keeps them healthy—both mentally and physically.



Class Schedule

TOWER CITY SCHEDULE —

Tuesday, 1/12/10—**PASTA 101**—How to Shop for Pasta; How to Cook Pasta; How to Serve Pasta; and other “How To’s”; \$3.00, Tower Club Card Members—no charge; 12:30 to 1:15, you may bring brown bag lunch

Tuesday, 1/19/10—**COMPARITIVE OLIVE OIL TASTING**—Give your palate a work out, tasting 8-12 olive oils; \$7.50, with \$5.00 credit towards an EVOO purchase that day; 12:30 to 1:15

Tuesday, 1/26/10—**LUNCH & LEARN**, Soups, Stews & Chili’s (all new recipes for 2010); \$20.00, \$15.00 for Tower Club Card Members; 12:30 to 1:15; savings on related items that day

February Classes will include: Edible Hibiscus Flowers, Valentine Dinner Menus, Curries of the World, Vinegars

MENTOR SCHEDULE —

Sunday (TBA) — **OLIVE OIL 101 with COMPARITIVE TASTING** — Our most popular class! Very informative; \$10.00 with \$5.00 credit towards EVOO that day; complete set of handouts; 1:00 to 3:00

SUNDAY—SALTS & PEPPERS—follows the Olive Oil Class, 4:00 to 5:30 (light refreshments served in between sessions); \$5.00 with \$2.00 credit towards a pepper that day

GIRLS NIGHT OUT — TBA shortly

New Products for A Healthy New Year!

Do you realize that most New Year’s Resolutions have something to do with making a dietary change or a lifestyle change? The only resolution in the Top 15 List that is not directly related to a diet or lifestyle change is “getting out of debt” (which indirectly involves a lifestyle change).

With this in mind, THE OLIVE AND THE GRAPE will focus on healthy eating choices in January and February. (just as we do all year long). We will be getting **several new products** in from now until mid January to **help you with getting the new year off to a healthy start!**

Some examples:

Healthy grain products

More all-natural soups, some organic, some gluten free

Sulfite free vinegars and sun dried tomatoes

More organic pastas, more organic seasonings

More gluten free pastas

More healthy options for snacking (trail mix, dried fruit, etc.)

More sampler sets/trios of various products

Featured Spice/Herb/Seasoning — LAVENDER

The **lavenders** (*Lavandula*) are a genus of numerous species of flowering plants in the mint family, native to the Mediterranean region south to tropical Africa and to the southeast regions of India. They include herbaceous annuals, perennials and small shrubs.

Lavender is used extensively in herbalism and aromatherapy. It is often used in sachets. Because of its relaxing effects, it is a common scent of linen sprays.

Lavender flavors baked goods and desserts. It pairs especially well with chocolate. It is used to make "lavender sugar". This herb can be used to make Lavender Lemonade or herbed wine beverages. Lavender flowers are occasionally blended with black, green, or

herbal tea, adding a fresh, relaxing scent and flavor. Lavender is an essential ingredient in the southern French herbal blend, Herbs de Provence.

Lavender lends a floral and slightly sweet flavor to the foods it is used with. For most cooking applications the dried buds (also referred to as flowers) are used, though some chefs experiment with the leaves as well. Only the buds contain the essential oil of lavender, which is where the scent and flavor of lavender are best derived.

THE OLIVE AND THE GRAPE offers several "lavender products". Among them: **Herbs de Provence, Bohemian Forest European Style Rub, Organic Lavender Flowers, Lavender Vanilla**

Bean Sugar, French Sea Salt with French Herbs and Lavender Sea Salt. Stop in the Mentor or Tower City stores for the complete selection. (Due to space limitations, we rotate seasonings at the West Side Market.) Ten lavender recipes will be posted on our website by mid January.



Candice to Appear on



Recently an exciting phone call was received at the Tower City location. The producer of "That's Life with Robin Swoboda" called and invited Candice to be a guest on an upcoming show.

After some discussion on products, it was decided that our **Cleveland Ethnic Heritage Seasoning Collection** would be featured,

Tune in to Fox8, WJW, at 10:00 am on Thursday, January 7. Candice will be



interviewed in the "Cooking Segment" of that show. In just about five minutes, Candice will explain the significance of the collection, why she researched and created it, give an overview of the contents and demonstrate one of the recipes!

This collection is **available at all locations**—Mentor, West Side Market and Tower City. Candice recently created a similar product, by request, for the city of Erie, PA.

New Year's Day Traditions

For many, January 1 offers an opportunity to forget the past and make a clean start. But instead of leaving everything up to fate, why not enjoy a meal to increase your good fortune? There are a variety of foods that are believed to be lucky and to improve the odds that next year will be a great one. Traditions vary from culture to culture, but there are striking similarities in what's consumed in different areas of the world: **The six major categories of**

auspicious foods are grapes, greens, fish, pork, legumes, and cakes. You may want to create a full menu of lucky foods or just supplement your meal. We offer a wonderful pork roast **recipe on the back of this newsletter**, for those who believe in eating pork on New Year's Day. The custom of eating pork on New Year's is based on the idea that pigs symbolize progress. The animal pushes forward, rooting itself in the ground before mov-

ing. Pork is also consumed in Italy and the United States, where thanks to its rich fat content, it signifies wealth and prosperity.

If you are intrigued by these traditions involving food, and want **the complete list and explanation, email Candice at theoliveandthegrape@yahoo.com**, with "New Year Foods" in the subject line. We'd be happy to share!

Happy New Year! Happy Eating!

THE OLIVE AND THE GRAPE

MAILING ADDRESS:
PO BOX 1125
MENTOR, OH 44061-1125

For the next couple of weeks, ALL phone calls are directed to the main Cleveland number: 216-771-0778
We hope to have the issued resolved soon.

theoliveandthegrape@yahoo.com

Please visit the website for more details on hours and locations; product information and recipes; and class schedules. www.theoliveandthegrape.biz

LOCATIONS:

7470 Tyler Blvd., Mentor, OH 0.1 mile east of Rt. 306,
Same plaza as “Miss Kimberly’s” and “Jazzercise”
A-12, West Side Market, Cleveland, OH “Lorain Side”,
Next to the entrance to the WSM Café
Tower City, Cleveland, OH Level M2 next to Johnston
And Murphy

The “Where To Find Us” page of our website has a link to a page that lists our off site events and shows, such as the Fabulous Food Show, Woman’s Expo, Vintage Ohio, etc.

Making pork for New Year’s Day? Here are some options (customer favorites and family favorites) other than the recipe below:

Butcher’s Rub—versatile rub for all cuts/types of meat

Pork Chop Seasoning with Natural Tenderizer can be used on roasts as well as chops

German Heritage Seasoning (formerly Bavarian Seasoning) - included in the Cleveland Ethnic Heritage Seasoning Collection and The Spice Laboratory Sampler—a family favorite! (This seasoning is a New Year tradition for pork in Candice’s home.)

Bohemian Forest European Style Rub—looking for a change? This seasoning could be it! Great for pork and poultry.

Polish Seasoning—great with chops, also featured in the Cleveland Ethnic Heritage Seasoning Collection

Sage and Savory Seasoning (aka Slovenian Seasoning)—great with pork, especially with stuffing for the pork!; also featured in the Cleveland Ethnic Heritage Seasoning Collection

FEATURED RECIPE —

Apple Cider and Honey Glazed Pork Tenderloin

For entertaining and serving 8 to 10, you’ll need 3 to 4 pounds of pork tenderloin. Increase your seasonings accordingly.

Recipe Ingredients:

1 Pork Tenderloin, about 12 oz.

Olive oil for grilling

1/2 teaspoon **black pepper**

1 teaspoon **dried thyme**

1 teaspoon **rosemary**

1/2 teaspoon **salt**.

1/4 teaspoon **garlic powder (HBI suggested)**

1/2 cup apple cider (or natural apple juice)

1/4 cup **Ohio Honey**

2 tablespoons **Riesling Treasures Vinegar**

Recipe Directions:

- Preheat outdoor grill to 350 degrees; this recipe can be prepared indoors as well
- Mix pepper, salt, garlic thyme and rosemary. Rub all over tenderloin.
- Brush olive oil onto grill. Place meat on grill, cover and roast tenderloin for 10 minutes.
- Meanwhile, mix apple cider, honey and vinegar .
- Drizzle half the mixture over the meat, turn tenderloin and grill for an additional 10 minutes .
- Baste with additional mixture until internal temperature reaches 155 degrees. Remove from grill.
- Let rest 10 minutes before slicing into 2-inch serving pieces.

Items in **bold italic** are available at THE OLIVE AND THE GRAPE.