



River Valley Market

Your locally grown food co-op

William Pinchbeck, Jr. established **Pinchbeck's Rose Farm** in Guilford, CT in 1929. Today, his great-grandson operates the farm—the only remaining rose farm in New England—with 90,000 rose bushes producing three million blooms each year, in sixteen varieties and three grades. The farm heats its two greenhouses with recycled wood, and uses its boilers to generate electricity. Pinchbeck's Rose Farm works in partnership with Roses for Autism, training and employing adults on the autism spectrum. Share the love! Bring your beloved some local roses from the co-op this Valentine's Day!



L to R: Jim Lyman, founder of Roses for Autism; Matt Radler, employee; Tom Pinchbeck, head grower.
Photo: Pinchbeck Rose Farm

SPECIALS

February 1-14, 2012

LOCAL BLOOMS

PINCHBECK'S ROSE FARM

ROSES

Guilford, CT

\$1.49
ea
SAVE 50¢

ORGANIC

CERTIFIED ORGANIC

FUJI APPLES

\$1.79
lb
SAVE 90¢

ORGANIC

CERTIFIED ORGANIC

BROCCOLI

\$2.29
lb
SAVE \$1.60

ORGANIC

CERTIFIED ORGANIC
MINI-MINNEOLAS

TANGELOS

\$6.99
5 lbs
SAVE \$1.00

LOVELY & LOCAL

Grown by our neighbors in Guilford, CT

BEER & WINE

MONOGAMY
CABERNET SAUVIGNON & CHARDONNAY \$10⁹⁹
750 ml
Buy any 6 bottles of Monogamy or PromisQuous and get a free box of chocolates. Share them with your Valentine!

PROMISQUOUS
PINOT GRIGIO & REDTABLE WINE \$10⁹⁹
750 ml

ALL
SPARKLING WINES 20% OFF
May not be combined with other discounts

SAM ADAMS
INFINIUM ALE \$16⁹⁹
750 ml
SAVE \$1.00
Boston, MA

OPA-OPA
GROWLERS \$6²⁹
64 oz
SAVE \$1.00
Selected varieties
Southampton, MA

CHEESE

WE SPECIALIZE IN REGIONAL ARTISANAL CHEESE

ASK ABOUT OUR PARTY CHEESE PLATTERS!

FRIENDSHIP
FARMER CHEESE \$5⁹⁹
lb
SAVE \$2.00

A lowfat alternative to ricotta cheese

FEBRUARY CAVE TO CO-OP SPECIAL
CONSIDER BARDWELL
PAWLET \$13⁹⁹
lb
SAVE \$8.50

Raw cow's milk cheese
Hand-crafted in West Pawlet, VT

ROGUE CREAMERY
BLUE CHEESES \$4 per lb

Rogue Blue, Smokey Blue, Crater Lake Blue & OregonZola
All raw milk cheeses

DISCOVER River Valley Market and FALL IN LOVE!

QUARRY CAFE SPECIALS

OUR IN-HOUSE DELI AND BAKERY

HOUSE-MADE
SALSA \$4⁹⁹
lb
SAVE \$1.00
Made fresh with chunky vegetables, herbs, spices, and a touch of fresh lime juice



MADE TO ORDER
TURKEY BRIE SANDWICH \$5⁹⁹
SAVE \$1.00
All natural turkey breast with creamy brie, arugula, and our own honey fig spread



HOUSE-MADE
SPINACH ARTICHOKE DIP \$5⁹⁹
lb
Serve our rich, creamy dip warm with chips or bread. Perfect for the Big Game or for any cold winter evening.



APPLEGATE SLICED TO ORDER
TURKEY \$8⁹⁹
lb
SAVE \$2.00
Antibiotic- and hormone-free



BUY in BULK & SAVE

CERTIFIED ORGANIC
QUICK-COOKING ROLLED OATS \$1¹⁹
lb
SAVE 20¢



CERTIFIED ORGANIC
GARBANZO BEANS \$1⁹⁹
lb
SAVE 60¢



CERTIFIED ORGANIC
THOMPSON SEEDLESS RAISINS \$2³⁹
lb
SAVE 60¢



CERTIFIED ORGANIC
PEARLED FARRO \$2⁸⁹
lb
SAVE 80¢



CERTIFIED ORGANIC
PEARLED BARLEY 89¢
lb
SAVE 40¢



WOODSTOCK
DARK CHOCOLATE ALMONDS \$7²⁹
lb
SAVE \$3.50



EQUAL EXCHANGE
CERTIFIED ORGANIC, FAIR TRADE
BULK COFFEE \$9⁹⁹
lb
SAVE \$1.20
All varieties except decaf



MEAT & SEAFOOD

HOUSE-MADE & PAN-READY
MUSTARD HORSERADISH PORK SAUSAGE \$2⁹⁹
lb
SAVE \$2.00

HOUSE-MADE & OVEN-READY
PECAN CHICKEN \$5⁹⁹
lb
SAVE \$1.00
Boneless breasts

WHEEL-VIEW FARM
FROZEN GRASSFED GROUND BEEF \$6⁹⁹
lb
SAVE \$1.00
Shelburne, MA

PORK BUTT ROAST \$2⁹⁹
lb
SAVE 90¢
Tender shoulder meat perfect for slow-roasting
Antibiotic- and hormone-free

MEYER'S CERTIFIED HUMANE
LEAN GROUND BEEF \$4⁹⁹
lb
SAVE 50¢
Antibiotic- and hormone-free

FROZEN 31-40 count COOKED SHRIMP \$8⁹⁹
lb
SAVE \$1.00

FROZEN COHO SALMON FILLET \$10⁹⁹
lb
SAVE \$3.00

FRESH WHOLE TROUT \$7⁹⁹
lb
SAVE \$1.00

WELLNESS

NEW CHAPTER
SELECTED SUPPLEMENTS EVERY WOMAN'S & EVERY MAN'S 25% OFF
Brattleboro, VT

BRAGG
BRAGGZYME SUPERIOR SYSTEMIC ENZYMES \$34⁹⁹
120 ct
SAVE \$8.90

MINERAL FUSION
BODY LOTIONS \$7¹⁹
8 oz
SAVE \$1.80
Selected varieties

LOCAL GOODNESS

SPIRIT HILL FARM
BACK ROADS GRANOLA \$6⁹⁹
lb
SAVE \$1.00
In our Bulk Foods Department
Brattleboro, VT

MAPLE VALLEY CREAMERY
ICE CREAM \$##
pints
SAVE \$##
Selected varieties
Hadley, MA

KATALYST
KOMBUCHA 2\$5
for 12 oz
SAVE \$1.78
Refreshing probiotic cultured tea beverage
Selected varieties
Greenfield, MA

CHOCOLATE!

CHOCOLOVE
CHOCOLATE BAR \$1⁹⁹
3.2 oz
SAVE 80¢
Selected varieties



GREEN & BLACK'S
CERTIFIED ORGANIC FAIR TRADE
CHOCOLATE BAR \$2⁷⁹
3.5 oz
SAVE \$1.10
Selected varieties



EQUAL EXCHANGE
CERTIFIED ORGANIC FAIR TRADE
BAKING COCOA or HOT COCOA \$6⁹⁹
8-12 oz
SAVE 70¢-\$1.00



EQUAL EXCHANGE
CERTIFIED ORGANIC FAIR TRADE
CHOCOLATE BAR \$2⁹⁹
3.5 oz
SAVE \$1.00
Selected varieties



UPCOMING EVENTS

Wednesday, February 8, 7-8:30 pm

OUTREACH COMMITTEE MEETING

All River Valley Market member-owners are invited to join us and help plan upcoming fun and educational co-op events.

Friday, February 10, 5-7 pm

NORTHAMPTON ARTS NIGHT OUT

Stop by, enjoy free refreshments and live music, and meet the Quarry Café Artist of the Month, while touring the Quarry Café art exhibit.

Thursday, February 23, ALL DAY

MEMBER-OWNER APPRECIATION DAY

Our semi-annual celebration of our wonderful member-owners! All day today, member-owners receive 10% off all purchases (except beer, wine and milk). Not a member-owner yet? Now is a great time to join and take advantage of this special day as well as other member-owner benefits (see right column with Buying Club info).

Saturday, February 25

MARDI GRAS AT THE GARDEN HOUSE

Come join the party at the Look Park Garden House, to benefit the Monadnock Community Market, a new food co-op opening in Keene, NH. New Orleans-style buffet dinner by the Quarry Cafe, Live music and dancing with Samirah Evans and Her Handsome Devils and Lil' Orphans Cajun Express. Tickets \$35 for members, \$45 for non-members. More details and tickets coming soon!

CHOCOLATE GLAZED TART

Adapted from *Gourmet*, September 2008

INGREDIENTS

For crust:

1 c finely ground chocolate graham crackers crumbs
5 tablespoons unsalted butter, melted
¼ cup sugar

For filling:

1¼ cups heavy cream
9 ounces bittersweet chocolate, chopped
2 large eggs
1 teaspoon pure vanilla extract
¼ teaspoon salt

For glaze:

2 tablespoon heavy cream
1¾ ounces bittersweet chocolate, finely chopped
1 teaspoon light corn syrup
1 tablespoon warm water

PREPARATION

Crust: Preheat oven to 350°F with rack in middle. Stir together all ingredients and press evenly onto bottom and ¾" up side of tart pan. Bake until firm, about 10 minutes. Cool on a rack.

Filling: Bring cream to a boil. Pour over chocolate in a bowl and let stand 5 minutes. Gently stir until smooth. Whisk together eggs, vanilla, and salt in another bowl, then stir into melted chocolate. Pour filling into cooled crust. Bake until filling is set about 3 inches from edge but center is still wobbly, 20 to 25 minutes. Cool completely in pan on rack, about 1 hour.

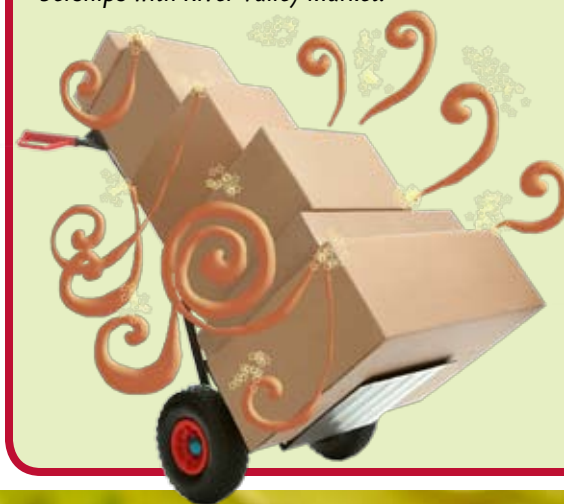
Glaze: Bring cream to a boil and remove from heat. Stir in chocolate until smooth. Stir in corn syrup, then warm water. Pour glaze onto tart, then tilt and rotate tart so glaze coats top evenly. Let stand until glaze is set, about 1 hour.

NEW! Member-Owner BUYING CLUB

New! Member-owners* may now pre-order full cases of natural groceries at big discounts. Purchasing through our Member-Owner Buying Club, most items are 15%-40% below retail.

To order, stop by the Buying Club desk in the self-service tea & coffee area. Browse through the catalogue and fill out a form for each item desired. You may also view the catalogue and download an order form online at: rivervalleymarket.coop/about/grocery-department/member-owner-buying-club/. Print as many order forms as you need, fill them out, and return them to the store.

**Only River Valley Market member-owners in good standing may participate. Members of neighboring co-ops are not eligible unless they also have memberships with River Valley Market.*



River Valley Market

Your locally grown food co-op

330 North King Street

Northampton, MA 01060

On Routes 5 & 10, just south of I-91 Exit 21.

413.584.2665

info@rivervalleymarket.coop

www.rivervalleymarket.coop

Open daily 8 am to 9 pm

Everyone is welcome.

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rivervalleymarket.coop

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