

PASQUALE BROTHERS

D O W N T O W N L T D .



NOTES FROM ANUGA (COLOGNE GERMANY):

First off, weather was very good, same as Toronto. However, on the train from Cologne to Frankfurt, quite a few areas were snow-covered, at the higher altitudes and this was only October 14. Shades of what is to come here shortly.

The show is massive. I think over 7500 exhibitors, but this also includes equipment and machinery. A lot of our suppliers were there, and it is necessary once every few years to re-establish our relationship with them.

Are they introducing any new products? Are they discontinuing any lines? Has our sales representative changed? What are their plans going forward? With Canadian suppliers, we have almost weekly or monthly contact. With the Europeans, it may only be once a year, and so much can happen in 12 months.

At Paisanella, they gave me a great recipe for their Strawberry Pasta...cook pancetta until it is quite crispy, pour over cooked pasta, and drizzle on a high quality Balsamic (our Paltrinieri). To reinforce how delicious it is, they lick their lips, and motion with their hands, like only Italians can do.

With three frosts over last winter, the artichoke crop really suffered in Spain. On the other hand, the heat ruined other crops in Italy. Luckily, one supplier still had San Marzano tomatoes; the other supplier has none. He was bemoaning the fact that he had a booth at ANUGA, but no product to sell.

With the bad olive harvest, producers were using olives, normally reserved for the table to press for oil. The result of this, a shortage of table olives, and if there are any, high in price. This is the rule of: Unintended Consequences.

BACK IN CANADA, there is a looming shortage of imported cheese. The quota system was implemented in 1974 (yes, I was already working when it came in). Canadian cheese has developed a worldwide reputation, but this yearly crisis, artificially created, has to be changed and hopefully solved.

RECIPE ALERT

ONE MEAL THAT I HAD RECENTLY, ADDED TOASTED PUMPKIN SEEDS (PEPITAS) TO PUMPKIN AGNOLETTI...
DOUBLE TASTE WHAMMY!

**MARK YOUR CALENDARS FOR
OUR HOLIDAY SATURDAY OPENINGS:
DECEMBER 5, 12 & 19, FROM 10-4P.M.**

And speaking of change, Pasquales is gearing up for our 100th Anniversary. First thing to happen, we have brought in a new person, who will be out on the road. **TONY BURT**, is our new point man. We are keeping him busy here, learning the products, customers, vendors, routines...do not hesitate to contact him directly or come by the store and meet him:
tony@pasqualebros.com



In case trying to absorb 98 years of idiosyncrasies is not enough, he has managed to bring the wholesale price list up to date, and now he is working on revamping the web-site (all in less than 2 months).

In these times of tight budgets, larger establishments want to keep their inventories low. Pasquales has a minimal amount for delivery. And our Cash and Carry warehouse, has no minimum. One of our clients, comes in weekly just for 6 pieces of our goat cheese. Another 1 cs of Arborio rice, and a 20# bag of Panko. Some of our small to medium size clients, really appreciate the fact that we split cases and can cut cheese to order.

Another question that we are asked around here: do we have a **TEA** program? To answer that, we carry the best of the best: KUSMI from Paris. Tea aficionados know that they were the purveyors to the Russian court. Have you ever seen a photo of a Russian apartment without a samovar? Personally, I do not like the word "program". We have great tea, and our clients only have to buy what suits their needs.

And to close out October, how about those Blue Jays? Pretty exciting, and it brought such much needed excitement, to our trophy starved city.

I hate to bring up thoughts of the holiday season, but retailers have different thoughts than shoppers. Remember that we do custom baskets here. If that is not what you are looking for, Bonci cakes or De Martini chocolates, appeal to the most discriminating of tastes!