

PASQUALE BROTHERS

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

FEBRUARY 2016

Purveyors of Fine Food

FOODIE'S CALENDAR

Even though February is the shortest month of the year, there is a lot happening! Winterlicious is still on, Valentine's Day and Restaurants Canada annual trade show. These are all major events in a foodie's calendar. Try and drop into the store, for some inspiration for special menus.

One of our foodservice clients (a private golf club), saw the updated website, and zeroed in on a pasta shape, that will be the centrepiece of his Valentine menu. We are flattered. Another great idea for **FEBRUARY 14**, De Martini chocolates from Turin, Italy. Still a few boxed items or even loose truffles. Whether going out or staying in, good chocolate is always popular.

WWW.PASQUALEBROS.COM



Make sure that you take a peek at Tony's photography and new layout of the site; lots of positive comments and super easy to navigate.

WINTERLICIOUS is a perfect time to try out a new restaurant. Over 200 venues are participating, a great way to break up the month.

As always at the **TRADE SHOW**, we put our collective heads together to dream up samples that show the versatility of our products. One of favourites is: mini bocconcini + pesto + semi-soft cherry tomato, on a skewer. Another constant is our own Pasquale goat cheese with the caramelized peppers.

Last year, Chef Angelo Ficacci created Italian Sushi... overlapping prosciutto slices with stemmed artichokes, vegetable pate, rolled up and then sliced, vertically.

The slate plates were a hit in the refrigerated showcase, so we will be repeating that motif.

Even though equipment is making up over 50% of the show, it is a great time to get out and see some new trends. Remember our booth number #1741, hoping to see you there.

The retail store was extra busy in December, so we are busy restocking the warehouse. And the one item that the clientele specifically missed: **TRUFFLE CHIPS**. The order could not arrive for the holiday season, but it is on its way. As always, the **BONCI CAKES** were a huge hit. We have a few remaining, so come in and snap them up. A restaurant toasted them, then served them with homemade ice cream for their New Year's Eve menu...people are still talking!

One of the fun things about the Saturday holiday openings, is that there are always new customers. They love the idea that we actually provide samples! Our good friend, Bruna, volunteered to supervise the sampling table out back. It was a cocktail party, without the drinks...

Both **SETARO AND PAISANELLA PASTA**, in our view, are quality products, and we are very proud to carry them. It was a real compliment when one of our customers said:

"the pasta is filling, but you do not feel stuffed."

A quick supper when the pantry is running low: a flavoured Setaro pasta with sauteed vegetables, comfort food.

ATTENTION BARGAIN SHOPPERS

after inventory, we always see a few items that are not moving as quickly as we would like. Or our favorite: a client asks us to order in a product, which we do. Then they take it off the menu, without mentioning it to us. Next time that you come by or telephone, make sure that you ask what is on special. These kinds of specials, are especially timely, considering the rapidly rising food costs. Fruit and vegetable prices will come down, when Ontario produce makes an appearance in the late spring (not soon enough in my eyes).

There are still 2 more months of winter, so lots of time to cook up a fondue, make a soup or stew.

We have Gruyere, Swiss and French gherkins for the fondue; San Marzano tomatoes, dried beans for the soup and a great addition to a stew, Sherry Vinegar. **LOTS OF INSPIRATION IN THE STORE.**