

CELEBRATING 20 YEARS! LOOKING BACK AT THE FIRST PETE'S FRESH MARKET

COMPLIMENTARY

fresh living

SPRING 2014

Delicious!

**RASPBERRY
SANDWICH
COOKIES**

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GRILLED
SALMON WITH
SPINACH
(PAGE 4)

WELCOME SPRING

Experience the season with bright produce

WHAT'S IN SEASON: Selecting ripe produce at its prime

BITTER MELON: Exploring international produce

GRADUATION: Simplify the big day with catering



VOLUME 1 ISSUE 1

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Welcome to our first edition of the Pete's Fresh Market quarterly. We're committed to bringing our customers new trends, simple recipes, and an intimate look into our family owned and operated company. We hope you enjoy it!

WHAT'S IN SEASON

ASPARAGUS

This vegetable is a healthy addition to any meal. It's packed with nutrients like vitamins B6, C, E, K, calcium, fiber, beta-carotene, and iron. Did you know that during the peak of the season asparagus may need to be picked every day to keep up with the growth?



CHERRIES

Spring is the best time to make desserts with this sweet favorite. You can also plan a road trip to Traverse City, Michigan over the 4th of July weekend to attend the National Cherry Festival.

ARTICHOKE

While we may eat just the bud of this plant, it can grow as large as the average adult. It's a good source of vitamin C, folic acid, and magnesium.



PRODUCE IN THE LIMELIGHT

BITTER MELON The name doesn't lie; this is one incredibly bitter fruit! If you are unfamiliar, bitter melon is an Asian produce item, commonly used in Indian cooking. The fruit has a unique bumpy texture and a shape similar to a cucumber or zucchini. Select a firm and unblemished melon that is somewhere between 5 and 12 inches in length. Once at home, you can store it in a loose paper or plastic bag in your refrigerator.

Prepare the bitter melon by cutting it in half and then discard the seeds and fibrous core; you will want to eat the tender skin and crunchy interior. It is then commonly stuffed, curried, pickled, or stir-fried. Cooks balance the melon's strong bitterness by combining it with garlic, chili peppers, or coconut milk.

You can find recipes for using Bitter Melon all around the world. It's a popular item to add to dishes from Asia to South America. The most popular preparation is in pork stir-fry.

NUTRITIONAL FEATURES

Serving: 1 cup

Calories	20	Vitamin A	28%
Potassium	9%	Vitamin C	53%
Protein	4%	Vitamin B-6	20%
Sugar	0.6 g	Magnesium	13%



NEW IN STORES



PEACE CEREAL

Peace Cereal only uses premium all-natural, non-GMO ingredients. Peace Cereal still delivers healthy and delicious cereals with exciting flavors that are unmatched by any other cereal. Plus, all Peace Cereal products are loaded with whole grains, fiber, and protein to start your day right.

Varieties include: Mango Peach Passion, Blueberry Pomegranate, Cherry Almond, and more.

STUBB'S MARINADES

Stubb's Bar-B-Q sauces, marinades, and rubs are all natural and gluten free. Stubb's never uses artificial preservatives or colors, giving your barbecue the authentic, Legendary Texas Flavor that Stubb was known for.

These all-natural marinades are specially blended with unique herbs and spices to help enhance the flavor of any cut of meat. It's the perfect way to add some excitement as we go into grilling season! Look for a variety of sauces, marinades, and rubs at our stores.



BLUE CHAIR BAY WHITE RUM

Behind this white rum is Country Star, Kenny Chesney. The rum is distilled steps from the beach and mellowed in white oak casks right on the Caribbean coast.

STARBOROUGH SAUVIGNON BLANC

This crisp New Zealand white wine has strong and vibrant fruit flavors with crisp, balanced acidity levels. Bring a bottle to any outdoor party.

MILLER FORTUNE

Miller's new premium golden-amber lager is rich with a malty aroma, a light body, and a crisp, clean finish.



EXPANDED ORGANIC PRODUCE SELECTION

Come check out the wide selection of organic and specialty produce now available at our 43rd & Pulaski, Cermak & Rockwell, Calumet City, and Oakbrook Terrace locations!

*Items may not be available at all locations.

Welcome Spring

after a long winter,
the happy return of seasonal produce



While it seemed like it would never come, Spring is finally here. The collection of recipes that follow feature light and bright flavors. These dishes will help you to remember that the sun and warmth has thankfully returned to Chicago. All of these recipes make for an excellent lunch menu. As an alternative to the spinach in our first dish, try swapping it out for the roasted asparagus. These simple recipes will be impressive to any guest at your next celebration.

GRILLED SALMON WITH SPINACH

Serves 4

INGREDIENTS

For the salmon

- 4 salmon fillets
- Salt
- Freshly ground black pepper
- 2 tablespoons olive oil

For the spinach

- 1 ½ pounds fresh spinach leaves
- ½ medium white onion, diced
- 6 garlic cloves, minced
- 2 teaspoons salt
- ¾ teaspoon freshly ground black pepper
- 1 teaspoon oregano
- 1 to 2 tablespoons fresh lemon juice
- 2 tablespoons olive oil

DIRECTIONS

SALMON

1. Preheat oven to 450° F.
2. Place a large grill pan with a handle over low heat and pre-heat for 1 minute.
3. In the meantime, lightly brush the salmon with olive oil and season with salt and pepper.
4. Increase heat on the grill pan to medium-high. Place the salmon on the grill pan and cook until the fish has grill marks, about 3 minutes.

To make cross-hatched grill marks, use a spatula to re-position the fish about 45 degrees (keep the same side up). Cook 2 minutes more.

5. Turn the salmon over, and transfer the grill pan to the oven. Continue cooking the fish in the oven for 2 to 3 minutes for pink inside, 5 minutes for medium, and 7 minutes for well done.
6. Remove the fish from the pan, and let rest for 2 minutes to finish cooking. Serve.

SPINACH

1. In a large pot, heat the olive oil and saute the garlic over medium heat, about 1 minute making sure not to brown. Add diced onions, cook until translucent, about 5 minutes.
 2. Add all of the spinach, salt, pepper, and oregano. Toss to coat. Cover the pot and cook for 2 minutes.
 3. Uncover the pot and turn the heat on high, and cook the spinach for 1 minute, stirring with a wooden spoon until all of the spinach is wilted.
 4. Drain liquid from pot; add lemon juice to taste. Keep warm until serving.
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ROASTED ASPARAGUS

Serves 4

INGREDIENTS

- 1 bunch asparagus spears
- 3 tablespoons olive oil
- 1 ½ tablespoons grated Parmesan cheese
- 1 clove garlic, minced
- Kosher Salt
- Freshly Ground Black Pepper



DIRECTIONS

1. Preheat oven to 400° F.
2. Break off or cut the tough ends of the asparagus and place on a baking sheet.
3. Drizzle with olive oil and toss to coat the asparagus completely. Spread the spears in a single layer.
4. Sprinkle liberally with salt, pepper, the minced garlic, and the grated Parmesan cheese.
5. Roast in the oven for 25 minutes, or until tender but still crisp, depending on thickness.

CREAMY RASPBERRY SANDWICH COOKIES

Makes 3 dozen

INGREDIENTS

- 1 $\frac{3}{4}$ cups all-purpose flour
- 1 teaspoon baking soda
- $\frac{1}{2}$ teaspoon salt
- 1 $\frac{1}{4}$ sticks (10 tablespoons) unsalted butter, room temperature
- 1 $\frac{1}{2}$ cups plus 2 teaspoons sugar
- 1 large egg
- 2 teaspoons pure vanilla extract
- 6 ounces (1 cup) fresh raspberries
- 7 $\frac{1}{2}$ ounces white chocolate chips
- $\frac{1}{3}$ cup heavy cream

COOK'S NOTE

Store cookies in an air-tight container for up to 2 days.

DIRECTIONS

1. Preheat oven to 350° F. Whisk together flour, baking soda, and salt; set aside.
2. Mix butter and 1 $\frac{1}{2}$ cups sugar with an electric mixer on medium-high until fluffy, about 2 to 3 minutes. Add egg and vanilla extract; mix until smooth. Reduce speed and gradually mix in flour mixture.
3. Scoop batter into 1 inch balls, space 2 inches apart on baking sheets lined with parchment paper.
4. Bake cookies 4 minutes and remove from oven. Flatten cookies with the greased bottom of a flat drinking glass. Return to oven and bake until cookies are lightly browned on the edges, 4 to 6 minutes more. Remove and let cool on parchment on wire racks.
5. Puree raspberries and remaining 2 teaspoons of sugar in a food processor; strain seeds if possible. Set mixture aside.
6. Melt white chocolate in a glass heatproof bowl set over a pot of simmering water. Remove from heat and whisk in cream slowly. Steadily whisk in raspberry mixture. Refrigerate up to 45 minutes.
7. Spread 1 spoonful raspberry cream on the bottom sides of half the cookies. Sandwich with remaining cookies.

MENNING MIMOSA

A fresh twist on the classic mimosa

Makes 1 cocktail

INGREDIENTS

- 6 tablespoons fresh squeezed orange juice, made in stores
- 2 tablespoons fresh squeezed lemon juice
- 2 tablespoons orange flavored liqueur, such as Grand Marnier
- Sparkling Wine, chilled
- Fresh mint leaves

DIRECTIONS

In each Champagne flute, combine orange juice, lemon juice, and liqueur. Top with sparkling wine. Garnish with mint leaves and serve immediately.





CELEBRATING 20 YEARS

*Looking back on
57th and Kedzie*

Although Pete's got its start in the early 1970s with its first locations on 87th & Stonely Island and North Avenue & Central, Pete's Market made its official debut in 1994. As we celebrate 20 years at our 57th and Kedzie location, let's take a walk down memory lane.

The original building was a former Jewel, and when the remodeling started, there was little confidence in the development. The McDonald's across the street was on the verge of closing and the surrounding area was pretty dead. However, Pete's knew

that this community was something special, which is why we invested into making the move from our small produce stands to this "big" store.

The employees were so excited to make the leap. In fact, many of the baggers, cashiers, and produce stockers who got their start at 57th & Kedzie are still a part of the Pete's Fresh Market family to this day. As Jose Rodriguez (current General Manager at our 47th & Kedzie location) says, "We worked long hours, but we enjoyed being a part of the Pete's family. We were proud of what we accomplished and were so hungry to learn. The store was always packed and our customers left happy. What more could we ask for!"

From the beginning, 57th & Kedzie was a close-knit neighborhood store. The customers knew us by name and walked from their nearby

homes. We're lucky to say that hasn't changed much.

Looking back 20 years, it's fun to think about all that *has* changed. Back then, we used to unload and display pumpkins and watermelons in a 12 man assembly line. We had a night shift just to bag onions and potatoes. Our cash registers were simple adding machines. There was no need for a sales paper because all the advertising was done with big signs in the window. A lot may have changed in 20 years, but the core values of freshness and quality are still the same.

Even though we're expanding to new communities, we will always continue to reinvest into our first Pete's Fresh Market. We care about our original neighborhood store and the loyal customers who have supported us since the beginning. To the next 20 years!



SHOP THIS ISSUE

PRODUCE

- ☐ 1 ½ lbs. Fresh spinach leaves
- ☐ 1 Medium white onion
- ☐ 1 Head of garlic
- ☐ 2 Lemons, plus as needed for cocktail recipe
- ☐ 1 Bunch asparagus
- ☐ 6 oz. Fresh raspberries
- ☐ Fresh squeezed orange juice
- ☐ Fresh mint leaves

MEAT, SEAFOOD, & POULTRY

- ☐ 4 Salmon fillets

GROCERY

- ☐ Salt
- ☐ Black pepper
- ☐ Olive oil
- ☐ Dried oregano
- ☐ All-purpose flour
- ☐ Baking soda
- ☐ Sugar
- ☐ Pure vanilla extract
- ☐ 7 ½ oz. White chocolate chips

DAIRY

- ☐ Grated Parmesan cheese
- ☐ Unsalted butter
- ☐ Eggs
- ☐ Heavy cream

LIQUOR

- ☐ Grand Marnier
- ☐ Sparkling wine

Cut me out
and take me
to Pete's Fresh
Market!

Graduation Catering

Simplify the big day

Planning for your child's graduation party can take weeks of preparation. Why not make it easier on yourself by letting Pete's Fresh Market take care of the food? Our delicious dishes are a simple way to impress not only all of your guests, but also your new graduate.

We offer a full menu that includes appetizers, sandwiches, entrées, and desserts. Why not try a menu that starts with homemade guacamole and Chicago's freshest fruits and veggies? After that, kick off summer with smothered BBQ ribs. Keep the party going with our decadent and freshly baked desserts.

View the full catering menu under the "Catering" tab on our website, www.PetesFresh.com. You can also call or visit your local store to plan your celebration. Don't forget, we also carry flowers with custom arrangements available upon request!

