



Hello shoppers! and welcome to the winter edition of Fresh.

Hasn't it been a glorious autumn? After the disappointing summer, it was lovely to have some mild and sunny autumn days. Let's just hope we don't have to pay for it with a hard winter.

So what's new? Well, lots, as usual. But most importantly, we are delighted to tell you that the butchery, which is the foundation of our business, has won even more awards recently, taking their total to 11 (more details below).

We are slowly gearing up to Christmas now, and have taken a record number of turkey orders already - I think perhaps at this point I need a mulled wine and mince pie to get me in the spirit!

Happy reading.

Georgina and Ross Mason

The Great Taste of Gonalston

GFS is celebrating after winning three prestigious Great Taste Awards. We have been awarded a much-desired two star Gold Great Taste Award for our Andies Boerewors sausage, a one star Gold Great Taste Award for Beef and Horseradish sausage and also a one star Gold Great Taste Award for Biltong.

Regarded as the industry Oscars, The Guild of Fine Food's annual Great Taste Awards are the UK's largest independent evaluation of fine food and drink.

Each year, almost 4,500 foods are blind-tasted by up to three separate teams of experts before the awards are made. As a result, 530 Great Taste Awards were given for excellence in taste, texture and flavour.

Bob Farrand of the Guild of Fine Food, said: "These awards have been running for 14 years now and are a recognised mark of excellence that consumers can trust and rely on.

The winning products have been through a thorough judging process and we are able to assure consumers that the Great Taste logo, which all award winners can use, signifies genuine, proven fine food. It's not just a supermarket premium marketing slogan that bears almost no relation to the quality of the food in the packet.

The Great Taste Awards reflect what is happening in the fine food halls, delicatessens and farm shops throughout the UK and during judging we tasted some fantastic gourmet delicacies from all over the world."

GFS is no stranger to these awards, having entered every year since the business opened in 2003. We have now achieved a total of eleven Great Taste Awards, ten for our sausages and one for our South African butchers' very own recipe Biltong.

George said: "These awards get harder to win each year, as the standards just get higher and higher. This is just the best reward for our hard-working butchery team for their dedication to new product development, and skill in producing top-quality local food."



Turkey Talk!



This Christmas we are stocking succulent Kelly Bronze turkeys from Botterills in Croxton Kerrial and Seldom Seen Farm in Leicester. We also have the ever popular free range geese (again from the Vale of Belvoir). Unfortunately we have now sold out of our Gonalston Farm Fresh turkeys reared in the village.

Why not try a fully-boned three bird roast this Christmas? Either a pheasant within a chicken within a goose, or a

pheasant within a chicken within a turkey - try and explain that to your dinner guests after a few G&T's! We supplied these for the first time last year and one customer emailed us, "I cannot tell you how delicious our three bird roast was, being a 'Christmas traditionalist' I was not too keen on the idea, but when I came to carve it was like slicing bread and there was not a scrap of waste and the leftovers made the tastiest turkey sandwiches I have ever eaten!"



SUPPLIER fresh looks at where
IN THE SPOTLIGHT our food comes from

ATHERLEYS OF FARNSFIELD



G. Atherley and Sons Ltd have been supplying us with their beautiful bread from day one of opening.

The range includes plain and simple (but extremely good) white bread, wholemeal, granary, white granary, olive bread, walnut bread, cobs and baps.

The family company has been in business since 1936, when it was started by George Atherley, who used to deliver the bread by horse and cart. He was succeeded by his son, William, who was in turn succeeded by his son, Paul, and now Paul's sons, James and David, have joined the business.

When you buy Atherley's bread from the farm shop you can be sure that it is as fresh as it could possibly be. Unlike many bakers, Atherley's never bake bread one day for sale the next. Everything is baked overnight ready for each new day.

With the first loaves coming out of the oven at 5am in the morning, it's hard work, but that doesn't worry the Atherley family.

As Paul's wife, Pauline, said: "It's a way of life."

And we're very pleased that it is.

Focus on...

Two people who the customers rarely see, but are absolutely key to the smooth running of GFS, are Louise Lee, and Kate Cressey.



Louise and Kate beaver away behind the scenes, only occasionally emerging, blinking, into the light! Indeed, the best time to spot these shy creatures is in the next few weeks, when they can be seen lending a hand at our tills in the busy run-up to Christmas.

Louise, who lives on a local dairy farm has been with GFS since the beginning and ever since has been passionate about the business – her job role is rather diverse but includes all things financial, marketing, advertising and general 'fixer'!

Kate, who too lives on a local arable farm is responsible for HR and Health & Safety – our 'people' person she is the one who recruits, then ensures that the team are happy and working safely – she misses not a trick!



Turkey Cooking Tips

Sometimes Christmas lunch can seem like a daunting task, especially if this is the first time that you are preparing for a large number for dinner. The secret is always in the planning and being well prepared. When people ask me how I cook my turkey I find one of the easiest ways is to allow 18minutes per 450g/ 1lb at 190°C Gas 5/ Fan 170°C. Brush the breast of the turkey with melted butter and season well. Arrange 6-8 slices of bacon slightly overlapping or in a criss-cross pattern in a row along each breast. Place a peeled onion, half a lemon and some fresh herbs such as thyme and parsley in the cavity of the bird then cover the bird loosely with foil before cooking. Remove the foil the last hour of cooking. Baste the bird at least three or four times during cooking to keep it moist.

When stuffing a turkey, stuff the neck end and always calculate the cooking times on the total weight, including the stuffing, to make absolutely sure that it will be cooked through. A stuffing will always help to keep the turkey moist but remember that stuffing will swell during cooking so do not over pack as it may burst the skin and spill out. Cook any extra stuffing separately.

Juices from a cooked bird should run clear when a skewer is inserted into the thickest part of the thigh. Allow 20-30 minutes resting when cooked. This allows the meat to firm up and the juices to settle and makes carving easier. Cover the bird with foil so that it stays hot.

If you plan to freeze the turkey never stuff it prior to freezing it. Always freeze the stuffing separately.

Tips when making a stuffing.

Use bread, which is 2-3 days old for the breadcrumbs. As an approximate guide make 225g/8oz stuffing for each 2.3kg /5lb bird Always season a stuffing well. Try using one of Gonalston Farm Shop's sausages in the stuffing – just pick one of your favourite ones, remove the skins, press the sausage meat out, add a finely- chopped onion, half a cupful of breadcrumbs and a little egg to bind – all the flavour is already in the sausage.

Sausage, Cranberry and Chestnut Stuffing.

25g butter
2 large onions, finely chopped
450 g pork sausage meat
225g fresh breadcrumbs
225g unsweetened drained chestnuts, drained
grated zest and juice of 1 orange
1 level tsp dried sage or 1 tbsp fresh
100g fresh or frozen cranberries
salt and pepper

1. Melt the butter in a frying pan, add the onions and sauté until softened but not coloured.

2. Place into a large bowl and mix in remaining ingredients. Season well.

This recipe makes enough for a 4.5-5.4kg (10-12lb) turkey

NEW PRODUCTS

Everyone has their own GFS favourites, but don't forget to keep your eyes open for new products – we are introducing them all the time, and they may well end up being on your favourites list themselves.

Handmade fine English truffles and chocolates from Holdsworths of Bakewell in Derbyshire are the most scrumptious you could wish to find. Why not treat someone special (yourself, maybe) to something from this luxurious range? Talking of scrumptious, Cartmel Sticky CHOCOLATE puddings definitely fall into this category too!

Other new treats to try include the teapigs range of high quality teas and infusions; salted or caramel flavour rice cakes

from Mrs Crimble's wheat, gluten and dairy-free range; Mr Pitchfork's English mustard; luxurious traditional puddings from Brambles Desserts; Tyrrell's beef and horseradish crisps; Pimminster savoury pies; F.C. Phipps savoury cold cutting pies; Walter Smith's Supreme Champion award winning pork pie; loose dates; Seldom Seen Farm goose fat (from Leicestershire)... there are bound to be more, but that should whet your appetite.



Richard Bramble Porcelain Ceramics

New to the shop is a stunning collection of ceramic plates, bowls and dishes.



This range is complemented by some beautiful and fun tea towels, aprons and gift sets. Richard Bramble's work is inspired by a love of the coast, fishing, diving and cooking. All ceramics are made from hard-wearing porcelain and are microwave and dishwasher proof.

Our personal favourite is the John Dory plate, located with many other items from the range, next to the fish counter.

Hampers, hampers everywhere!

Our ever increasing range of hampers is now up and running on the GFS website. Orders can be placed via the internet shop for delivery or by telephoning the farm shop for collection.

We can also make up bespoke hampers, just choose a basket or box from our huge range, pick your products and we will make them up into a stunning gift for you. We will be frequently updating the website and will be producing a range of Valentine's, Mother's day, Easter and gift hampers in the New Year.

Our internet butchery is going from strength to strength – a meat hamper makes an ideal gift for carnivores everywhere!



CHILDREN'S CORNER

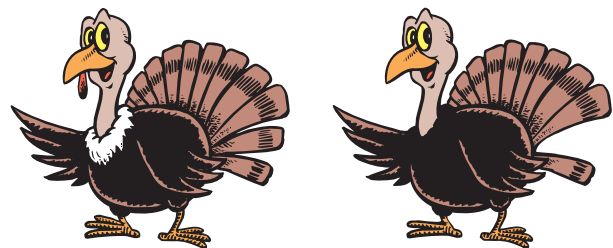


"Hello, my name is Holly Chapman and I am 4 1/2 years old. Mummy, Daddy, my brother Callum and I recently decided to buy four hens so we could have lovely fresh eggs for our breakfasts. They are called May, Henrietta, Minnie and Paxo! They love roaming around our

garden and nibbling all Mummy's vegetables and flowers. Their favourite treat is sour milk...yum, yum! We all think they are very funny pets to have and very friendly."

Holly wins a prize for telling us about her hens – and if you tell us about your good food hobby, then so could you. In our last edition we heard about Elizabeth from Bottesford, who has grown her own courgettes this year. If you are under 12 and grow your own vegetables, keep chickens, enjoy cooking, or even have your own compost bin, then we'd love to hear from you. Our contact details are on the back of this newsletter. Details must be with us by the end of January and the one we choose will be featured in the next edition of Fresh and will receive a prize.

Spot the difference!



Circle the 4 differences on the turkey on the right, fill in your details, cut out and return to us before Jan 15th 2008 and you may win a GFS Goodie Bag

You must be ten years and under to take part. Please feel free to take another copy of the newsletter from the till for brothers and sisters.

Name _____
 Address _____

 Telephone Number _____
 Age _____

Feedback

If you have any feedback please contact us in the shop, by phone (0115 966 5666) or by email (info@gonalstonfarmshop.co.uk). Alternatively, complete the form and post it in the box by the till.

- Please add me to the GFS Fresh newsletter mailing list
- I would like more details about the GFS Fresh loyalty card.

I have the following comments/suggestions:

Name: _____

Address: _____

Dates for your diary

The last date for Christmas poultry orders is **Sunday 16th December**. Don't forget to also place your orders for items from the butchery, fish counter and deli.

We will be celebrating Farmhouse Breakfast Week between **Sunday 20th January** and **Saturday 26th January**. Our butchery team are already devising some delicious breakfast sausages to titillate our taste buds – team these with Vera Oxby's eggs and an Atherley's bag for a scrummy breakfast. We will also have promotions and tastings taking place all week so come in out of the cold and warm up in the farm shop with some delicious Spoff porridge.

Every January we have to shut the shop for a few hours to allow us to carry out our annual stock take. This year the shop will be shut on **Thursday 31st January** opening again as usual from 9am on **Friday 1st February**. Apologies in advance for any inconvenience this may cause you



Fascinating Facts!!

Between December 1 and 24 last year we sold 459 jars of goose fat – it makes by far the best roast potatoes.

E-Newsletter

Would you prefer to receive your Newsletter by email? If so please let us know by email to newsletter@gonalstonfarmshop.co.uk. Please quote the four digit number on the bottom right hand corner of the address label and we will amend your details.



Southwell Road
Gonalston
Nottinghamshire
NG14 7DR

T: 0115 966 5666
F: 0115 966 5777
E: info@gonalstonfarmshop.co.uk
www.gonalstonfarmshop.co.uk

Opening Times

Tuesday to Saturday 9am to 6.30pm
Sunday 10am to 4pm
Closed Mondays
Bank Holidays 10am to 4pm

Please note: We will be opening seven days a week from Monday 12th November until Christmas

CHRISTMAS OPENING TIMES

Christmas week Sat 22nd and Sun 23rd 8am to 6.30pm
Mon 24th 8am to 2pm
Closed Christmas Day, Boxing Day and Thurs 27th
Re-open Fri 28th 9am to 5pm
Sat 29th 9am to 5pm
Sun 30th and Mon 31st 10am to 4pm
Tuesday 1st Closed
Wed 2nd normal opening times



Newsletter
Winter 2007