

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: _____

Check out our fab Christmas Decorations in store now!



Opening Times

Tuesday to Thursday 9am to 6pm
Friday 9am to 7pm
Saturday 9am to 6pm
Sunday 10am to 4pm
Mondays closed

Christmas Opening Times

Open Mondays from 4th Dec 9am - 6pm

Fri, 22nd Dec 9am - 7pm
Sat, 23rd Dec 8am - 6pm
Sun, 24th Dec 8am - 2pm
Mon, 25th - Wed, 27th Dec - closed
Thurs, 28th Dec 10am - 4pm
Fri, 29th & Sat, 30th Dec 9am - 6pm
Sun, 31st Dec 10am - 3pm
Mon 1st Jan - closed
From Tues, 2nd Jan - normal opening times

We will be closed from
Monday 29th January 2007
and re-open our new-look store on
Saturday 3rd February

The
Countryside
Agency

east midlands
development agency
the catalyst for change



Southwell Road
Gonalston
Nottinghamshire
NG14 7DR

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

GONALSTON
farm shop
fresh
A FRESH TAKE ON FOOD

Newsletter
Winter 2006



A FRESH TAKE ON FOOD

Winter 2006



Hello shoppers! Welcome to the latest edition of Fresh – looking forward to some warming winter treats.

Well, where did summer go? And autumn, for that matter? Well, much of it has been spent overseeing our exciting building project. We can't wait for it to be finished so that we can reveal our new look.

George did manage to find some time to go on a food fact-finding mission in Canada, though, and it proved to be quite an experience. Read on to find out more.

Georgina & Ross Mason

Globe Trotting



In August George set off for Canada with three other UK farm retailers to check out similar businesses in Nova Scotia.

They went to see former Nottinghamshire man Pete Lockett, who emigrated in 1979 and has since become something of a food celebrity over there. In fact he's known as Canada's greengrocer – not bad for someone who learned his trade on Sneinton Market!

George spent as much time as she could in his stores, in all the departments, but particularly on the fish counters, picking up tips for the one planned here.

"He gave us the run of his farms and we gained loads of experience. We learned such a lot about every aspect of the business, from retailing to display skills," she said.

Pic - A giant Halibut

Building progress...

It's been a long job, we know, but it will all be worth it in the end (that's what we keep telling ourselves anyway).

We have reached the stage of plumbers, electricians and general finishing-off. Although much of our lovely new space is already in use, we will be finishing off the work after Christmas and plan to have a 'proper' launch towards the end of February.

We apologise for any inconvenience to our loyal customers but, as you know, we have grown so much since opening just over three years ago, that we really were bursting out of our seams and an expansion was the only option.

There will be a new front door, with designated parking for the disabled close by, and even a trolley park. Inside, we will have our larger, improved deli and butchery counters, and a fresh fish counter, along with better behind-the-scenes spaces.

More Awards

We are still feeling smug about being named Small Business of the Year 2006 in the Nottinghamshire Business Awards, and can you blame us?



Since then our already-award-winning sausages have picked up some more accolades, winning two silvers and a bronze at the Great Taste Awards, run by the Guild of Fine Food Retailers.

Why not try our new Nottinghamshire Sausage? It's a delicious, lean combination of pork, venison, redcurrant and parsley.



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

The Country Victualler

The Country Victualler, based in the tiny village of Winkburn, near Newark, is a small family firm producing gourmet foods.



Run by a husband and wife team, Richard and Jane Craven-Smith-Milnes, it was established in the early 1970s.

In 1996 they converted a redundant farm building into a modern, hygienic factory unit.

They specialise in hams, pates, smoked meat and poultry – plus scrumptious plum puddings. Their moist, marmalade-glazed Alderton Ham is a particularly special treat, and is one of our best-selling products.

Dates for your diary

As always, get these dates in your diary now, or you'll be kicking yourselves for missing some great tastings.

On **November 22** we will be having our Christmas tasting day, when all manner of festive fare will be available to try, from 11am to 7pm.

The last date for ordering Fresh turkeys for Christmas is Saturday, **December 16**. Our range includes succulent bronze turkeys from Botterills of Croxton Kerrial, and Norfolk bronze organic birds. We can also take orders for fully-boned three-bird roasts – either a pheasant within a chicken within a goose, or pheasant within a chicken within a turkey. Don't forget ajar of goose fat for the roast potatoes.

Looking ahead, Farmhouse Breakfast Week is from **January 21 to 27**, when there will be tastings of some scrummy bacon, eggs and sausages, with discounts available on a range of products. Go on, treat yourself.

A very important date is Sunday, **January 28**, when the shop will close at 4pm and remain closed until Saturday, **February 3**, at 9am, when we re-open after our hand-over from the old to new premises. Apologies in advance for any minor hiccups!

Just a reminder...

You know how important it is to us here at GFS that we all try to protect the environment – and that includes cutting down on useful but litter-creating carrier bags.

We'd like to remind our customers that we'll knock a penny off your the bill if you bring in an old carrier bag to re-use each time you shop with us.



Teresa Cooks



What constitutes game? It is interpreted by sportsmen as anything that can be legally shot within their various seasons. Game is healthy, low in fat, high in protein, can be inexpensive and easy to cook and is usually divided into three categories – fur, feather or fin being game fish such as carp, wild salmon and trout, anything that swims free. Each country has its own game laws and is subject to international wildlife legislation.

I will be honest the word game evoked fear to me – I had no idea how to cook pheasant or partridge and avoided hare and rabbit. I am not sure whether this was due to seeing them hanging on market stalls as a child or the fact that one of my best friends was a grey lop-eared called Flopsy and it wasn't until I was sent to Sweden with a company I worked for that I became more adventurous and started tasting and cooking venison, elk and boar. So my advice and bible for successful game cooking – read The Game Cookbook by Carissa Dickson Wright & Johnny Scott, support local food festivals which often have demonstrations and talks about cooking game and look out for recipe inspirations at Gonalston farm shop in the form of leaflets. Start by trying something simple like the recipe below. This was developed and cooked by celebrity chef Rachel Green for our Game demonstration at Woodborough Hall and is absolutely delicious.

Venison Stroganoff with Wild Mushrooms
 Serves 4-6

- 750g sliced venison haunch steaks
- 2 medium onions chopped
- 1 large clove of garlic crushed
- 250g sliced button mushrooms
- 50g dried porcini mushrooms soaked in warm water
- 1 tsp English mustard
- 2 tsps wholegrain mustard
- 60g butter
- 150 ml good beef or chicken stock
- Dash of brandy
- salt
- black pepper
- 250ml soured cream
- 250 ml double cream

Cut the venison into thin strips, but not too thin or the meat becomes overcooked. Season the meat with salt and pepper. Melt the butter in a wide shallow pan and fry the onion until soft but not coloured. Add the meat and brown it, then stir in the button and dried mushrooms, then the mustards and sprinkle in the flour and thoroughly combine. Pour in the stock and bring to the boil, carefully stirring through to the bottom. Then add the cream, sour cream and brandy, adjust the seasoning, serve with creamy shallot mash or buttered rice.

Focus on...

We are delighted to welcome **Mark Bright** as our new manager. He joined us in September after four years as general manager at the acclaimed Hart's hotel and restaurant in Nottingham, and brings with him a passion for food.



He made the move partly to adjust his work-life balance and allow him to spend more time with his wife and 3-year-old child, and partly because he was seeking a new challenge.

"I wanted to move into a sector of the food industry where I could use my skills in a different way," he said. "I am passionate about quality produce and supporting local producers.

Fish is one of Mark's specialities – he used to have his own fish restaurant – but he loves all good food and enjoys sharing his enthusiasm with the customers.

"I like to think I am someone people can come up to and talk to about food" he said. "I enjoy being very hands-on."

Our assistant manager is **Gemma Softley**. Although her background is working with horses for Olympic riders, no less, she fitted right in at GFS very quickly.



"She was really thrown in at the deep end and she just got on with it," says George. "She is very rarely fazed, and is an inspirational member of the team."

Our website

Now we know we promised that our super-duper new-look website would be up and running some time ago, but the best-laid plans...

Anyway, those of you who have tried looking will realise it is now ready – and we think it looks great and was well worth the wait.

Check out www.gonalstonfarmshop.co.uk for the latest on products and events, as well as lots of other useful and interesting information about us.



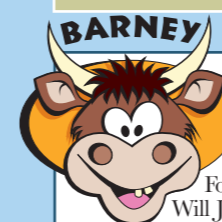
NEW PRODUCTS



This season, these include some hearty winters warmers.

How can you resist soups with names like these from the Jeremy's range? Try Razzle Dazzle Tomato and Basil, Crackin' Carrot and Coriander, or perhaps Piggy's Pleasure (otherwise known as pea and ham). All are tried and trusted by the team.

And for those of you who love Belvoir cordials – we haven't stopped stocking them, they have just changed the design of their bottles and labels.



Competition Corner

For your competition this time a young friend of ours, Will Jones, has created a wordsearch featuring lots of favourite festive food and drink. Simply find the 15 words listed to be in with a chance of winning.

The first correct entry drawn after the closing date will win their very own child-sized 4ft Nordman Christmas tree. (parents will be pleased to note: this is a non-shedding variety!)

You must be ten years and under to take part and get your entry in, with your name, age, address and phone number; by the closing date of December 1. Please feel free to take another copy of the newsletter from the till for brothers and sisters.

The winner of the 'label the vegetable' competition was Susannah McMillan (9) of Brinkley, who received a Hallowe'en pumpkin and a book token.

Name _____
 Address _____

 Telephone Number _____
 Age _____

Christmas Word Search

S	P	I	N	S	R	A	P	T	M	W	D
E	X	S	B	A	A	T	U	U	M	A	C
G	A	K	P	G	P	R	R	I	A	L	R
A	R	A	A	R	K	I	N	R	H	N	A
S	Y	B	F	E	O	C	Z	P	B	U	N
U	P	V	Y	E	E	U	G	R	F	T	B
A	N	L	T	M	E	N	T	G	A	S	E
S	H	X	E	K	I	B	O	S	B	M	R
B	R	A	N	D	Y	B	U	T	T	E	R
V	T	A	D	S	T	I	L	T	O	N	I
X	U	U	O	H	E	S	O	O	G	U	E
K	P	J	J	F	A	W	F	D	J	X	S

- | | | |
|-----------|---------------|-------------|
| BEEF | BRANDY BUTTER | CRANBERRIES |
| GOOSE | HAM | MARZIPAN |
| MINCEMEAT | PARSNIPS | PUDDING |
| RUM | SAUSAGES | SPROUTS |
| STILTON | TURKEY | WALNUTS |