



LOCALE

FREWVILLE/PASADENA FOODLAND

ISSUE#11

SPRING/SUMMER

ADELAIDESFINEST.COM.AU

@ ADELAIDESFINESTSUPERMARKETS



FREE

FOOD

|

STORIES

PEOPLE

|

EVENTS



OUR STORY

WELCOME TO OUR SPRING/SUMMER EDITION OF LOCALE! IF YOU ARE A REGULAR AT ONE OF ADELAIDE'S FINEST SUPERMARKETS, FREWVILLE OR PASADENA FOODLAND, YOU WILL ALREADY KNOW THAT WE WANT YOUR VISIT TO BE THE MOST REWARDING EXPERIENCE POSSIBLE.

Locale is designed to let you in on some of the stories behind our people, our products, our inspiration. The dictionary definition of Locale is: an area or place, especially one where something special happens.

A visit to our stores is more than a shopping trip. It's a place to come together, communicate, eat or just

observe. We want you to feel at home meeting friends, reading the papers, having a coffee or a long lunch then picking up supplies to share at home.

We hope you enjoy finding out about our family business and how we want to grow with our community. *

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MRNICKSKITCHENCOFFEEBAR ADELAIDESFINEST_FLOWERBAR



Roving foodie *Kylie Fleming* had a long career with News Limited. Look out for her roaming the aisles of Adelaide's finest supermarkets at Pasadena and Frewville, unearthing stories for *Locale*.



DEPARTMENTS

- Asian Grocer
- Breadbar
- Butcher's Block
- Cheesebar
- Dairy & Frozen
- Flowerbar
- Fresh Produce
- Grocery
- Health & Beauty
- Mr Nick's Kitchen
- Organics
- Salumibar
- Seafood
- Spicebar
- Wellbeing
- Online



Trading Hours —
Monday - Friday. 7am-9pm
Saturday. 7am-5pm
Sunday. 11am-5pm

Frewville Foodland
177 Glen Osmond Road,
Frewville SA 5063
Customer Service 1300 22 33 02
Phone (08) 8490 2800

Pasadena Foodland
20 Fiveash Dr,
Pasadena SA 5042
Customer Service 1300 22 33 03
Phone (08) 8490 3000

Rachael Godley

Thank you!

ALL OF US AT ADELAIDE'S FINEST SUPERMARKETS WANT TO SAY A BIG THANK YOU TO OUR LOYAL CUSTOMERS FOR THEIR CONTINUED SUPPORT OF THE STORES, STAFF AND LOCAL SUPPLIERS DURING COVID-19.

You can continue to rely on our Frewville and Pasadena stores to make grocery shopping an easy, safe and more affordable experience.

We have a focus on hygiene so you can feel comfortable and safe in our stores and our well-established connections with local suppliers means you can always find reliable supplies of good-value South Australian products.

As Covid-19 restrictions ease, we are aware that life still looks a little different for many people but you can depend on us throughout these challenging times.

“That’s why our family is here for your family - and we’ll be working even harder to support our customers, protect their wellbeing, assist with their shopping and help stretch your grocery budget,” AFS director Spero Chapley says. *



T-MAXX SET TO OPEN

Global fashion and homewares department store chain TK Maxx will open its first South Australian store at Pasadena Shopping Centre before the end of the year.

The cult favourite store will move into the former Target Pasadena site which closed earlier this year.

The international brand, which has 60 stores around Australia, offers fashion, footwear, accessories, beauty, luggage and homewares. *



The rise in demand for artisan chocolates has led to Adelaide's finest supermarkets creating its own range of boutique chocolates, all made in house.

The premium-quality but affordable milk and dark chocolate bars are available in varieties such as Berries and Petals, Macadamia, Wattleseed and Fig and Paleo Mix.

AFS has also partnered with local distiller Adelaide Gin to create a spirited new chocolate. In-house chocolatier Virginia Gordon infuses the chocolate ganache with Adelaide Gin and botanical ingredients sourced from instore. The citrus and floral notes in the gin are a great match for the richness of the Belgian chocolate. This artisan couverture chocolate is now available to purchase in Chocolatebar at Adelaide's finest supermarkets - Frewville and Pasadena Foodland.



* Health and hygiene:

Offering a safe shopping environment is always a top priority and particularly during Covid-19. Effective safety measures include handy social distancing markers, a dedicated hygiene team, protective checkout-screens and free sanitiser and gloves.

*Everyday value:

There are hundreds of specials across both stores every day. Watch out for extra-special Spot Buys every second Tuesday and Friday and everyday low prices on household essentials.

*Shop Assist:

We can all use a little extra help sometimes. Look out for our team of dedicated in-store shopping assistants. The Shop Assist team members are easily recognisable in their red t-shirts. This group of helpful, friendly staff members make shopping an easy, inclusive experience for all.

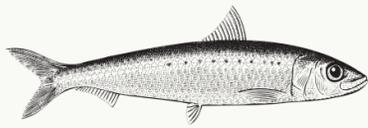
Both stores also offer easy-to-use online shopping, a home delivery service and staff will pack your bags for you.



* Chef Assist:

This initiative makes cooking at home easy with ideas for simple, cost-effective family meals. Videos and recipes across our Facebook and Instagram pages are great for beginners or experienced cooks. Customers can also seek in-store advice from our team of friendly, experienced chefs.





FISH SWAP

WE ALL LOVE OUR KING GEORGE WHITING AND GARFISH BUT THERE IS AN ABUNDANCE OF LESSER-KNOWN SOUTH AUSSIE FISH TO CONSIDER WHEN NEXT THINKING ABOUT WHAT TO PUT ON THE DINNER TABLE.

Same Fish New Dish is a new SA Government campaign which aims to inspire seafood lovers to buy and cook different varieties of local fish and help support sustainability.

Adelaide's finest supermarkets is getting right behind the campaign and encourages customers to chat with its experienced, friendly fishmongers who can suggest alternative, tasty, easy-to-cook fish for your favourite dish. The seafood departments at Frewville and Pasadena have an unbeatable selection of best-quality, fresh, sustainable, locally-sourced and affordable fish which makes it easy to reel in something deliciously different.

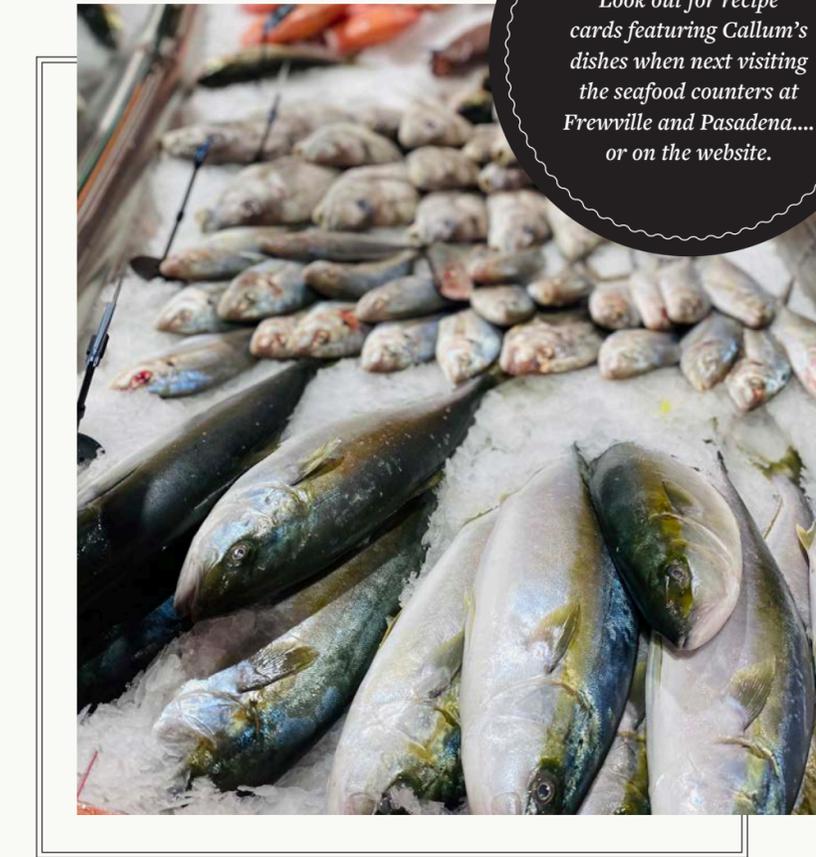
Traditionally, fish lovers tend to gravitate to familiar species such as salmon, southern garfish, snapper and blue swimmer crabs. Because SA fisheries are managed in a sustainable way, sometimes these popular species are not always available - or may be a little more expensive at certain times of the year.

To combat that, there is an array of artisan or alternative varieties which seafood lovers can choose instead at Frewville and Pasadena. These include SA mulloway, yellowfin whiting, tommy ruff, octopus, sardine,



PLENTY OF FISH IN THE SEA

The friendly fishmongers at Frewville and Pasadena are the best people to ask for advice about the flavours, textures and cooking methods for all types of fish.



Look out for recipe cards featuring Callum's dishes when next visiting the seafood counters at Frewville and Pasadena.... or on the website.

gurnard and snook. Chef Callum Hann is an ambassador for PIRSA (Department of Primary Industries and Regions) and staged a Same Dish New Fish dinner experience with Mandy Hall at Mr Nick's Frewville and Pasadena recently.

"I think we have an untapped foodie heaven right here in our local waters and it is a great and practical way to show people just what they are missing out on," Callum says.

Octopus, most commonly caught as a by catch in lobster pots in South Australia, is meaty and tender if cooked correctly. The skin can be removed easily by blanching in seawater prior to cooking. Perfect for marinating, pickling, smoking and barbecuing. Cooking the tentacles in milk or stock before barbecuing will ensure a tender result.

Mulloway from the Coorong has a mild and distinct flavour which pairs well with Australian bush natives such as lemon myrtle. Small mulloway tend to be soft but medium to large mulloway are firm and better for cooking. With only a few big bones, medium sized mulloway have even fillets which remain moist when grilled or fried.

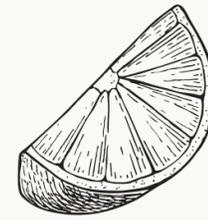
Sardines from Eyre Peninsula are rich in Omega 3 essential oils with a soft texture. They

He cooked a menu highlighting the versatility of alternative fish varieties, showing how easy they are to cook and how delicious they taste! Callum created yellowfin whiting crudo (raw fish) with buttermilk dressing and blood orange salad; crispy-skinned tommy ruff, brown butter capers and a celery salsa verde; mulloway yellow curry with snow peas, rice and coriander and chargrilled octopus with chilli sauce, parsley salad and roast potatoes. *

have high quality flesh when fresh with a subtle, smoky flavour. Fried in olive oil or cooked on the BBQ. Great served with parsley, salt, pepper and olive oil.

Snook are commonly found between Autumn and Summer and form schools over areas of seagrass. Snook has a soft texture, mild sweet flavour and is best eaten fresh. Wash well or remove the skin before cooking. Goes well in dishes like laksa, or cooking the fillets in beer batter. An excellent smoked fish.

Australian Herring, also known as Tommy Ruff, look a lot like young Australian salmon but tommies have a black tip on their tails and their scales are rough. They can be cooked in many ways but are particularly good smoked or cooked whole on a charcoal barbecue. *



SPICED RAINBOW TROUT WITH SPRING VEGETABLES

After a long, cold winter, Spring is finally here with sunshine-filled days and an abundance of new season fresh produce.

Spring signals the transition from heavy winter foods to lighter, fresher dishes. If you've been working from home and have stacked on some corona kilos, this is the season to get back on track!

Seafood shines in Spring and you don't need to be a star chef to come up with easy, healthy ways to prepare fish.

This oven-baked whole trout is incredibly easy to cook, takes minimal time to prepare, and makes an ideal weeknight meal or an impressive dinner party dish. The baked fish is tender and juicy with a zingy flavour hit thanks to Mr Nick's fennel spice rub which makes a delicious seasoning for all types of seafood.

The seafood departments at Frewville and Pasadena have a consistent supply of SA farmed rainbow trout.

Ingredients

(Serves 2)

- 1kg whole rainbow trout
- Spring vegetables of choice – asparagus, caulini, broccolini, and baby carrots.
- Mr Nick's Olive Oil
- 1.5 tblsp Mr Nick's Fennel Fish Rub
- 2 lemons
- Salt and pepper

Method

1. Heat oven to 190°C

2. In a bowl, combine fennel spice rub, salt and pepper, juice of one lemon and splash of olive oil. Set aside.

3. Rinse the whole fish and pat dry. Drizzle a little olive oil over fish. Heat a frying pan, add a splash of olive oil to avoid the fish sticking. Cook the trout on high heat for a minute each side until golden in colour.

4. Remove from heat and gently rub the spice mix onto both sides of the fish and put in the oven for 10 mins.

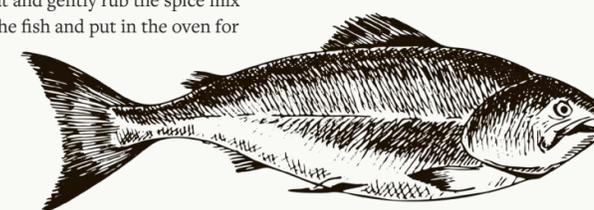
Mr Nick's fennel fish rub is a fresh, zesty blend which combines fennel seeds, coriander seeds, sea salt and white peppercorns. The fish rub is ideal for any firm fish such as salmon, tuna or swordfish or prawns, squid and scallops. It can also be used on chicken pork or veal. Add a little to breadcrumbs along with some olive oil and sprinkle over fish fillets before baking.



5. Meanwhile, cut the lemons in half crosswise, pop out and discard any visible seeds. Use a pastry brush or paper towel to brush the cut sides with a bit of oil. Set the lemons cut-side-down on a chargrill. Cook until the lemons are heated through and charred on the cut side, about 3 minutes. Remove

6. Scrub and halve carrots lengthwise. Lightly coat carrots, caulini and asparagus with cooking spray. Grill vegetables 5 to 8 minutes or until lightly browned and tender, turning once. Season with salt and pepper.

7. Remove fish from oven and rest for two minutes before serving with chargrilled vegetables. *



WINE MATCH

We asked wine guru David Ridge to recommend a fresh, racy white wine to accompany the spiced, oven-baked rainbow trout.

He decided on Chaffey Bros. "Kontrapunkt" Single Vineyard Kerner from Eden Valley (Barossa Valley) which is featured on the wine list at Mr Nick's at Frewville and Pasadena.

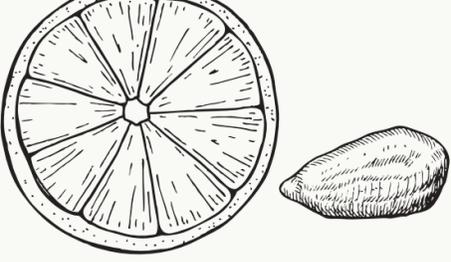
For those not familiar with Kerner, it is an aromatic white grape variety traditionally grown in northern Italy and into Germany. Kerner wines are very similar to Riesling but they are more full bodied and have a luscious texture.

Winemaking brothers-in-law Daniel Chaffey Hartwig and Theo Engels from Chaffey Bros. made the wine with fruit from the northern Eden Valley.

It's the first wine they made solely out of Kerner grapes and it is Australia's (and the southern hemisphere's) only 100 per cent varietal Kerner.

The delightful, affordable wine has aromas of white peach, ginger, pear and citrus and a lightweight palate with hints of spice and apple, a clean, crisp finish and little acidity.

David Ridge thinks it's a sensational spring and summer wine!



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BAKERY



FLOURLESS ORANGE AND ALMOND CAKE

Our executive chef Virginia Gordon shares her recipe for a Flourless Orange and Almond Cake with Beerenberg Blood Orange Marmalade

Ingredients

- 2 small navel oranges
- 4 eggs
- ¼ cup caster sugar
- 160g blanched almond meal
- 4 tbsps corn flour
- 1 jar Beerenberg Blood orange marmalade

Method

1. Place whole oranges in a pot with cold water.
2. Simmer for three hours, changing the water over after 90 minutes as this helps to draw out the bitterness.
3. The oranges should be soft after process, allow to cool slightly. Cut the oranges into quarters removing any seeds.

4. Puree in a blender (or use a stick blender) until smooth, and then set aside.

5. Preheat oven to 160°C.

6. Line a 20 cm springform cake tin with baking paper.

7. Using a stand or hand mixer beat the sugar and eggs for five minutes until thick and fluffy.

8. Add the sifted almond meal and corn flour and add the orange puree and fold through.

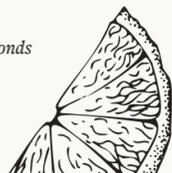
9. Pour into the prepared cake tin and dollop over half the jar of marmalade, and swirl through the mixture lightly.

10. Bake for 30-40 minutes, until it springs back when touched.

11. Cool and serve with double cream and extra marmalade.

**optional - scatter with toasted almonds and dust with pure icing sugar.*

**all ingredients available in stores.*



Pastry chef
Virginia Gordon



Bake it easy

Adelaide's finest supermarkets is elevating store-bought cakes to a spectacular but affordable new level.

Experienced pastry chef Virginia Gordon bakes a range of decadent cakes, gateaux and tarts. The high-quality patisserie items are impressive yet accessibly-priced celebration cakes.

The cakes - baked in house daily and available at Flowerbar at Frewville and Pasadena - include best sellers such as white chocolate and honey cake; chocolate sponge with Belgian chocolate mousse and raspberries or a seasonal fruit tart filled with creme patissiere.

Virginia, who trained at Regency TAFE, has worked at restaurants such as Rigoni's and her most recent job at the Mayfair Hotel cooking alongside chef Bethany Finn for three years.

She had major input into high tea at the Mayfair and hopes to have an influence on the popular High Tea sessions at Frewville and Pasadena.

There will soon be a new dedicated patisserie kitchen added to the Pasadena store where Virginia will create delicious sweet treats for both stores.

"Before I came here, I'd been looking for something which was going to allow me to grow within my career and provide new challenges and there are so many exciting things happening here," she says. Virginia has also widened her cooking skills by developing a range of Adelaide's finest supermarkets artisan chocolates (see separate item). *

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FEATURE / ECO



ECO AWARE

ADELAIDE'S FINEST SUPERMARKETS IS WALKING THE TALK WHEN IT COMES TO SLASHING FOOD WASTE AND REDUCING ITS USE OF SINGLE-USE PLASTIC.

AFS has been working closely with KESAB on initiatives to help reduce its landfill waste by 70% by the end of this year.

A new waste management program, recycling and more eco-friendly packaging options are just part of the strategy designed to boost AFS's green credentials.

"It's an ongoing program, a journey of learning for all of us, but we are making progress and constantly monitoring and benchmarking ourselves along the way," AFS director Spero Chapley says.

Frewville and Pasadena have been making steady progress with reducing the use of single-use plastics and the fresh produce departments now offer 100% Australian-made compostable produce bags.

BioBag products - launched last month - are environmentally-friendly plastic alternatives and break down into harmless organic matter instead of harmful microplastics. BioBags are certified

compostable and biodegradable to global and Australian standards and they'll also break down in home compost and worm farms.

Stay tuned for the introduction of domestic-use compostable shopping bags at the checkout.

"We've already reintroduced paper bags at the checkout and continue to work closely with our suppliers to reduce the amount of plastic used in product packaging, particularly fresh fruit and vegetables," Spero says.

AFS also sells eco-friendly jute bags to replace plastic bags. They're strong, easy to wipe, durable ... and look good!

The introduction of a scheme called Pack and Go, developed in conjunction with KESAB and supported by Décor, allows customers to pre-purchase discounted approved containers in-store which are commercially cleaned, reused and swapped by the stores on a one-for-one basis with food purchases.

"We are proud to be the first supermarkets in South Australia to have a reusable container scheme. We believe that the scheme has the potential to prevent 300,000 containers going to landfill in South Australia each year," Spero says.

Food wastage costs Australia \$20 billion dollar each year but Adelaide's finest supermarkets is doing its bit to avoid good food ending up in landfill.

Frewville Foodland fresh produce manager Campbell Wilson says a new waste separation strategy means each department has four designated bins to separate green organic waste (vegetable scraps, flower stalks); mixed recycling (glass, paper, cardboard plastic containers), soft plastics (plastic wrap from pallets, cereal box liners) and landfill (any item that cannot be recycled (such as e-waste, batteries, lights).

"We're also rolling out staff training with Kesab. All staff are up to speed on what we need to do - education is the key," Campbell says.

"We can also cut food waste with better ordering techniques and listening to what our customers do and don't want."

Surplus food at Frewville and Pasadena is picked up six days a week by food rescue charity Oz Harvest and distributed to people in need which also diverts food waste from landfill.

"We take anything and everything from Frewville and Pasadena from fruit and veg to dairy, meat, breads, dry goods, anything that is edible. There's very little we don't pickup," Oz Harvest State Manager Lyndall Vandenberg says.

"There is nothing wrong with any of the food, it is all fit for consumption." *



The Vegetable Butchery at both stores helps in a different way, encouraging customers to only buy the fresh produce they need, avoiding buying more food than they need which ends up being thrown away.



Rachael Pasta at Remedy Bar



In the zone

THE WORLD'S BLUE ZONES ARE SPECIFIC GEOGRAPHIC LOCATIONS WHICH ARE NOTABLE FOR AN EXTRAORDINARY NUMBER OF PEOPLE LIVING LONG AND HEALTHY LIVES, OFTEN UP TO AND BEYOND 100 YEARS.

One of the five zones is Ikaria, the Greek Island home of Nick Chapley (aka Mr Nick) who lives by the Ikarian traditions of a Mediterranean, plant-based diet, physical activity and keeping strong ties to the community.

Ikaria is also the inspiration behind the popular Blue Zone Wellbeing Kitchens at Frewville and Pasadena which focus on nourishing, healthy foods and wellbeing products. Both Blue Zone kitchens have been go-to sections during COVID-19 which has highlighted the importance of fuelling up on nutritious foods and practicing self-care to support your physical and mental wellbeing.

The range of wholesome foods includes take-home meals, wraps and burgers, soup, salads, smoothie bowls, chia seed puddings, freshly-cut fruits and juices.

Bella Millard-Constantis manages the Blue Zone Wellbeing Kitchen at Frewville which has grown from a juice bar to being a fully-fledged health foods section. "Our aim is to support local suppliers, focus on seasonal produce and give people easy access to gluten-free and vegan foods," Bella says.

"We also promote the idea of community and lifestyle so it's not just about diet. I really enjoy

being able to interact with customers about their needs."

Rachael Pasta manages Pasadena's Blue Zone Wellbeing Kitchen and brings a real enthusiasm for wholesome foods to the role.

"We want to make it easy for people be able to nourish their bodies and eat well and we have everything at our fingertips, right here in the store," Rachael says.

"We have the best organic produce in the State and we need to promote it."

Rachael has also built up the Remedy Bar at Pasadena (near the store's entry) with an extensive range of wellness products from superfood latte powders to collagen supplements, healing herb powders, bone and vegetable broths, hemp products, medicinal chocolates and health tonics. *

HELP IS AT HAND

Every dark Covid cloud has a silver lining.

One of the pandemic positives has been the rise of home cooking and recipe experimentation.

Many people have enjoyed cooking at home so much that they intend to carry on with the kitchen habits even after the world returns to a "new normal".

Whether you're a skilled cook or still learning your way around the stove, sometimes we all need a little meal-time inspiration.

Adelaide's finest supermarkets, dubbed the world's biggest pantry for good reason, now produces a series of short Chef Assist recipe cards and videos with budget-friendly meal ideas.

The experienced chefs from Mr Nick's Kitchen demonstrate how to use the ongoing specials and produce to make quick, convenient, tasty, healthy and cost-effective family dinners.

AMPING UP THE FLAVOUR IN YOUR MEALS IS EASY IF YOU USE HOUSE-MADE SPICE RUB BLENDS CREATED BY ADELAIDE FINEST SUPERMARKETS.

The affordable Mr Nick's spice blends, available at Frewville and Pasadena, can add complex layers of flavour to meat, chicken, seafood and vegetables.

The freshly-blended spices are in self-serve, bulk displays which means you can buy as much or as little as you need. It also makes it easy to taste the entire range and find your favourites.

The array of seasonings includes:

Mr Nick's Pleasantly-Hot Peri Peri Rub. The chilli and garlic-based spice blend originated in Africa and entered the wider culinary world via Portugal. It can be used as a dry rub for grilled meat, chicken or seafood or mixed with Mr Nick's olive oil as a seasoning for grilled vegetables. Or mix with oil and lemon juice as a marinade.

Mr Nick's BBQ and Coffee Rub. This coffee-based seasoning adds a flavour boost to a steak or slow-cooked beef brisket. The coffee is acidic and acts as a tenderiser and the combo of earthy coffee and spices makes a flavoursome crust. This rub is great for low and slow or hot and fast cooking methods. Add olive oil and honey or a touch of cane sugar for a marinade for barbecue meats.

Mr Nick's Anchoral. This blend is smoky and aromatic with a very mild heat. A great marinade for red meat such as skirt steak or pork loin. Rub dry mix on meat and refrigerate for at least an hour. The natural moisture in the meat will make the rub stick. The earthy flavour profile comes from the addition of ancho chilli powder which combines with other spices (cumin, fennel, coriander, fenugreek, cardamom and star anise) to compliment strong beefy flavours. *

There are recipe cards so you can grab all the ingredients while in store and videos are regularly posted on AFS social media channels and screened in store to help with inspiration.

The Chef Assist program is guided by Danielle Hambly who says the everyday recipes are designed to build people's confidence in the kitchen. Created by in-house chefs, the recipes rely heavily on seasonal produce and are designed to suit cooks of varying skill levels. Weekly videos bring the recipes alive with step-by-step instructions which make cooking a breeze.



The Spice Bar is the go-to destination for more than 160 spices from around the globe. The colourful, fragrant spicery stocks an A to Z of spices which are at the heart of Asian, Mediterranean, Middle Eastern, South American and Australian cuisines.



"The recipes are simple but also show that mid-week meals don't have to be boring and can still have flair," she says.

"Our goal is to inspire home cooks and encourage them to step out of their comfort zone and trust us to take them on a flavour journey".

Danielle works with Adelaide's finest supermarkets' team who bring vast cooking experience to their roles.

"You peel back an onion and you find more layers and our chefs are like that - they have so much experience, across different countries and cooking styles". *



CLASSY ACTION

SKILL UP IN THE KITCHEN WITH SOME HELP FROM OUR EXPERIENCED TEAM OF CHEFS.



Food Appreciation curator Danielle Hambly has organised a series of practical, fun master classes which feature the talents of Frewville and Pasadena's in-house chefs.

The informative and informal classes are designed to appeal to home cooks of all ages and skills levels.

Keep an eye on our website and social media pages for key dates and details.

→ DESSERT MASTERCLASS WITH VIRGINIA GORDON.

The perfect date night or girl's night, not that anyone needs an excuse when it comes to dessert! Our Executive Chef Virginia will teach you how to create a deliciously-decadent dessert which will wow your friends and family

→ HALLOWEEN.

Adelaide's finest supermarkets will offer a healthy trick or treat with a little something sweet from our chocolatiers. This is a store wide event with activities and entertainment for the entire family.

→ PLATTER STYLING CLASS WITH NORMAN THANAKAMONNUN.

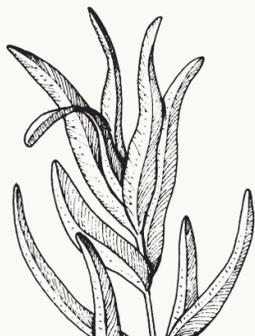
The holiday pressure is on to have the perfect platter for your festive gatherings. Chef Norman will teach you how to balance your platter with flavour, texture and colour.

→ ITALIAN MASTER CLASS WITH GIUSEPPE NASTI.

From bread to pasta, Chef Guiseppe is a legend in the kitchen. He will teach you some tips and techniques to create buonissimo Italian dishes and some tricks to minimise wastage.

→ SEAFOOD MASTER CLASS WITH NORMAN THANAKAMONNUN.

Chef Norman has run successful seafood restaurants and will share some simple recipes which are ideal for weeknight meals but also have the wow factor for dinner parties. This class is just in time for entertaining during the warm months ahead. *



Spring shopping list

Now that things are finally warming up, it's time to trade in your winter meal workhorses for lighter spring choices.

Next time you visit the fresh produce sections at Frewville and Pasadena, add these warmer-weather fruits, vegetables and cooking staples to your basket. Adelaide's finest supermarkets stocks great quality produce at the best value prices with plenty of locally-grown and organic ingredients.

Fruit:

Blueberry	Pawpaw
Rockmelon	Watermelon
Apples	Kiwifruit
Banana	Pineapple
Strawberry	Lemon/lime
Mango	Oranges
Cherries	

Vegetables:

Artichoke	Leek
Asparagus	Kohlrabi
Beans	Corn
Broccoli	Chinese radish
Capsicum	Cauliflower
Brussels sprouts	Corn
Broad beans	Beetroot
Cabbage	Snow peas
Carrots	Spring onion
Cucumber	Squash
Fennel	Sweet potato
Kale	Eggplant

Herbs:

Parsley	Rosemary
Dill	Garlic
Ginger	Coriander
Basil	Mint
Oregano	Sage
Thyme	



GINSPIRATION

The Christmas countdown is on! Kickstart the festive season with a visit to Mr Nick's Kitchen at Pasadena and Frewville for a civilised gin cocktail to help lift the spirits.

AFS Garden Party

Ingredients

- 5-6 leaves fresh mint
- 30ml aloe vera gel
- 15ml simple sugar syrup
- 1 egg white (whipped to a foam)
- 60ml Fever Tree ginger ale



Get into the festive spirit with a Gin Tasting Paddle (\$25) which features four of the most popular gins served at Mr Nick's. The paddle includes 15ml each of Happenstance Gin (based at Thebarton), Ink Dry Gin (NSW), 78 Degrees Sunset Gin (Adelaide Hills) and KIS Wild Gin (Kangaroo Island) with assorted garnishes (the paddle equals 2 standard drinks).



Method

1. Add a full nip of any gin of your choice! Or enjoy as a mocktail without the alcohol.
2. Mix together all the ingredients, shake in a cocktail shaker, pour into a martini glass and top up with a splash of ginger ale. Garnish with dried rose petals or dehydrated orange slices (both available in Spicebar). *



The gin-aissance of recent years shows no signs of slowing down.

Mr Nick's Kitchen at Pasadena and Frewville has an enviable range of gins from around the world.

The gin-tastic list includes juniper juice from the best SA producers such as Never Never Distilling Co, 78 Degrees Gin, Adelaide Gin, Prohibition, Ounce, 23rd Street, Seppeltsfeld Rd Distillers, Settlers Artisan Gin, KI Spirits, Mount Compass G3 or Antipodes Gin Co. Or try imported stars such as Jinzu (a Japanese-inspired UK gin) or Roku (Japanese) gins.

BEST BREWS

Mr Nick's Kitchen and Coffee Bar has established itself as a specialty coffee hub with a serious approach to its brews made with premium beans sourced from well-known Adelaide roaster, Tony D'Angelo (of D'Angelo Coffee).

Mr Nick's at Frewville and Pasadena are the perfect pit-stop to refuel with an espresso or relax over a latte in a café environment or just grab a takeaway to sip on while you do your shopping (most of our trolleys have hand cup holders to help with this).

When the coronavirus pandemic brought lockdowns and restrictions earlier this year, many cafés had to close their doors. Mr Nick's was there to help with a quality coffee fix.

It wasn't just the caffeine hit which people were missing - it was also the sense of community which you find in a café and Mr Nick's delivers that sense of connection.

"We joked that people couldn't be deprived of a decent caffeine during those challenging weeks or there'd be riots in the street," Frewville head barista Vanessa Luu says. She added that Mr Nick's upgraded coffee blend is "right is on point". The Frewville café has gone from using 40-45kg of beans to a whopping 80kg per week.

Vanessa, fellow barista Suman Rai and the rest of the team work coffee magic on the café's Victoria Arduino Black Eagle machine.

"People want to know a lot more about coffee these days including where it's from, what is the flavour profile of the beans and which is best for varying types of coffee so we can tailor all that for them," she says.

"We have become a destination coffee spot, we are benchmarking ourselves against the best cafes all the time, and we are proud of the coffee culture we've built."

Barista Suman Rai from Mr Nick's Frewville



TIP: Mr Nick's offers all the dairy alternatives for coffee from soy to almond and rice milks. Vanessa Luu says oat milk is the new kid on the block and Mr Nick's uses The Alternative Dairy Co. 100% Animal Free Oat Milk which is crafted especially for coffee. *





FLOWERBAR FEELS

THE HOME HAS BECOME A SANCTUARY THIS YEAR AND FLOWERS HAVE BEEN A BRIGHT SPOT DURING SOME OF OUR DARKER DAYS.

Flowerbars at Frewville and Pasadena are always an oasis of calm, colour and affordable luxury but have been even more popular destinations during the pandemic.

Manager Julie Smith says there has been a rush on freshly-cut and locally-grown flowers, posies, native flower bunches and boutique house plants during Covid-19.

“It hasn’t just been flowers but also the plants, as well as candles and diffusers, all those little luxuries for the home,” she says.

“People were working at home, kids were home schooling and no one was travelling so the focus has been on making our home environments nice places to be.

“Also, there have been a lot of people buying gifts to cheer up their friends and family.” Julie Smith is a buyer for Frewville and Pasadena’s Variety sections. She sources the popular and ever-growing range of dinner, kitchen and homewares on offer at each store.

“We try to change things up and add new items so there’s always a good variety, as the department name suggests, and shoppers can always be stimulated by our range.”



FLOWER POWER

Many of us are aware of the concept of food miles but what about flower miles?

Just as it's better for the environment buy local, seasonal food, the same applies to sustainable fresh-cut flowers. M&B Flowers from Two Wells supplies Adelaide’s finest supermarkets with an array of top-quality seasonal flowers



Spring’s best blooms include: Stocks, Tulips, Iris, Daisy chrysanthemums, Native bunches, Geraldton wax, Gerberas, Dahlias, Carnations and Ranunculas.

Julie says the Variety sections have been especially popular as people’s interest in baking, cookery and kitchenware items increased during Covid-19.

“Baking paraphernalia in particular went gangbusters,” Julie says.

“We also experienced a boom in jigsaws and puzzles, anything to keep the kids entertained, at a time when families were spending time together... and it’s continuing.” *

including Stocks, Sunflowers, Queen Anne’s Lace, Snapdragons, Carnations, Gypsophila, Chrysanthemums, Easter Daisy and the popular and long-lasting ornamental Kale.

Frank Miaolo is a third-generation flower grower at M&B Flowers which has eight acres or 4000 sqm of beautiful blooms which are grown undercover. These fine fresh-cut flowers travel straight from the local farm to your vase meaning you get to enjoy them for longer.

“We plant by hand every ten days, it takes a lot of effort to make it all happen,” Frank says.



“When we see someone buying them and appreciating them, that’s a real joy.”

This family business has been growing flowers since 1998 and has been a valued supplier of Adelaide’s finest supermarkets for the past four years. *



REAL-WORLD LEARNING

YOUTH INC. ENTERPRISE ACADEMY IS DOING ITS BIT TO HELP UNLEASH THE POTENTIAL OF YOUNG PEOPLE TO LEAD POSITIVE CHANGE IN THE WORLD.

Social enterprises are an important part of the progressive Youth Inc. learning model. A range of Work Ventures provide students with meaningful, real-world employment opportunities, a Cert III in Business and a valuable opportunity to flex their entrepreneurial muscles.

The program consists of several “micro-enterprises” which supply socially-impactful and sustainable products and services including youth-led consulting, handcrafted products, marketing and design, commercial cleaning and events planning.

Youth Inc. business developer Rose Lagoon-Williamson says each micro-enterprise employs several students who develop new and exciting ideas.

“This engagement is designed to both support the students in their journey of professional self-discovery and provide employment so they can focus on their learning goals,” Rose says.

Youth Inc. staged its first Social Enterprise Expo recently which was an opportunity for students to showcase the extraordinary products and services created by students.

Adelaide’s finest supermarkets is always strengthening ways to engage with Youth Inc. and this includes plans for a commercial partnership which will see products created by Youth Inc. students being available for sale at Frewville and Pasadena Foodland. Stay tuned for more!

AFS director Spero Chapley, who has been an inspiration and driving force for Youth Inc. since its beginnings in 2007, says projects and ventures undertaken by students put strong emphasis on positive mental health, resilience and wellbeing.

“We want to continue to develop and encourage capacities to evolve and explore what is possible by doing things that we’re a little not ready to do,” Spero says.

“It’s how we do things here at Adelaide’s finest supermarkets.” *

For more information about Youth Inc. and its ventures head to:

www.youthinc.org.au/workventures



Youth Inc. is a registered independent secondary school designed for young people aged 17-24 years who found that traditional schooling was not for them.

It offers a dynamic, project-based curriculum that enables students to achieve their SACE and complete a VET qualification in Business.

“We don’t do classes, we do projects instead,” Rose Lagoon-Williamson says.

“The closest we get to a classroom is our Learning Studio, but even then we’d rather use the city as our school.”

Instead of a 5,000 word assignment, Youth Inc. would rather start a pop-up shop, or work with a community organisation to effect positive social change.

“Our curriculum is no less rigorous than a regular school. In fact – we think that in many ways it’s much more challenging,” she says.

“You can still achieve your SACE (including VET qualifications), we just do Year 11 & 12 together in a Year 13 kind-of-way”.

Youth Inc.’s 6--Phase Education Model extends over a 15-month period and focuses on three areas: learning, work, and life.

Testimonials

“This is my first job. At the start, it was kind of daunting learning new stuff. But once I got into it, it got easier. I’ve enjoyed working with my team, learning new things and having new experiences.

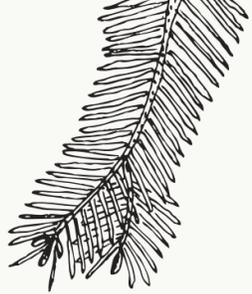
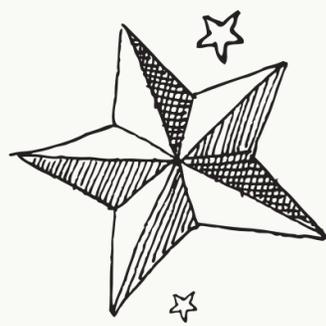
Earning money gives me a sense of independence and freedom”.

- Emma

“I enjoy working - it’s preparing me for the future of work. I’m making new connections with people I never thought I’d sit down and talk with”.

- Kaytie





SEASON'S GREETINGS

After a turbulent year, we are all looking forward to the festivities of Christmas and the holiday season. Frewville and Pasadena Foodland have all the festive essentials covered from good-value staple foods for the Christmas table to handy party platters, gift hampers and fresh trees.



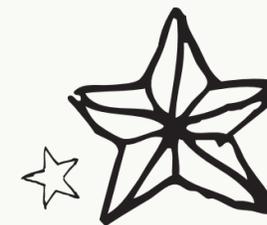
→ FRESH CHRISTMAS TREES

Nothing signals the start of the festive season like bringing home a real Christmas tree to fill your home with that fresh pine scent. Adelaide's finest supermarkets will sell good-quality fresh, full, bushy Christmas trees this year at both Pasadena and Frewville stores. The AFS Christmas trees will be available at Frewville and Pasadena early December.



→ GIFT BASKETS

Frewville and Pasadena make gift-giving easy and affordable this Christmas with hampers full of a range of food items and beautiful gift ideas to suit everyone.



→ CLASSIC CHRISTMAS HAM

Christmas Day isn't complete without the hero of the day – a glazed ham on the bone. A glazed ham is an Australian tradition which sits pride of place on the Christmas table and provides tasty leftovers for the lazy days following Christmas Day.



Frewville and Pasadena will offer an array of fine hams in various sizes to suit all needs.



→ PLACE ORDERS NOW FOR CHRISTMAS SEAFOOD

It's an Aussie Christmas tradition: a big bowl of freshly-cooked prawns ready for peeling. There's nothing that screams "summer" louder than bright orange, sweet, salty, beautifully-textured prawns dipped into a tangy cocktail sauce or spritzed with fresh lemon juice.

Adelaide's Finest Supermarkets has built strong relationships with SA fishermen to ensure a reliable supply of prawns at Christmas and throughout the year.

Pasadena seafood manager Steve Hatzimitos says Frewville and Pasadena will be the best destinations for top-quality, sustainable prawns for the holiday season.

→ 'TIS THE SEASON TO TUCK INTO TURKEY.

This juicy, tender white meat is a nostalgic favourite for festive feasts. Adelaide's finest supermarkets stock an array of turkey meat to satisfy traditionalists this Christmas.

Both stores will have whole turkeys, turkey breast rolls and whole free-range turkeys this year. While turkey sales reach their peak at Christmas, this healthy white meat is a year-round cooking option.

→ SEASONAL SWEETS

Executive chef and talented pastry chef Virginia Gordon will create a special range of seasonal cakes and sweet treats for the holiday season. In addition, Breadbar at Frewville and Pasadena will be an irresistible destination in the lead up to Christmas.

Both stores will be baking decadent, limited-edition doughnuts, whimsical cupcakes, seasonal danishes and handmade gingerbread houses and gingerbread men.



The baking team will also help make Christmas Day gatherings a breeze with large and mini Christmas puddings and traditional fruit cakes, all made on site. Gluten-free cakes and tarts will ensure no sweet tooth will be left out this Christmas.

→ PARTY ON!

Mr Nick's Kitchen and Coffee Bars at Frewville and Pasadena are perfect destinations for hosting fun staff Christmas lunches. Let us host your Christmas celebrations at our popular cafes or book in a special High Tea session at our beautiful Flowerbar at Pasadena.

Our friendly, experienced hospitality team would love to create special events or thankyou's to teams and clients this festive season.

→ PLATTER UP

Entertaining just got a whole lot easier with signature gourmet platters available at Foodland Frewville and Pasadena.

Not all party platters are created equal and a lot of care goes into creating the best, freshest and tastiest selections.

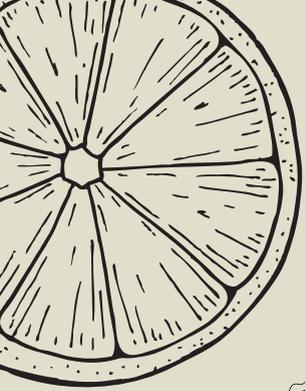
Get the party started this holiday season with beautifully-presented, affordable platters and boards to suit any occasion.

Frewville and Pasadena Foodland are renowned as the "World's biggest pantry" and all the platter ingredients are sourced from in store.

Choose from sweet or savoury pastries; gourmet cheese, antipasto; dips and crudites; barbecue chicken; assorted wraps; brioche sliders; fresh fruit and sushi.

→ HOLIDAY FUN FOR KIDS

Stay tuned for an inspiring range of fun hands-on activities designed for kids to keep them happy and occupied during the school holidays. Keep an idea on our social media pages for more details. ✨



SA'S BIGGEST PANTRY

FOOD LOVERS ARE BECOMING INCREASINGLY PASSIONATE ABOUT WHAT THEY EAT AND WHERE IT COMES FROM.

Knowing where your food is sourced helps to bridge the gap between farm to table. There is also a growing appetite in Australia for organic fresh produce with demand increasing 20 per cent each year.

Adelaide's finest supermarkets has strong, well-established relationships with organic fresh produce suppliers from around South Australia. Some of these producers include:



Riverland

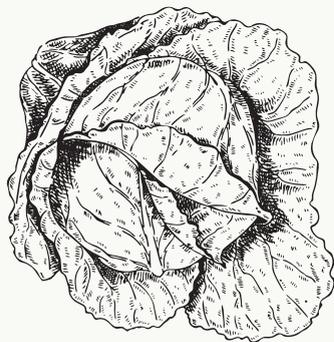
Bruce Armstrong from Waikerie | zucchini, citrus, squash and pumpkin.

Dave Reilly from Gurra Downs | dates.

Jimmy Efrosinis from Glossop (Pennyfield Organic Produce (POP)) | cos lettuce, zucchini, broccoli, broad beans, figs.

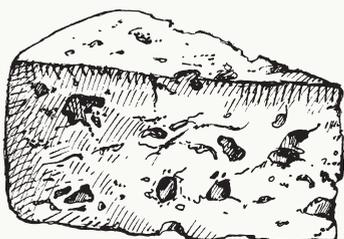
Farmer Nick from Renmark | butternut pumpkins

Hayden Rogers from Sunlands | stonefruit, broccoli, cauliflower, cabbage, broccoli



Fleurieu Peninsula

John Butler from Dancing Waters Farm at Tooperang | organic leafy greens, micro sprouts, celery, garlic, fancy lettuce



Murray Bridge

Shane Eldridge from Eldridge Fresh Organics | tomatoes, lebanese cucumbers, cauliflower, cabbage, celery, potatoes, onions, snowpeas

Adelaide Plains

Nick Femia from SA Mushrooms at Waterloo | mushrooms

Emmanuel Cafcakis from Virginia | tomatoes

Tho Pham from Top Green at Virginia | fresh herbs



Adelaide Hills

Glenn Crowhurst from Strathalbyn | celery, cauliflower, cabbage and broccoli

Graham Schultz from Forest Range | apples

Nick Hancock from BioPark Farm at Wistow | tomatoes, apples, garlic and stonefruits

Filsell's at Forest Range | apples, pears

Brian Parker from A. F Parker & Sons at Uraidla | strawberries

Jo-Ann and Roger Aay from Hermitage Produce at Upper Hermitage | fresh herbs



Limestone Coast

Native produce | fresh native ingredients from Outback Pride Fresh at Reedy Creek.

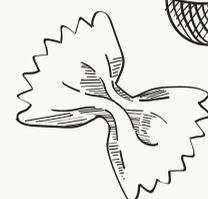
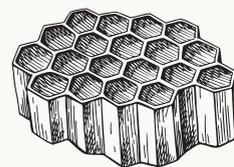
Cheese | farmhouse cheeses from Robe Dairy at Robe.

Kangaroo Island

Honey | Kangaroo Island living organic honey at Haines.

Eggs | Fryar's Kangaroo Island free range eggs at Kingscote.

Olive Oil | Kangaroo Island olives at Nepean Bay.



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