



Four generations of the Chapley family have worked in this business. It began with Spero Snr and his wife LEMONIA, continued with their son Nick and his wife Grace. Their children – Leonie, Emily and Spero are the third generation to be involved – and their own children are the fourth generation to be part of this successful family business.

MR NICK'S MESSAGE

FOR FOUR GENERATIONS, OUR FAMILY HAS BEEN INVOLVED IN THE HOSPITALITY AND FRESH FOOD INDUSTRY, PIONEERING MANY RETAIL INNOVATIONS AND IMPROVEMENTS AND SETTING NEW STANDARDS.

Over the span of 70 years, we have owned and operated a wide range of food stores including freestanding delicatessens, bakeries, fruit and veg markets, butcheries, health food stores, snack bars, cafés and restaurants. We have also had involvement in market gardening, horticulture and smallgoods manufacturing.

We have grown, picked, prepared and retailed food – making our experience unique.

The first family business venture was in 1951, a partnership with my brother, John, and our father, Spero Snr, at a café in the small town of Moulamein, NSW.

In 1958, our family opened a mixed business in Redcliffs, Victoria combining fruit and veg, delicatessen, grocery and a snack bar.

In 1963, the business expanded when we opened our first supermarket.

Our family's long-term goal was always to settle in Adelaide, South Australia.

In 1979, this dream came true when we sold all interests in Victoria and moved to Adelaide to open our first South Australian supermarket in Craigmare.

Since then we have developed more properties and supermarkets in South Australia, both in partnership with my brother John's family, and also separately.

We are proud and humbled to have created multi award-winning stores and shopping centres which were elevated to a new level in 2016 and 2017 when we won the IGA International Retailer of the Year Awards.

We've brought back our past experience in hospitality with the launch of licensed eateries within our supermarkets – they are the pinnacle of our vision for creating the most enjoyable in-store experience and atmosphere for our customers.

The greatest reward in everything we do has always been exceeding our valued customers' expectations and also knowing our valued staff are happy at work.

We strive to create extraordinary spaces with a hospitality service ethos, social precincts where families and friends can meet, linger and enjoy interactive in-store experiences.

We are passionate and proud South Australians, and our priority is to support local growers, producers and suppliers.

Through introducing new food departments and serveries that require personal service, we have created new job opportunities. We honour never introducing self-serve checkouts in our stores.

Nick Chapley, Spero Chapley and family *

70 YEARS

MR NICK'S HISTORY

2021 is a significant year for Adelaide's finest supermarkets as founder Nicholas Chapley celebrates an extraordinary milestone - 70 years in business.

Mr Nick, a wise and inspiring man, experienced considerable hardship in his early life but says these challenges helped shape the person he is today. His business success is the result of hard work, resilience and an entrepreneurial, community-minded spirit.

EARLY YEARS

Nick was born in 1934 on the Greek island of Ikaria. His father, Spero Snr, a shoemaker by trade, left Ikaria for Australia in 1937. His plan was to first settle here and then bring the rest of the family from Greece.

World War 2 broke out, things took an unexpected turn and Spero Snr lost communication with the family so could no longer send funds to support them.

When Greece became occupied by the Nazis, Nick, his mother, Lemonia and brother John lived through extreme hardship which was followed by starvation.

When Nick's mother decided that she had no choice but to leave the island, there was not a single grain of food in their home.



← Young Nick Chapley



On a moonless night, they secretly left the island together with other families in a small row boat, crossed the Aegean Sea and landed in an isolated part of Turkey. Had they landed in a populated area, the Turkish authorities would have forced them to return to Greece.

Six months passed as refugees in Turkey before the group was transported by goods train to Syria, Lebanon, Palestine and finally the eastern Sahara Desert.

They were placed in a camp surrounded by barbed wire fences in overcrowded tents with up to five families sleeping on the sand. The camp kept some 1500 refugees with only two kitchens to prepare food.

Adults and children stood in queues with empty food bowls for hours under the hot sun and often in harsh wind storms. If you were last in the long line, there was often no food left.

The family lived in the camp for 3 years and Nick has many recollections of the inhumane conditions.

The family returned to Greece in 1945 when WWII hostilities ceased. At that stage, Nick's father was planning on returning to be reunited with his family but then a Civil War broke out in Greece. Hostilities escalated and Spero Snr decided to bring his family to Australia. In late 1948, the family migrated to Australia after 6 weeks of travel by boat.

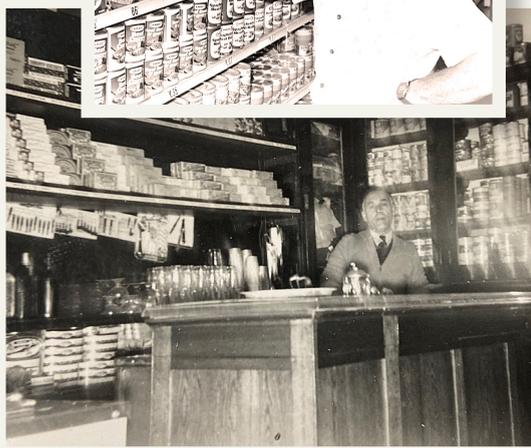
LIFE IN AUSTRALIA

Spero Chapley Snr, along with his business partner, owned and operated a restaurant called Wattle Café in a small NSW town called Moulamein.

Nick, 14, and his brother John, 16, worked 16 hour days, 7 days a week for two years, and saved all of their earnings. In 1951, they bought out the share of their father's business partner.

Within a short span of time, they changed the café into a mixture of hospitality and retail business by introducing a produce department, delicatessen/milk bar and groceries – it turned the Wattle Café into a thriving enterprise.

The operation of this first business venture taught Nick valuable lessons about customer service and business ethics. His early passion for retailing became a springboard for his later ventures and he went on to build a long, successful career which continues today. ✨



← Spero Snr and Nick Karnarvars

“Congratulations to Mr Nick, Spero and the family for 70 years in retailing. I have loved working for the family since 1994 as a member of their marketing team and have enjoyed spectating the journey and experiencing the passion and inspiration the family create for its community and stakeholders – they are an Adelaide family who “truly love what they do”! providing a shopping experience like no other.”

Nyree – Marketing

“I have worked at AFS Frewville for 6 years and Mr Nick continues to be one of the kindest and hardworking souls I've ever known. Him and his family have managed to create a culture that makes all of their employees feel like they're a part of the Chapley family. I believe this is why he is celebrating 70 years in business. What an achievement!”

Rachael Godley (Frewville)



LOCALE

FREWVILLE/PASADENA FOODLAND

ISSUE #12

AUTUMN

ADELAIDESFINEST.COM.AU

AD ADELAIDESFINESTSUPERMARKETS



*Mandy Hall
MasterChef 2019*

*Executive chef
Virginia Gordon*

FREE

FOOD

|

STORIES

PEOPLE

|

EVENTS

Photo: Bill Giamros



DEPARTMENTS

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



OUR STORY

WELCOME TO OUR AUTUMN 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. *



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

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Locale is written by journalist *Kylie Fleming*. Look out for her roaming the aisles at Pasadena and Frewville Foodland, unearthing stories and taking photos.



Hanikerishna Somarajan Nair



Raise the bar



An Italian Greyhound anyone? The quirky drink (made with gin, Aperol and grapefruit juice) is one of the cool cocktails being served at the bright new bar at Mr Nick's Frewville.

The bar's evolving cocktail list includes other creations such as a Cinnamon Chai Martini (housemade chai syrup, vodka and kahlua) or a Limoncello Cream Fizz (gin, limoncello cream, strawberry).

There's a range of boutique SA wines, beers, ciders and craft spirits including an impressive gin list including Settlers Spiced Fig or Blood Orange and Chilli (McLaren Vale); KIS O'Gin (Kangaroo Island) and Happenstance (Thebarton).

Mr Nick's restaurant manager Hari says the drinks menu will be continually changing to keep things interesting.

“Our cocktails are a progressive selection created with locally-sourced ingredients, fruits, herbs, spices and some vegetables – we have it all right here to use.” *



ZERO-WASTE DINNER

Pasadena and Frewville Foodland will stage a special Tasting Australia dinner to show that zero-waste dining isn't just possible – it's delicious. The dinner, titled “With Purpose”, will be held on April 30th at Mr Nick's Pasadena and May 7th at Mr Nick's Frewville.

Join the team from Adelaide's finest supermarkets at Pasadena and Frewville for a culinary journey that will inspire and reshape your thinking about food.

Executive chef Virginia Gordon and former MasterChef Australia contestant Mandy Hall will join forces to present an extraordinary tasting menu paired with local wines from Unico Zelo and gin.

Each of the four tasting courses will be made with whole ingredients while dessert – created by an in-house patisserie team – is also sure to dazzle.

Approximately one third of all food produced for human consumption globally is lost or wasted. Spark your imagination, gather ideas for your kitchen and head home knowing your meal has been kind to the environment.

DINNER, PRONTO!

Would you like a hand with dinner?

Introducing Mr Nick's Kitchen Hand meal kits, designed to make dinner time so easy (and tasty!).

Adelaide's finest supermarkets chefs offer an extra hand by preparing sides, chopping vegetables and doing all the prep work so you can have dinner on the table in no time at all!

The Kitchen Hand dinner packs raise the bar when it comes to the meal kit concept. They are fresher, faster, better value and require no subscriptions. The kits, which serve 2 or 4, are based on good-quality, local ingredients and feature compostable and recycled packaging.



The Mr Nick's ever-changing meal range includes delicious dishes such as:

- CHERMOULA CHICKEN WITH MOROCCAN CAULIFLOWER AND CHICKPEA SALAD
- FENNEL-RUBBED CRISPY SKINNED BARRAMUNDI WITH SPRING VEGETABLES AND POTATO SALAD
- GRASS-FED YEARLING SIRLOIN STEAK WITH COFFEE BARBECUE RUB, BAKED SCALLOP POTATOES AND BROCCOLINI.

You can even return for more sweet treats, knowing they are readily available from the lavish new Flowerbar Patisserie.



The event

Pasadena and Frewville Foodland are guided by a passion for beautiful food and a deep commitment to sustainability.

Tickets are \$80.

To book, go to tastingaustralia.com.au

FLOWERBAR PATISSERIE

Executive chef Virginia Gordon and Patisserie chef Zoey Elson



PATISSERIE PERFECTION

THE TEMPTATIONS BEGIN THE MOMENT YOU ARRIVE AT PASADENA FOODLAND

In a world first, the store has created a Patisserie Open Kitchen which puts its skilled pastry chefs on display in the heart of the store.

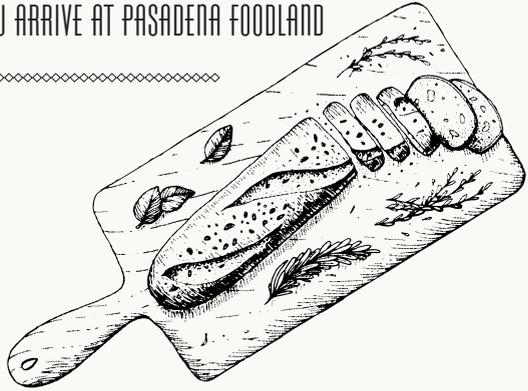
The cleverly-designed Flowerbar Patisserie Open Kitchen features counter-to-ceiling glass where customers can observe the patissiers at work, preparing, baking and decorating a range of artisan cakes. Customers can even take a seat at one of the kitchen's high-topped stools and enjoy a sweet treat and specialty coffee while watching all the baking action.

A cake cabinet resembles a jewellery box with spectacular displays of super-glossy, brightly-coloured patisserie items which are mini works of art.

The new kitchen employs six specialist pastry chefs who supply freshly made cakes, pastries and bespoke Belgian chocolates.

“We have a great team and have a genuine shared passion for what we are creating,” Virginia says.

“We’re lucky to have the freshest local ingredients at our fingertips right here in the store, it is an incredible onsite larder on the shopfloor.”



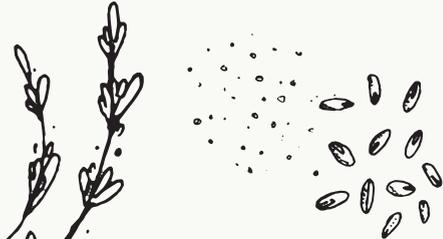
Patisserie Chef Zoey Elson is also involved in the day-to-day kitchen operations.

“What we do is super visual so it’s great to have that connection with visitors to the store, someone is more likely to try our creations if they can see where it’s come from,” she says.

The sweet creations will also be available at both store’s Flowerbar Patisseries.

Adelaide’s finest supermarkets director Spero Chapley says the Patisserie brings “further energy and theatre” to the Pasadena Foodland store.

“Our aim is to continue to innovate and bring new multi-sensory experiences to customers of our stores,” Chapley says.



Slayer brewing up a storm

Adelaide’s finest supermarkets has given its coffee culture a boost with the addition of a super high-end Slayer espresso machine.

This custom-made bright blue dream machine was handcrafted by Slayer in Seattle, US, and is now turning heads at the Blue Zone Kitchen at Pasadena Foodland.

Slayer is a world-leading coffee machine designer and manufacturer known for its visionary approach and revolutionary thinking.

The new, sleek Slayer is a good fit for Adelaide’s finest supermarkets which also seeks to provoke innovation and do things a little differently.

The coffee, supplied by Paradox Roasters, is all sustainable and ethically sourced. Premium, good-tasting coffees include Purple Rain, a blend of Tanzanian, Nicaraguan and Honduran beans, which was awarded the Gold Medal for Organic Coffee at Golden Bean industry awards.

Or try the Picasso Baby, a blend of Colombian, Ethiopian and Tanzanian beans which are all sustainably sourced.

The brew bar at the Blue Zone also has state-of-the-art Mazzer coffee grinders from Italy and the king of grinders, the Mahlkonig E43 from Germany.

Specialty coffee was never something you expected to be served in a supermarket but Adelaide’s finest supermarket has changed all that. Frewville and Pasadena Foodland pioneered the coffee-while-you-shop concept and now the Slayer is taking specialty coffee to new heights. *

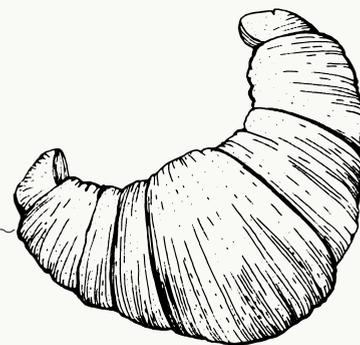


Barista Jordan Collette

This year's Easter holiday promises to be a lot brighter than last year's pandemic-affected break. The four-day break will give us time to spend with family and friends, going on camping trips or just spending time relaxing.



Jackie Zaknic



Baking Bounty:

*Try a new take on an old classic - brioche hot cross buns with their luxurious rich, soft, fluffy texture. Serve these housemade beauties warm with salted butter. If for some amazing reason, you have some left over after Easter, use them to make a bread and butter pudding.

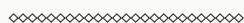


*Breadbars at both stores are known for their ever-changing range of mouthwatering doughnuts and Easter will bring some creative delights for doughnut fans.

*For a luxe Easter breakfast, start the day with Breadbar's housemade croissants. Heat them in the oven (180deg for 5 mins) to enjoy them at their flaky, buttery best with crisp shell and its soft, pillowy interior.

HOT CROSSIES

Nothing beats the sweet, spicy aroma of hot cross buns fresh out of the oven. All you need to do is slather with butter and tuck in!



Easter is a busy time for the Breadbar baking teams at Frewville and Pasadena who work hard to keep up with demand for hot cross buns, all baked in store.

The buns, baked fresh every morning, are available in a range of flavours from traditional to choc-chip, fruit free and cranberry and white chocolate buns. Available in six-packs and minis in 10-packs. *



CHOCOLATE INDULGENCE

Executive chef Virginia Gordon says the Patisserie team will be creating special housemade chocolates for Easter. Head Patisserie Zoey Elson will make Belgian chocolate eggs in milk or dark couverture along with Easter-themed chocolate blocks.

For those who give Easter gifts, look for Adelaide finest supermarkets' premium-quality but affordable milk and dark chocolate bars. They're available in varieties such as Berries and Petals; Macadamia, Wattleseed and Fig; Paleo Mix and the best-selling Gin Chocolate infused with Adelaide Gin.

GRAZE AWAY

Salumi or charcuterie meats are an essential part of platters and grazing boards for sharing with friends this Easter.

The Deli sections at Frewville and Pasadena have an awesome selection of best-quality meats from around the world. Chris Fraser, a chef by trade, runs the Deli at Frewville and is enthusiastic and

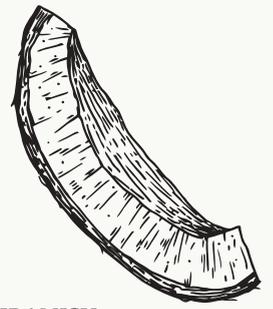
knowledgeable about cured meats whether it's top-grade Spanish jamon to French saucisson sec sausage.

Ask Chris and his team for recommendations on any of the excellent smallgoods on offer such as prosciutto, aged pancetta, osso collo, aged chorizo, nduja, sopressa, casalingo, guanciale, wagyu bresaola, salsiccia sarda, duck breast prosciutto, csabai, cacciatore and jamon.

Cheese is another grazing board staple. Whether you're into oozy triple cream, bitey cheddar, pungent blue or nutty gruyere, there is a fromage for everyone at Frewville and Pasadena's Cheese Bars.

The shops stocks nearly 280 cheeses from around the world - everything from Manchego to Mozzarella; Gorgonzola to Gruyere and Epoisses to Emmental. *





- PATISSERIE TIRAMISU
Mascarpone cream with layers of coffee-soaked Savoiardi biscuits complemented by a Baileys cream and dark chocolate peanut disc.
- ENTREMET PINEAPPLE AND COCONUT.
Coconut mousse with layers of pineapple jelly, coconut and pineapple cake and a vanilla shortbread base.

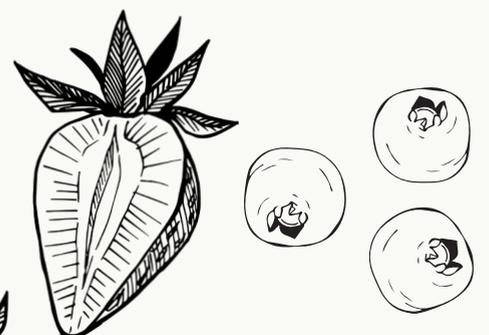


Cakes:

- FLOWERBAR CHOCOLATE AND HONEY CAKE
Fleurieu Peninsula raw honey is used to soak the cake, folded through Belgian chocolate, garnished with a chocolate mirror glaze, honeycomb and crispy pearls.
- FLOWERBAR SEASONAL FRUIT TART WITH CRÈME PATISSIERE.
Vanilla shortcrust pastry filled with crème patissiere topped with Adelaide Hills fresh seasonal fruit and apricot glaze.
- FLOWERBAR CARROT CAKE
Virginia Farm carrots baked with a selection of dried fruits and spices from Adelaide's finest supermarkets' Spicebar. The cake is baked from scratch inhouse daily and generously frosted with cream cheese buttercream and chopped Tasmanian walnuts.
- FLOWERBAR CHOCOLATE SALTED CARAMEL TART
Chocolate pastry filled with caramel and topped with Belgian chocolate ganache, chocolate mousse and freeze-dried raspberries. *



- PATISSERIE STRAWBERRY CHEESECAKE
Strawberry cheesecake filling with strawberry jelly and buttery biscuit crumb.
- ENTREMET RASPBERRY AND RHUBARB.
Raspberry and white chocolate cremeaux with layers of rhubarb compote, vanilla pannacotta, Breton biscuit and velvet chocolate biscuit.
- PATISSERIE LEMON, BASIL AND BLUEBERRY
Lemon cremeaux with layers of basil-infused ganache, blueberry jelly and white chocolate mud on a Breton base.
- PATISSERIE HAZELNUT AND DARK CHOCOLATE
Caramelised dark chocolate mousse with layers of praline, hazelnut sponge and ganache with Frangelico cream.



TAKE THE CAKE

Almost too pretty to eat, these house-baked delights showcase the best of French patisserie with fine layers of salted caramel, dacquoise, praline, mousse, compote and sable Breton, artfully garnished and beautifully presented.

Patisserie chefs Virginia Gordon and Zoey Elson work hard to create a range of high quality and affordable patisserie items which includes:

- PATISSERIE ORANGE AND WHITE CHOCOLATE
White chocolate mousse with layers of orange and almond cake, spiced orange syrup and orange pannacotta.
- PATISSERIE MILK CHOCOLATE AND SALTED CARAMEL
Milk chocolate mousse with layers of salted caramel, caramel cream, praline and shortbread.

Cheers! The exciting new bar at Mr Nick's at Frewville will be officially launched at an event to be staged in April. Keep an eye on our social media channels for more details!



EVENTS



GIN IS THE THING!

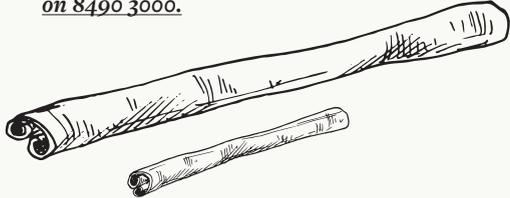


Adelaide's finest supermarkets has collaborated with Australian Distilling Co - maker of the award-winning Adelaide Gin - for fun, educational master classes focusing on this classic spirit.

This will also be one of the first events that consumers can taste the new Adelaide Vodka and Australian Distilling Co Shiraz Gin.

The master classes will be held Frewville on Wednesday, March 10, and Pasadena on Friday, March 12. 6pm arrival for a 6.30pm start. Limited tickets, \$79 per person, all bookings to be made in-store. *

To book, phone Frewville Foodland on 8490 2800 or Pasadena Foodland on 8490 3000.



The master classes will pair five courses (four savoury and one sweet) with five gin cocktail tastings - expect some ginspiring flavour matches.



Kali Orexi!

Adelaide's finest supermarkets will stage two of its massively popular Ikarian Blue Zone Nights in May.

The nights, which sell out quickly, are all about Greek food, music, culture and entertainment.

Chefs use the plentiful produce in store to create fresh, generous and delicious dishes inspired by the food of Ikaria.

Bouzouki players and Greek dancing add to these unforgettable nights which have become an AFS tradition.

Watch out for details coming soon in store and on our socials.

Check out Adelaide's finest supermarkets' Instagram and Facebook platforms for all the latest news about what's happening at our Frewville and Pasadena stores.

@adelaidesfinestsupermarkets
Or visit our website at adelaidesfinest.com.au

CUP OF LIFE

Adelaide's finest supermarkets offers a range of loose-leaf boutique teas which can be enjoyed in store, at home or make a thoughtful gift this Mother's Day.

Varieties include Australian Green Sencha, Organic French Earl Grey, Certified Organic Oolong and Lapsang Souchon, Turmeric Chai and Organic White Tea and Rose. The Organic Adelaide Breakfast blend of organic black tea with rose petals and a hint of vanilla is a great choice for High Tea.



High Tea bookings are essential (\$35 per head.)

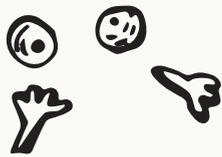
THANKS, MUM

Mother's Day is fast approaching and Adelaide's finest supermarkets has the perfect way to spoil mums of all ages.

The ever-popular, decadent and affordable High Tea sessions at Frewville and Pasadena are a fun way to say thank you to Mum on Sunday, May 9.

The menu includes a generous selection of housemade sweet and savoury delights including scones, cakes, tarts, petit fours and finger sandwiches served on classic tiered high tea stands.

Tables are dressed in crisp white cloths with fine china crockery and little posy vases contribute to the overall sense of elegance. Enjoy a glass of sparkling wine and freshly-brewed pots of Adelaide's finest supermarkets' own range of artisan teas. *



Amp up the flavour

THE SECRET IS DEFINITELY OUT!

Mr Nick's signature spice mixes are a pantry essential and an easy way to add complex flavours to any meat, seafood or vegetable dish. The fresh spice rubs, all blended and packaged in house, are proving a big hit with home cooks and are available in self-serve, bulk displays which means you can buy as much or as little as you need.

This also makes it easy to taste your way through the entire range and find your favourites.

Spice department managers Ed Powell at Foodland Frewville and Samuel Thom at Foodland Pasadena mix up the spice rubs in house every week and the kitchen aromas at blending time are heavenly!

The ever-expanding array of Mr Nick's spice mixes includes:

- **BITEY KEBAB SPICE RUB** - a super-tasty spice combo which Mr Nick road tested before giving his seal of approval. Use this essential seasoning to add a nice kick to chicken, fish, lamb, pork or vegetables. Rub it over the meat, let it rest a while and cook as desired.
- **PLEASANTLY-HOT PERI PERI RUB** - a chilli and garlic-based spice mix which originated in Africa and was made famous by the Portuguese. A dry rub for grilled meat, chicken or seafood or mixed with olive oil as a seasoning for grilled vegetables.
- **SALT AND PEPPER SQUID MIX** - ideal for squid and all types of seafood and vegetables. Dust ingredients with the mix before baking or frying.
- **JERUSALEM BLEND** - great with chicken, fish and especially lamb. Add a little to stir fries while cooking. Toss through potatoes or onions on the barbecue.

- **SALTBUSH DUKKAH** - perfect for dipping with sourdough and Mr Nick's Olive Oil. Can also be used for baking breads, with cheese and crackers or as coating for meat and fish.
- **TIKKA MASALA** - an Indian-inspired winner which can be used for curry base or marinade or as dry rub for grilled meats or chicken thighs over charcoal or on a barbecue
- **BBQ AND COFFEE RUB** - great for low and slow or hot and fast meat dishes. The coffee is acidic and acts as a tenderiser and the combo of earthy coffee and spices makes a flavoursome crust.
- **ANCHORAL RUB** - 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 an hour minimum.
- **CHERMOULA** - Moroccan flavours add spice to chicken or lamb or beef. Can even be added to the ingredient mix when baking savoury scones.
- **FENNEL FISH RUB** - rub on firm fish (salmon, swordfish, tuna) for grilling, frying or roasting. Sprinkle over shellfish with a dash of oil before grilling.
- **TURKISH SPICE** - this all-purpose blend brings together smokey, sweet and tangy spices and can be used to season meat, fish and chicken. Sprinkle over vegetables for roasting. Add to soups or casseroles or to hommous as a dip.
- **STICKY PORK 5 SPICE RUB** - an Asian-inspired rub of sweet cinnamon, cloves, fennel seeds, star anise and tongue-tingling Schezuan pepper. The stickiness comes from cane sugar. Use for cooking ribs. ✱



The butchers at Adelaide's finest supermarkets have been getting creative in the kitchen with Mr Nick's spice rubs.

The spice rubs add value and interest to a growing range of pre-prepared meats which are all oven, pan and barbecue-ready.

Look out for:

**Housemade saltbush dukkah-coated lamb roast.*

**Scotch fillet roast or porterhouse and free range split chickens with Mr Nick's Bitey Kebab spice rub.*

**Free range chicken wings with Mr Nick's Jerusalem spice rub.*

**Free range chicken drumstick with Mr Nick's Chicken Masala rub. ✱*





UMAMI HIT!

A savoury blend containing ground dried porcini - a classic Porcini Rub - is the latest spice mix to join the Mr Nick's range of super seasonings.

Adelaide's finest supermarkets' product designer and chef Norman Thanakamonnun says the Porcini Rub is an absolute winner when it comes to elevating a simple steak to something special.

Norman says start with a quality steak cut from the butchers at Foodland Frewville or Pasadena.

- Cover the steak with the porcini rub and some salt and pepper, add some butter to a hot skillet and sear the meat on both sides.
- On the stovetop, heat an ovenproof frying pan or skillet on high heat. Brush the steaks with olive oil, massage with the Porcini Rub and add a little sea salt and ground black pepper.
- Sear the steaks for 2 to 3 minutes on each side. After the steaks are seared, put the pan directly into the oven and roast the steaks to your desired "doneness".

Porcini Rub has a meaty, umami flavour which works so well on beef, lamb or chicken but can also be added to risotto or pasta for a more intense mushroom flavour.

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



CULTURED COLLAB

ADELAIDE'S FINEST SUPERMARKETS IS THRILLED ABOUT ITS COLLABORATION WITH PASSIONATE SA FOOD LOVER, CLEVER COOK AND FERMENTATION QUEEN, MANDY HALL.

Mandy, who featured on MasterChef 2019, is also a regular shopper at Frewville and Pasadena Foodland stores and says there are some amazing things in the pipeline as part of the collab.

"Think you can't learn to ferment kimchi in your supermarket, think again - there are collaborations, dinners, workshops, food waste discussions. It is a foodie mecca and we are bringing it to you in ways you've never thought a supermarket could," she says.

Mandy says it's a good fit and she has a genuine appreciation of Adelaide's finest supermarkets' approach to good food.

"Adelaide's finest don't sell food, they love food and every aspect of it, their commitment to growers and producers is as important as their commitment to customers," she says.

"Name me another supermarket owner (not just buyer) that knows the name of the man that caught the fish that is sitting in the seafood cabinet or another supermarket owner that is committed to the constant awareness and growth of local - local suppliers, local communities, local foodies, local environments?"

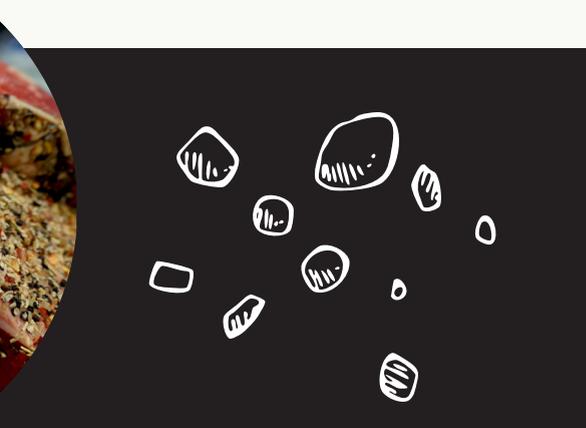
"There is this constant conversation around being better, doing better, doing right - they are vibrant and incredibly exciting, better still, you ain't seen nothing yet. There's so much more to come."

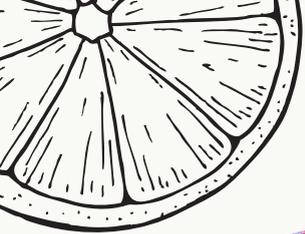
Mandy is well known for her fermenting skills which were cemented after she took part in a fermentation residency with famed US author Sandor Katz at his home in Tennessee. She has worked with legendary Australian chef Annie Smithers and Coskun Uysal from Tulum, has studied cheesemaking and a host of other food adventures.

She's keen to share the message that the buzz around fermented foods is partly due to their health benefits but she is most excited about exploring the great flavours.

"It's been around forever. Yes, it's very good for you, yes it preserves food - but do it for the flavour, the flavours are amazing," she says.

"There are so many incredible things about fermentation that people forget about, wine, chocolate, charcuterie, cheese, soy sauce, bread - they are all products of fermentation. There's all the incredible stuff that's going on behind the scenes all over the world, inroads to flavours that will blow your socks off and astonishing new ways to treat food". *





CHANGE IT UP

There are, indeed, plenty of fish in the sea.

Everyone loves King George whiting and salmon but why not be a little more adventurous and seek out lesser-known local and Australian fish when next considering what to serve for dinner.

The friendly fishmongers at Frewville and Pasadena Foodland are knowledgeable about all the seafood they sell and are happy to suggest alternative fish for those who want to change things up in the kitchen.

Both seafood departments have an unbeatable selection of best-quality, fresh, sustainable, locally-sourced and affordable fish which makes it easy to reel in something deliciously different.

Look out for great-eating fish varieties available such as hussar, tuskfish, boarfish, snook, stargazer (monkfish), mulloway, golden perch or yellow-eye mullet, among many other species.

Adelaide's finest supermarkets is a supporter of the SA Government campaign Same Fish New Dish which aims to inspire seafood lovers to buy and cook different varieties of local fish and help support sustainability. *

FEATURE FISH

AUSTRALIAN HERRING

Aussie Herrings are more commonly known in SA as Tommy Ruffs. The small fish have a medium to firm texture and a medium, slightly oily but not overpowering flavour. Tommies are best eaten fresh rather than frozen. They're ideal as pan fried butterflied fillets with a light dusting of flour and a sprinkle of pepper and salt or stuffed and cooked whole. *



Fish Tacos

Mandy Hall's epic fish tacos are ideal for a fast, fresh and healthy weeknight dinner or a fun feast with friends on the weekend. All the ingredients are readily available in store.

FISH TACOS, AVOCADO AND QUICK PICKLED RED ONION AND TOMATO SALSA

Serves 4

Prep time - 20 mins | Total time - 35 mins

Ingredients:



Fish Tacos:

- 4 skinless barramundi fillets (approx 150g each)
- 4 tbsp olive oil (plus 1 additional tbl for cooking)
- 3 tsp smokey paprika
- 3 tsp ground cumin
- 1.5 tsp dried oregano
- 1.5 tsp onion powder
- 1.5 tsp garlic powder
- Salt and pepper to season
- 1-2 tsp chilli powder (can be red chilli or ground chipotle)
- 1 lime, juiced
- 4 large or 8 small soft tacos or tortillas

Pickled Red Onion:

- 1 large red onion
- 1 cup apple cider or white wine vinegar
- 4 tbsp sugar
- 1 tbsp salt

Tomato Salsa:

- 200 g cherry tomatoes
- ¼ red onion
- Handful of chopped coriander and mint (mint is optional)
- 1 tbsp olive oil
- 1 tsp red wine vinegar
- salt and pepper to season

Avocado:

- 1 avocado, sliced or diced
- Salt and pepper to taste

Method:

Fish Tacos:

1. In a medium to large mixing bowl or dish, whisk together olive oil and all other ingredients.
2. Add barramundi fillets and coat evenly, let marinate for at least 15 minutes.
3. Meanwhile make quick pickled onions and tomato salsa.
4. In a large non stick frypan, heat 1 tbsp olive oil over medium heat, add barramundi fillets and season each side with salt and pepper whilst cooking, cook until opaque, approx 3-5 mins each side.
5. Heat tacos/tortillas - follow manufacturers instructions for heating.
6. To assemble - either place whole fillets or flaked fillets (flake with a fork after cooking) on heated tacos with tomato salsa, avocado and pickled red onion. Garnish with lime wedges. Option to serve with a dollop of sour cream and additional chopped fresh coriander.

Tomato salsa

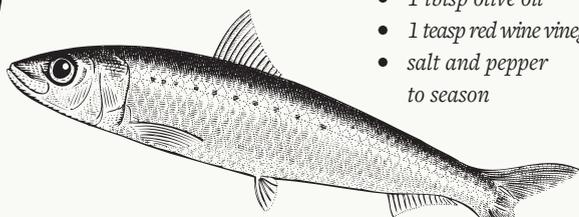
Chop cherry tomatoes in half vertically and then again. Whisk together olive oil, red wine vinegar, salt and pepper in a mixing bowl, toss all together, add chopped fresh herbs and stir through.

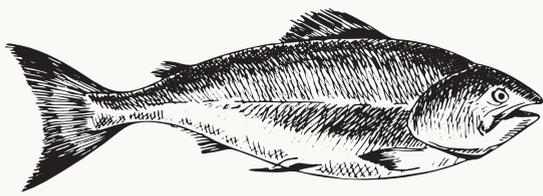
Quick pickled red onion

Thinly slice red onion. In a small saucepan, heat vinegar, sugar and salt - bring to the boil, stirring until sugar and salt are dissolved, turn off heat and add sliced onion to the saucepan. Let onion sit and stir occasionally until the onions are softened - roughly 10 mins, remove from saucepan and set aside to serve.

Avocado

Slice avocado and season with salt and pepper.





FISH WINGS

CREATIVE COOK MANDY HALL SAYS FISH WINGS ARE THE MOST UNDER-UTILISED PART OF ANY WHOLE FISH.

The wing is the section of sweet meat attached to the fish's pectoral fin just behind the gills. This tasty morsel is often wasted after the fillet has been removed.

The fin-to-tail movement is gathering momentum as chefs and home cooks become more aware about the importance of using the whole fish – not just the fillets - to avoid wastage and to promote sustainability. "Wings are meaty, so tender, full of flavour and incredibly economical," Mandy says.

FISH WINGS WITH CREAMY DRESSING AND HOT SAUCE



Ingredients

- 6 barramundi or other fish wings
- 200g plain flour
- 1 tbsp sea salt
- 1 tbsp smoky paprika
- 2 tsp garlic powder
- 2 tsp onion powder
- 1 tsp mustard powder
- 1 litre of canola or vegetable oil for frying

Method

1. In a deep, high-sided pot, place litre of oil and heat over a medium heat to 170 or 180 degrees.
2. While the oil is heating, combine flour and all spices in a bowl and mix well.
3. Lay out wings and coat well on both sides with flour mixture pressing down to get good coverage.
4. Once the oil has reached temperature, place wings into hot oil. Cook in two batches to avoid over-crowding, cook until very crisp and golden, for approximately 5 minutes. Remove from heat, drain on absorbent paper to remove excess oil. Serve immediately covered in creamy dressing and hot sauce.

Creamy dressing

- ½ cup mayonnaise
- ½ cup sour cream
- 2 to 3 tblsp blue cheese
- Salt and pepper to season
- Squeeze of lemon juice
- 1 tbsp each of fresh chopped dill and parsley



Method

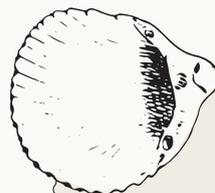
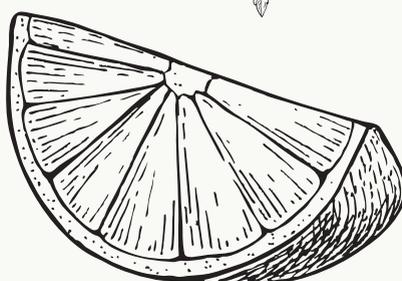
Place everything except fresh herbs into a bowl if using stick blender or food processor and blend well until smooth. Add fresh herbs and combine. Pour over the fish wings and then top with your favourite hot sauce!

Apple slaw to serve

- ¼ cabbage slice finely
- 1 green apple finely sliced
- 1 tbsp chopped fresh parsley
- If available – 1 small fennel bulb finely sliced
- 1 tsp sea salt
- 1/2 cup of Greek yoghurt
- 2 tbsp olive oil
- Juice of ½ lemon

Method

In a bowl combine cabbage, apple, parsley, salt and fennel. In a separate bowl mix yoghurt, lemon juice and olive oil, mix well. Pour yoghurt mix on top of salad and mix well to coat. *



OLA OYSTERS!

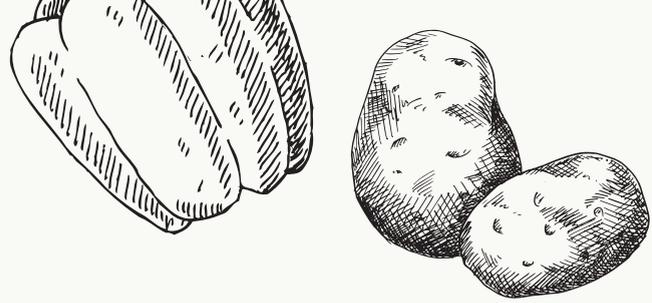
Oyster stylist Orlando "Olly" Bagnara has been creating more oyster magic at Pasadena Foodland's Oceanic Bar.

He puts a lot of thought and experimentation into his imaginative restaurant-quality oyster creations which are based on the very best (and super fresh) South Aussie oysters.

Look out for Olly's Ruby Red Amigo oyster made with blood orange and Spanish onion mignonette and chorizo floss with pepperberry and cherry flavour pearls.

Or another Asian-inspired summer combo of coriander, finger lime and lemongrass granita with yuzu flavoured pearls and a nori wafer. He also makes this oyster recipe with a honeydew melon granita. *





Jonathan Parini



situation where growers ring me up and say 'hey we have these amazing apples right now, would you like some?,' Jonathan says.

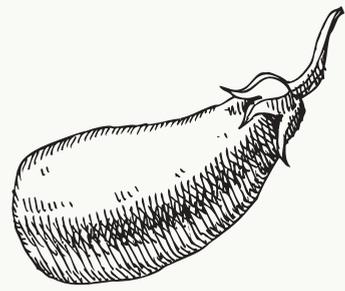
"Having these great lines of communication with the growers means we really are able to get the best quality and the freshest local produce which is a win for our customers.

"A great example is the team at Eldridge Fresh Organics at Murray Bridge who supply us with capsicums which they might pick at 9am or 10am on a Friday and they're in store by 1.30pm that day - so they're as fresh as you can get."

Jonathan says he has a similar relationship with BioPark, a certified organic market garden and orchard in Mt Barker.

"Nick Hancock from BioPark rang recently and said he had 50 head of fantastic cauliflowers and asked if we would like them - I really enjoy dealing with these growers and we want to do more," he says.

"We're planning on some more farm visits around SA this year which helps build links with producers so we can learn more about them and ensure we get the best produce in our stores." *



FARM TO FORK

SHOPPERS INTERESTED IN THE PROVENANCE OF THEIR FOOD ARE PUTTING MORE ORGANIC PRODUCE INTO THEIR SHOPPING BASKETS EVERY WEEK.

them. Covid-19 fuelled an even greater interest in organics as people actively sought healthier food options and pesticide-free produce.

Adelaide's finest supermarkets has always had a solid commitment to stocking locally-grown organic produce which has moved from a niche market into the mainstream.

Organics department manager Jonathan Parini from Frewville Foodland is on a mission to build even stronger relationships with SA's organic fruit, vegetable and herb growers.

"We are moving closer all the time to a more farm-direct model and already there's the

Customer demand for organics is on the rise as an increasing number of people want to know where their food comes from, who grew it, how it was grown and how it reached

SEASONAL STARS

As summer fades, it's time to welcome the slightly cooler, crisp weather of autumn with its abundance of more earthy, robust fresh produce.

Autumn (March through to May) sees a bounty of seasonal, locally-grown fruits and vegies arriving at Frewville and Pasadena Foodland market-style produce sections.

Look out for a colourful selection of locally-grown pears including Duchess, Packham, Nashi, Bosc and Red Sensation varieties among others.

Apples, too, shine in autumn with local growers supplying best-quality Sundowners, Red Delicious, Fuji and Pink Ladies and Granny Smiths, among other varieties.

This season also brings figs, persimmon, plums, pomegranates, quince, native finger lime (called citrus caviar) and cumquats which

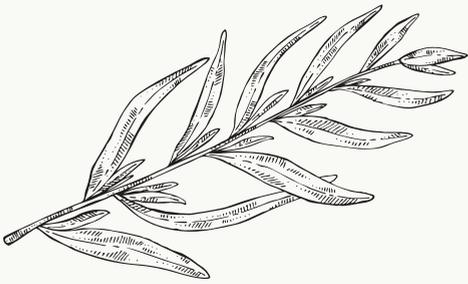
are the only citrus fruit that can be eaten whole ("skin and all.")

Home cooks welcome the arrival of autumn vegetables in the kitchen for some more robust flavours and textures. Beetroot, broccoli, Brussels sprouts, cauliflower, artichoke, celeriac, eggplant, kale, zucchini, kohlrabi, leeks, pumpkin and silverbeet will start appearing in the fresh produce sections.

Looking ahead to April - chestnut season begins. Fresh chestnuts, grown in the Adelaide Hills, are a

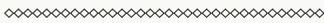


healthy snack and are low in fat, high in vitamin C and gluten free. They can be roasted, grilled, barbecued or boiled and served whole, halved, in pieces or pureed. *



Herb heroes

Herbs are a chef's secret weapon and add life to any dish whether it's fresh mint and coriander in an Asian slaw or curly parsley as the hero in a tasty tabouli.



The fresh produce departments at Frewville and Pasadena Foodland are go-to destinations for big, fresh, affordable bunches of aromatic, locally-grown herbs.

Home cooks in the know make a beeline for the ever-popular "\$5 for five bunches" deal.

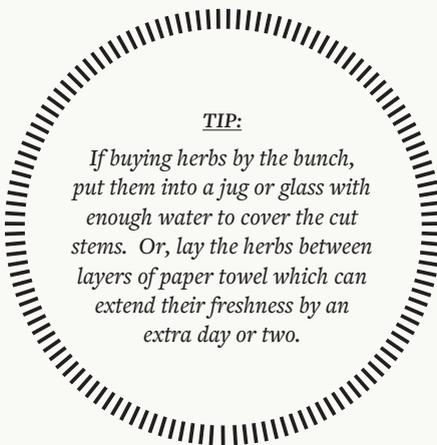
One of Adelaide's finest supermarkets' herb suppliers is Top Green farm run by husband and wife team Tho Tran and Thuy (known as Mrs Tho). Thuy has a special link with AFS as she worked in the fresh produce department at Frewville for three years.

The family business supplies Asian greens and herbs such as coriander, mint, parsley, garlic

chives, kangkong, Ceylon spinach, Chinese broccoli and chrysanthemums (seasonal).

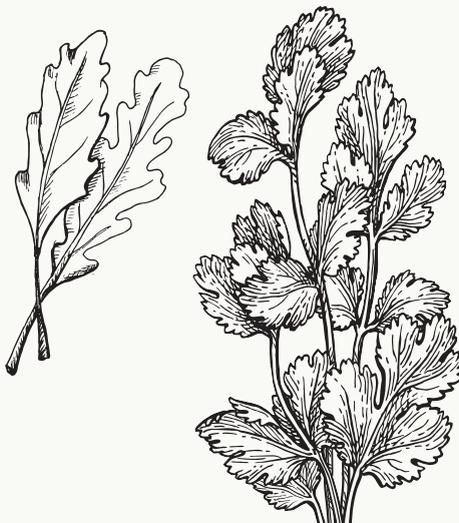
Tho and Thuy have a 10 acre block at Waterloo Gardens where they grow all produce undercover in greenhouses.

"We don't pick herbs and then have them sitting around a week later...we pick and deliver quickly so everything always looks, smells and tastes so fresh," Thuy says. *



TIP:

If buying herbs by the bunch, put them into a jug or glass with enough water to cover the cut stems. Or, lay the herbs between layers of paper towel which can extend their freshness by an extra day or two.



PIANO MAN

Piano player David Riessen is one of the talented local musicians who helps bring the feel-good factor to shopping experiences at Adelaide's finest supermarkets.

He plays the Frewville Foodland piano three times a week and chooses from a 200-strong playbook of songs from an eclectic range of artists – everyone from ELO, Pink, the BeeGees, Olivia Newton John, Ed Sheeran or Dua Lipa.

In recent years, David underwent a major back operation with rehabilitation requiring strong medication and he was forced onto a disability pension.

"It has been a hard time but a friend said to me 'there's a piano at Frewville Foodland, go play it,'" he says.

"Foodland has been a great thing for me, I'm grateful for it, it gives me a sense of self-worth and I have met some really nice people."

The single father, who has three daughters, says his love for music began as a little boy who was intrigued by the piano at church. He took lessons and undertook his 4th grade exams at the Conservatorium but that was the end of his formal training. David is largely self taught and is an intuitive musician who can learn and play by ear.

"I hear a song, maybe like Harry Styles' Watermelon Sugar High, I put it on my favourites list and go home and work out how to play it. I'm not sure how I do it!" he says. *



David Riessen

2021 CALL OUT FOR SUPPORT: *This year, we have seen an increase in personal technology requirements for students. Our students often have limited or no access to personal computers or devices at home which is a significant barrier to further education, job applications or interaction with necessary human services. We are looking to partner with an organisation who can help lift this barrier. Please reach out if you can connect us to anyone within your network.*



The way forward

Covid-19 has been brutal for Australia's young people with many facing pandemic-related job losses, employment uncertainty and increased mental health challenges.



For many young people, the corona virus has upended their lives at an important moment when they are transitioning into adulthood. The pandemic also impacted students locally at Youth Inc., a studio school designed to help young people develop a future for themselves and set them off on positive pathways.

“There’s no use sugar-coating it; 2020 was a shocker,” Youth Inc. business developer Rose Lacoon-Williamson says.

“The challenges of the last year were felt deeply by the students of Youth Inc., with significant disruptions to study and work.

“Simultaneously, the world is developing a growing understanding of the lasting impact COVID 19 will have on young people globally.”

Rose says 2020 was a challenge but the students were buoyed by an “incredible outpouring of love, support and empathy” from the student cohort, staff and the community that surrounds and supports Youth Inc.

“For that reason, and many more, this year we feel grateful for each other. From the bottom of our hearts, we thank Adelaide’s finest supermarkets for all of their support last year and also during 2021”.

Rose shared some recent Youth Inc. highlights as the school moves forward into what she hopes will be a brighter new year for students.

*We welcomed the incredible humans of Team 4 in 2020, introducing them to our project-based, capability focused learning program. Team 4 concluded their first project, Unlearn with Team Trip - a three-night camp at Roonka at Blanchetown.

They moved into CoLab project where they stretched their teamwork muscles and focused on communication and collaborative skills.

This year, this extraordinary cohort will engage with our Work Ventures program which offers meaningful, real-world employment opportunities. They’ll also dive into their Passion Project learning phase and work on projects which help develop their capabilities through delving into a topic they are very passionate about – and have a positive difference in the world around them.

*Team 3 continued building their capabilities and explored their passions, including art, IT, environment, employment, up-cycling and sport during the Passion Project.

The Quest project culminated in a trip to Darwin, where the students moved outside their comfort zone to participate in a range of activities from golf to cage swimming with crocodiles.

Team 3 spent their last phase at Youth Inc. working on their transition plans for 2021. Like each team before them, they have left an indelible impact on Youth Inc. *

Dreams come true

It was a cracker year for the Dream Fund. The goals of the Fund are simple - to provide the current students of Youth Inc. access to money that will assist them in developing their skills through education, towards employment or on their entrepreneurial journey.

Thanks to our generous partners at The Wyatt Trust, each student can apply for up to \$1000. This can be for one large cost or used in many small amounts across their time with Youth Inc. This year we have funded a cleaning start-up, artist's supplies, a mountain bike, several computers and tablets for our university-bound applicants and the first-ever Youth Inc. opal mining plot.

“Getting my Dream Fund was like finding an opal: so satisfying that all of that hard work of preparing for the pitch led me to that awesome result. The panel we pitch to is made up of professionals from our community - them backing me to do my thing was super validating and gave me heaps of confidence. I also really like seeing people get passionate about their unique dreams. In those two minutes of pitching for something they were so passionate about, everyone just came out of their shell.” - Josh



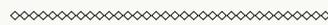
Youth Inc. offers project-based learning. Rather than four walls and a whiteboard, it uses the local community as a basis for learning. The program is practical, hands-on and responsive to students’ needs, ideas and interests. Matching learning outcomes to SACE and VET requirements means that young people can get their formal qualifications in a more practical way.

A six-phase education model extends over an 18-month period and focuses on three areas: learning, work, and life.



ENVUAINC ALLIANCE

What do a supermarket business and a football club have in common? Both organisations are the beating heart of their local communities.



Adelaide's finest supermarkets (AFS) and Sturt Football Club have enjoyed a long-standing partnership since 2013.

"We're really proud we're able to align our traditional but forward-thinking Sturt brand with the AFS brand which is also progressive and innovative," Club president Sue Dewing says.

Sue says there are many synergies between Sturt Footy Club and AFS – history, tradition, community links – and a shared commitment to good environmental practices.

"Our Double Blues Goes Green is an environmental policy for the club and it takes a similar direction to what AFS is doing in their business when it comes to eco-friendly practices," Sue says.

"We were just designated a plastic-free zone recently from Green Industries South Australia and our aim is to eliminate single-use plastics on our match days. We're also working with SA Waste Reduction on bin monitors on match days, have transitioned all of our packaging to compostable and we are working with our vendors to make sure that what they are bringing in is compostable.

We're also working with government to make sure that we can dispose of it correctly rather than to dispose in landfill."

Sue says AFS has always led the charge with environmentally-friendly initiatives including its recent introduction of compostable fresh produce bags.

"It's really pleasing to share the same direction, I feel like there is this real synergy between our two organisations even though we're two different industries".

Sue says Sturt Football Club "feels really proud" to be able to feature the AFS brand on its women's football team uniforms.

"It works so well as we've got this unique business (AFS) that really focuses on a customer experience and we want to align our brand with that, because we're also about our customer experience here, for want of a better word," she says.



"So many people know the AFS stores at Frewville and Pasadena and it's not just because they're supermarkets but because they offer an experience, they're a destination."

Sturt Football Club also has a relationship with Youth Inc. which is a progressive school (supported by AFS) designed to offer students real-world work experiences as part of their studies.

"The Chapley family is heavily involved with Youth Inc. which is focused on offering young people opportunities," Sue says.

"We've been able to help gain employment for a lot of our players through AFS stores.

"We've also worked with Youth Inc. students who have created flower arrangements for our events

so that creates an opportunity for us to be able to then go to our sponsor and give that business to them rather than go to somebody else."

Sturt's business development manager Renee Bartlett says the club has positive experiences teaming up with Youth Inc. students by offering a range of volunteer opportunities.

"(This year) we will hopefully see them being involved more with our match day activations," Renee says.

"They can try match day photography if they just want to dabble in that. We've got the scoreboard and the PA, so they can try announcing or play music.

"Then there's set up – ours are pop-up oval events - so we set it up and pack it down. We've even put gate scanning, which it seems like a simple thing, but there's also the technical element that comes with the service.

"We benefit from working with Youth Inc. as we always need extra hands at the club but students also benefit by achieving SACE points and gaining that real-world working experiences." *



Sinath Ang



Dumplings up!

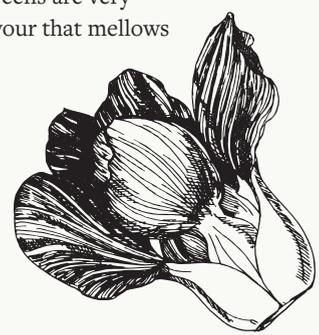
The Asian food sections at Foodland Frewville and Pasadena could easily be dubbed "destination dumpling". The impressive range covers chicken, pork, prawn, scallop, vegetable, vegan and gluten-free dumplings from a variety of respected brands such as Australia's Seng Hork. Dumplings make a quick, fun and affordable family meal. Serve with a big bowl of steamed Chinese broccoli drizzled with a mixture of oyster sauce, garlic, soy sauce and a little sugar. Just add chopsticks and soy sauce or chilli oil!



ASIAN INSPIRATION

THERE'S NO NEED TO DRIVE ALL OVER TOWN FOR ASIAN INGREDIENTS WHEN EVERYTHING A COOK MAY NEED CAN BE FOUND UNDER THE ONE ROOF AT PASADENA OR FREWVILLE FOODLAND .

- CHINESE BROCCOLI ALSO KNOWN AS GAILLAN – a dark-green vegetable with thick, glossy stalks, large leaves, and small flowers. All parts of the plant including the leaves, stems, flower buds, and flowers are edible. It has a bittersweet flavour and can be eaten raw but is usually steamed and served with oyster sauce or used in stir-fries.
- CHOY SUM OR CHOI SUM – has dark-green leaves and pale, thin stems. It is ideal steamed or stir-fried. It tastes sweeter and is more tender than the Chinese broccoli. Choy sum is a crisp-textured vegetable with a delicate, slightly mustard-like flavour.
- BOK CHOY - a type of cabbage with a mild flavour which is best used in stir-fries, braises, soups and stews. The leaves and the stalks can both be cooked but they should be separated before washing to make sure it's properly cleaned
- CHINESE RADISH – also known as daikon has a sweet and lightly spicy flavour, and it tends to be milder than a peppery red radish. It can be served raw or cooked The flesh is crunchy and juicy and, when it is cooked, daikon has a mellow and sweet flavour and becomes tender. The greens are very peppery with a pungent flavour that mellows slightly when cooked. *



ORIENT BAR

Asian food fans can enjoy more delicious street-food dishes and more often at OrientBar at Pasadena Foodland.

Chef Prachaya "Palm" Skolaree cooks the great-value hawker-style food with authentic flavours which can be enjoyed as a dine-in delight or ordered for take away.

The menu offers a range of Asian favourites including soups, curries, roast meat and rice dishes and some ever-changing Orientbar specials.

Park your trolley and enjoy a pad Thai, Malaysian laksa, choo chee chicken and rice or Bangkok-style barbecue chicken.

OrientBar's menu is available from noon to 8pm Monday to Friday and 11.30am-4pm on weekends



Adelaide's finest supermarkets has a strong commitment to cultural diversity and goes to great lengths to stock all the essentials for Chinese, Japanese, Korean, Thai, Vietnamese, Indonesian, Malaysian and Indian cuisines, among others.

Asian Grocery manager Sinath Ang from Pasadena Foodland says new product lines are always being added to the selection of fresh produce, premium-quality frozen foods (everything from dumplings to pork buns) and everyday grocery items. Asian fresh produce can be subject to seasonality but a vast number of items are available year round.

Asian greens are fresh, tasty, easy to cook and can be steamed, stir-fried, stewed, braised, chopped, cooked in soups or served raw in salads.

Sinath Ang from Pasadena Foodland says people needn't be daunted by the different varieties of greens and the friendly fresh produce team are always happy to answer any questions.

STREET FOOD FAVES

Asian street food fans can find all their authentic favourites, expertly cooked and ready to go at Frewville and Pasadena Foodland.

Mouth-watering roasted Peking duck, char sui barbecue pork and five-spice pork belly are cooked every day in-house by chefs Prachaya (Palm) Skolaree and Anuwat (Pom) Saengsawang at Orientbar at Pasadena. Chef John Min cooks the roast pork and duck at the Frewville store. *

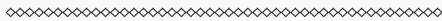


Spero
Chapley



SPERO'S 30TH MILESTONE

Spero Chapley is the visionary leader behind many of the groundbreaking innovations which make Adelaide's finest supermarkets such a unique success.



As Mr Nick celebrates his 70th anniversary, Spero is also marking his own milestone of 30-plus years involvement in this family business. He has been a driving force behind the evolution of Frewville and Pasadena which have become so much more than supermarkets - with restaurants, bars, cafes, artisan bakeries, patisseries, flower markets and a community vibe where everyone feels welcome.

"It is the 'why' that interests and inspires me, the purpose behind everything we set out to achieve and approaching everything with a 'no rules' mindset," Spero says.

"I love exploring opportunities, pushing boundaries, creating layers and recognising our moments to push forward- I enjoy all that the most."

Spero, who started working in the family business as a 20-year-old says he experienced an "a ha!" moment 10 years ago which changed the course of both his vision and the future of Adelaide's finest supermarkets.

"There was a stage that I was looking at myself in the mirror, saying, 'I'm just not engaged enough in this'," he says.

"We had achieved many firsts but I still felt like it was an obligation for me to do something further, not just for me, but for our team, suppliers and our customers to set a new trajectory."

"It was a crucial time for me. I kicked myself up the backside and said, 'where's your courage?'"

So began Spero's own journey of building on the success of his father Nick to create something extraordinary which we all now enjoy at Frewville and Pasadena Foodland.

"To me, everything we do starts with a blank piece of paper, you start with the idea and the vision of something that you see as relevant and then you work out how to do it after that," he says.

The foundation of tradition and family values underpins everything the Chapleys do - and this gives Spero the courage and confidence to innovate, try new things or re-write the rulebook at times to improve things.

"One of the biggest compliments we get, and there are many, is having customers say: 'I don't know exactly what it is but I feel emotionally connected to this store.' That's the greatest compliment we could ever receive." *

BREAKTHROUGH MOMENTS AT ADELAIDE'S FINEST SUPERMARKETS

NEW DEPARTMENTS

We have been frontrunners in our industry by introducing exciting new departments such as Cheesebar, Salumibar, Spicebar, Oceanicbar, Flowerbar and Patisserie.

Mr Nick started our Breadbar bakery journey and we were the first to put bakeries in our stores in the early 1980s. Most large supermarkets have been scaling them down more and more whereas we're revving it up



ONLINE SHOPPING

We were first to start online retail and it was a difficult first few years, we learnt a lot, and now it is an important part of our business including the many extra customer service aspects we now provide.

CHECKOUTS

We have always avoided self serve checkouts, it is not part of our ethos. Before that, we took out the checkout lights which we felt weren't necessary or personal. There was huge resistance. We also removed checkout stands with chewing gum and lollies - it was a revolution!

HOSPITALITY

One of the bravest things we have done is introducing hospitality into the business and adding another layer of professionals with our team of chefs and cooks.

That was a leap of faith and took a lot of courage. There was considerable cost, pressure and conflict in the early days between hospitality and retail - the two completely different mindsets.

It has changed a lot in the past couple of years, it has evolved to the point where we now run several licensed eateries within our supermarkets and they just go from strength to strength.

GREEN CREDENTIALS

We walk the talk when it comes to slashing food waste and reducing our use of single-use plastic.

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.

We have achieved many 'firsts' including the introduction of Australian-made 100% compostable produce bags and a reusable container scheme to help reduce single-use plastics.

YOUTH INC.

Youth Inc. students at the academy's city-based learning studio

APPLE CEO TIM COOK ONCE SAID: "YOU WANT TO BE THE PEBBLE IN THE POND THAT CREATES THE RIPPLE FOR CHANGE."

It's a thought that resonates with Spero Chapley who is founder and chairman of Youth Inc. Enterprise Academy, a progressive school turning formal education on its head.

"Youth Inc. is about us wanting to create an opportunity – or the ripple – in the first place to bring people together", Spero says.

Youth Inc. is a studio school, established with the support of Adelaide's finest supermarkets, which gives students the chance to gain formal SACE and VET qualifications while also focusing on project based learning, mentoring and coaching to help build life skills, resilience and wellbeing.

Spero prefers to avoid the limelight however he is the very reason Youth Inc. even exists today. The journey began more than 12 years ago when he wanted to do something to help or inspire disadvantaged or disengaged youth to reach their potential.

The Chapley family established Youthinc in 2007 and, after the first 10 years of delivering employment programs for disadvantaged youth, it has evolved into a formally registered, independent, senior secondary school....with a difference.

"Our principal/director, Fred Heidt is amazing, this is his calling in life, and I've had the pleasure of witnessing him working with the Youth Inc. team and young people, seeing them realise that (Youth Inc.) is a different and more positive experience to what they might have had elsewhere," Spero says.

"This is not just a place where they come in, go through a program and get shipped out. We are not about that. We really try to nurture a sense of purpose and resilience in our students."



Spero's own experiences as a young man inspired Youth Inc's ethos which is about encouraging young people to identify their unique talents and help them make the most of those talents in the context of a life that matters to them.

"It can be a hard time for young people who might not have a clear understanding of what they can do or what they are passionate about - and I think it's heightened if you haven't got the support I was lucky to have," he says.

"I struggled a little myself when I was young, I didn't know what I wanted to do in life, and didn't have a clear idea of which direction to go in.

"Some young people are really fortunate, knowing what they want to do, but so many are not and that shouldn't be seen as unusual."

Spero says Youth Inc's projects and ventures are infused by a strong focus on positive mental and emotional health, resilience and wellbeing. The school has teachers and educators but also an in-house psychologist, coaches and even an entrepreneur-in-residence.

"Yes, students can fulfil their SACE and VET requirements with us but we offer a more tailored approach to education... so the focus is on wellbeing and project-based learning which gives them real-world experience," he says.

Youth Inc.'s bespoke approach is progressive and has a positive effect on the lives of young people but also has benefits for the broader community.

"When we help change the trajectory of a young person's life, help them turn their life around, there is a perpetual positive impact on the community with less young people being forced to rely on the public purse," he says.

"Getting someone in the right lane, feeling good about themselves, finding their passion and contributing – that's all positive and the way to set them up for success". *

"I have worked for the company for 10 years and I run our Deli/Salumi and Cheese Bar. I am a qualified chef by trade so absolutely love all things fine in the food world. I have been fortunate enough in this time to work with some pretty amazing food. This wouldn't have been possible without the support and encouragement from Mr Nick and Spero, who have always backed us in to source only the finest quality products that we can find. As a result we are able to offer our customers a very unique shopping experience. I think what I have loved most about working for the Chapley family is there strong ethos on customer service, range and quality!

Chris Fraser (Frewville)

"I work in the Patisserie team but I have worked in all areas of the store from checkouts to bakery and in the restaurants. I'm so passionate about the place and what I do. On the first Saturday I worked here, an older gentleman in a suit walked up to me and said "hello, I'm Nick" and then off he went. I had no idea who he was. I love it that every time Mr Nick and Spero are in the store they come and say hello and ask me how I amthat is so important to me.

Val Scott (Pasadena)