

BI-RITE'S BITES

MARCH 2010

Announcing the Window at Bi-Rite Creamery!

This March we've cut the ribbon at the newest addition to Bi-Rite's Family of businesses: the Window. Regular visitors might notice the brown awning a couple doors down from the Creamery, reminiscent of an old world New York apartment building.

Walk up to the Window and the same smiling faces will serve you our new spotlight item: soft serve ice cream made from Straus Family dairy (same place we've sourced our organic ice cream ingredients all these years). Try

the chocolate, vanilla, or the good ole swirl....and keep your eyes out for salted caramel-- once we perfect the recipe, it will be in soft serve form too!

We'll also be selling our favorite sweet treats from the bakeshop: cupcakes, cookies, pies and galettes, ready to grab and go from the Window, along with our delicious hot chocolate to warm you up on those cold summer nights.

The Window has the same operating hours as the Creamery (Sun-Thurs 11am-10pm; Fri-Sat 11am-11pm)—come visit us!



Join our email List: Enter your address at www.biritemarket.com to be sure you don't miss an issue of our newsletter!

FROM THE BUTCHERS

How Irish Do You Want To Be?

St. Patrick's Day is upon us, and if you have time and fridge space on your hands you can make your own corned beef for Irish bragging rights. We have brisket from Lassen's 5 Dot Ranch, which is perfect for slow braising. The following steps detail how our butchers transform brisket into a succulent corned beef worthy of your cabbage and potato spread:

1. Fill a pot with 1 gallon of water (for a 5 lb brisket), 1 ½ cups of salt, and ¼ cup sugar. Heat until the mixture is fully dissolved.

2. Add your favorite warm spices to the pot (we like a

teaspoon of all-spice berries, a teaspoon of juniper berries & a clove of nutmeg), plus half a yellow onion and a couple bay leaves.

3. Add the brisket to the pot, and place it in the fridge. After 7-10 days, remove the pot of meat from fridge and rinse the meat thoroughly; set aside the meat.

4. In a new pot, sauté a mirepoix (1 onion, 2 carrots and 3 stalks of celery), and caramelize it with a tablespoon of tomato paste. Deglaze the pot with ½ cup white wine.

5. Add the meat to the pot, and then enough chicken stock to cover it fully. Simmer at low heat for 4-5 hours (the cooking liquid

should hover around 170-180 degrees) until the meat is fork-tender. Put the pot in the fridge again and let it cool overnight.

6. The next day, pull out the pot and remove the beef, setting it aside. Strain the liquid and reduce the strained liquid to a sauce-like consistency. Reheat the corned beef in the liquid until warmed through and serve. Don't forget the stout and the cabbage!

....Or if you need a little shortcut this year, visit our deli counter-- we have corned beef already brined for you, or we can serve you up some of our brined and cooked corned beef ready for the feast!

IN THE MARKET

Mary Jane's Relaxing Soda

At Bi-Rite, we like to think of our service style as passionate yet relaxed (in a funny intense way), but even our staff members sometimes need help winding down from a busy day. Enter Mary Jane's Relaxing Soda, nicknamed the drinkable "weed-in-a-bottle" and "the anti-red bull."

The makers of Mary Jane's Relaxing Soda have harnessed the power of Kava, a South Pacific root purported to have sedative properties. "When it comes to treating anxiety, the herb gets an A. Some studies have found it to be as effective as Valium," says the LA Times.

This all-natural soft drink delivers euphoric relaxation and focus to a stress-filled life. Within 10-30 minutes of drinking, a "calming" sensation can be felt throughout the body and mind. Mary Jane's is part of a new group of so-called "slow-down" or "anti-energy" drinks, which are expected to be among the top food trends of 2010.

Made from herbal extracts, carbonated water, and all-natural cane sugar, this mood-altering soda is good for the body and mind. All ingredients are natural and certified kosher; there is no high fructose corn syrup or other artificial ingredients.

The jury's out on how long Kava will be legal in the US, so get it while you can! \$2.49/bottle in the refrigerated beverage case.



Signs of Spring

We've turned the corner, kissing winter goodbye in anticipation of spring's bounty of produce from California's rich farmlands!

This month we celebrate the arrival of local asparagus--did you know it's a grass? These crisp shoots are perfect tossed with olive oil, salt and pepper and thrown on the grill, or extra special poached and topped with a fried Soul Food Farm egg and shaved Parmigiano Reggiano—with longer days ahead, pastured eggs and chickens should regain their momentum and will be more plentiful on our shelves.

Drum roll please for our "official" countdown to the produce we look forward to in future months as the fruits of California farms.

- 2 months away: cherries from the American River in the Sierra Foothills
- 3 months away: locally-picked blueberries (including those from Sam's parents' farm)
- 4 months away: legendary stone fruit from Balakian Farms in Reedley
- 5 months away: apples from the Mogannam Family Farm in Placerville

...Speaking of Placerville, in the late 1800's you wouldn't have seen that town on the map—in its place was Hangtown, a base of supply for the mining region in California. The Hangtown Fry, a favorite among the gold miners stationed there, might be the first real instance of California cuisine. It consists of fried breaded oysters, eggs, and fried bacon, cooked together like an omelet. In the gold-mining camps of the late 1800s, the Hangtown Fry was a one-skillet meal for hungry miners who struck it rich and had plenty of gold to spend. Live oysters would be brought to the gold fields in barrels of sea water after being gathered in and around San Francisco Bay. Such a meal cost approximately \$6.00, a fortune in those days.

RECIPE SPOTLIGHT

Hangtown Fry

Serves 4

This recipe showcases bacon and oysters in a version of the Gold Rush classic that's equally great at lunch or dinner. We can't guarantee that we'll always have oysters in stock, so we encourage you to speak with someone in the deli a few days in advance.

6 slices bacon, cut into 1/2-inch dice
1/4 cup flour
1/4 cup cornmeal
2 teaspoons + 1/2 teaspoon kosher salt
Freshly ground pepper, to taste
15 fresh-shucked Hog Island, Drakes Bay or other local oysters (jarred works)

10 eggs
1 cup milk

Cook the bacon in a large skillet until just crisp. Once cooked, remove from the pan, but leave the fat in the pan.

Meanwhile, combine the flour, cornmeal, the 2 teaspoons salt and a few grindings of pepper. One by one, shake off excess moisture from the oysters, and then dredge thoroughly in the flour mixture.

While the bacon oil is very hot, carefully add the oysters and fry for about 3 minutes, until golden brown. Turn the oysters over and fry for about 2 min-

Small Batch Beers are Worth the Chase

Bi-Rite beer expert Sarah Bouldin recalls her brush with a single microbrewery which opened the door to a future of hunting the best small-batch beers in America. For Bouldin it was Bell's Brewery in Kalamazoo, Michigan; each of us can probably remember the first time we tasted a beer that told a story and opened our eyes to the world of brewed possibilities.

Bouldin fills her days scoping out artisanal breweries that are too small to be sold at a Whole Foods or Bevmo. Recently she's gotten our hands on Cascade Kriek Ale from Cascade Brewing Company, a small Portland, OR producer that can only be found at specialty beer shops and bars. Brewed with hand-picked cherries, this is a really well balanced, Belgian-style sour ale. She's also nabbed us some cases from Midnight Sun Brewing Company out of Anchorage, AK, including their Kodiak Brown Ale and Arctic Rhino Coffee Porter. These are strong Cali-style beers, not for the faint of heart, and this is the first time they're hitting the Bay Area in bottle form!

For a more traditional California-style beer, Bouldin recommends AleSmith Brewing Company's AleSmith IPA, which she says stands up against Racer 5's version—she even admits, "I think it's better!"

utes. Transfer to paper towels to drain, and save 1-2 tablespoons of fat in the pan.

In a bowl, whisk together the eggs, milk, 1/2 teaspoon salt and a few grindings of pepper.

Return the diced cooked bacon to the skillet. Heat the pan briefly, then add the egg mixture. Scramble over medium heat for about 5-8 minutes, until just set. Remove from heat and fold in the oysters.

Serve with sourdough toast and a frosty mug of Midnight Sun Ale (now that is a breakfast of champions).