



CHOICES'

Monthly Newsletter | July 2021

The Dish on **Corn on the Cob**

Say Cheese! Feta

New Summer Items

Q&A with Beaver Meadow Farms



Canada Day

Canadians across the country have had a difficult year, but we've all endured the worst and come out stronger. On July 1st, let's all celebrate our resilience and strength as Canadians. This year's Canada Day may be reserved compared to celebrations of past years, but that doesn't mean we don't have reason to celebrate how lucky we are to be Canadian. Happy Canada Day from the Choices family to yours!



Supporting Local



Right now, it's more important than ever to support the local producers in our communities. Our friends, neighbours and community members need help more than ever to stay on their feet and provide for you. Choices Markets has always been a staunch supporter of local producers, and we're asking you now to help in any way you can. Pick BC grown fruits and vegetables when choosing produce. Choose seafood harvested in BC waters. Find out which of your favourite foods and wellness items are Canadian made. Every little bit we can do to help goes a long way towards our sustainable future.

What Produce is in Season?

BC is home to some of the greatest fresh produce in the world! So what's in season this month for those of us who love to eat local?

July Veggies	July Fruits
Beans, Beets, Broccoli	Apricots
Carrots, Chard, Corn	Blackberries, Raspberries, Gooseberries, Strawberries
Kale, Leeks, Lettuce	Cherries
New Potatoes, Radishes, Spinach	Currants
Shallots, Tomatoes, Zucchini	



By Kelsey Moore,
Nutrition Operations Manager

Pinch of Himalayan black salt

Combine all ingredients in a bowl.

Grill corn for 15-20 minutes, turning corn frequently (every 3-4 minutes) so that it cooks evenly.

Serve as a side with your favourite summer burger!



Win a Stand up Paddleboard Kit

Courtesy of Neal Brothers Foods

Get out on the waves with everything you need to paddleboard this summer.

Skill Testing Question:

$$(56 - 18) \times (25 - 13) = \underline{\hspace{2cm}}$$

Name: _____

Phone Number: _____

Choices Location: _____

Contest open from July 1-31, 2021. One entry per person. All entries must have the skill testing question answered correctly to be valid. Employees of Choices Markets and their family members are not eligible. The prize must be accepted as awarded, no substitutions will be made, cash or otherwise. No cash value if prize is not claimed or used fully. Winners consent to the release of their names (and photo when applicable) by Choices Markets for publicity purposes. Entries can be dropped off at any Choices location. Winner is responsible for picking up their prize from the Choices Markets location of their convenience. There can be no repeat winners for Choices contests throughout 2021.

NEAL BROTHERS



New Choices!

GROCERY

Happy Pops Vegan Ice Pops



6⁹⁹ 4Pk

Crafted in Canada with real fruit and without the use of any artificial ingredients

Clever Non-Alcoholic Mocktails



2⁴⁹ 355ml
+deposit +eco fee

The secret of Clever resides in the choice of herbs and spices for each of the unique infusions that make up each mocktail.

WELLNESS

NutraSea ADHD



31⁹⁹ 200mL

May help to reduce symptoms associated with attention deficit hyperactivity disorder (ADHD) in school-age children.

Prana Organic Granolove

2 Varieties



3⁹⁹ 300g

It's time to embrace Slow Living and enjoy a healthy and indulgent breakfast with our brand new Granolove!

Squamish Water Kefir Smoothie Builder



3⁹⁹ 1L
+deposit +eco fee

Water kefir is a centuries old fermented drink that is packed full of the probiotics and beneficial digestive enzymes, pre-digested nutrients, amino acids, vitamins, and minerals our bodies love.

Harmonic Arts Pine Pollen



29⁹⁹ 70g

Pine pollen is an excellent source of flavonoid groups, antioxidants, vitamins and minerals.

Yumi Organic Overnight Oats



5⁹⁹ 330g

Just add milk & refrigerate for a healthy and delicious breakfast - ready when you are.

Root 8 Plant Based Cali Wings



8⁹⁹ 225g

We specialize in our own plant based recipes to help everyone live a healthy and fulfilling lifestyle.

AOR Cortisol Adapt



43⁹⁹ 60 Caps

Reduce symptoms of stress. Supports cognitive health and brain function. Source of antioxidants. Helps reduce cortisol and C-reactive protein levels.

Mighty Fine Brine Pickles



7⁹⁹ 1L

We work tirelessly to re-create healthy, delicious, functional foods and beverages that have been adored for centuries.

Natural Traditions Honeydew Or Watermelon Jerky



3⁹⁹ 36g

Ready to eat right out of the bag. Perfect for snacking on the go & 100% school safe!

routine. Solid Perfume



29⁹⁹ 15g

Enhance your pheromones and enlighten your olfactorys with Routine's 100% natural solid perfume.

SAY CHEESE!

Feta Cheese

Originating thousands of years ago in Greece, Feta cheese was traditionally made from Sheep's milk, with a little Goat milk thrown in the mix. In modern times you can find "Feta Style" Cheese made from any number of different ratios of milk from Sheep, Goats and Cows. However these days more than 90 years after the start of a Commercial Legislation campaign it has become a POD (Protected Designation of Origin) with specific rules about where and how it can be made. Many other countries make "Feta Style" cheeses but to the connoisseur, there is only one true Feta.

Here in Canada, we are lucky enough to have been given permission to make our own Feta as long as the producer was already established before 2013 when even more rules regarding the protection of authenticity came into play. So we have the option to support local while still enjoying the tastes of the Mediterranean, which is what I like to call a great big win-win.

This delicious cheese is soft, crumbly, and tangy with certain saltiness and can be found either in its own brine or in a drier format. The salt content and refreshing taste lends itself to all things summer, pairing perfectly with seasonal produce such as tomato, peppers, cucumbers, etc.

If anyone knows how to serve a hot weather meal, it is the Greeks!

Like many of you, I am sure ready to sit on my patio beside my barbeque after the social distancing of winter. So I found myself doing some pretty serious grilling this spring, which lead to this great feta recipe. If there's any international food suited for hot summer weather, it's Greek!



Drew Baughman is a Red Seal Chef with over 7 years experience in the food industry. He is a key factor in the running of the Choices Markets Kitchen. He loves great food, the outdoors and a good book.

COOK IT UP



Roasted Veggie Medley with Marinated Feta

Marinated Feta:

- 50 grams of firm feta, cut into thin slabs**
- 2 sprigs of fresh oregano leaves, chopped**
- 1/8th tsp chili flakes**
- 1/8th tsp coarse black pepper**
- 1/2 tsp honey**
- 1 tbps balsamic vinegar**

Roasted Veggie Medley:

- 1 lb nugget or baby potatoes**
- 1 large carrot cut into rounds**
- 1/2 medium red onion cut in large dice**
- 3 gloves of garlic, rough chopped**
- 1 green bell pepper cut in large dice**
- 2 TBSP olive oil**
- Salt and pepper, to taste**

Prepare feta for marinade 1 to 8 hours ahead of time. Cut the feta into thin slabs and lay in the bottom of a small mixing bowl. Mix together remaining marinade ingredients. Pour over feta and store loosely wrapped in the fridge, turn over halfway through marinade time for even coating.

Parboil potatoes. Strain and leave to dry. Preheat your oven (or barbeque) to 400 F.

Prepare your veggies and quarter the potatoes, mix in a baking dish and drizzle with olive oil and salt and pepper. Roast for around 30 minutes or until the carrots are tender and the peppers have started to brown.

Plate right away and crumble the Feta on top, dividing it between each portion. Serve as a side with your next grilling adventure, or try it with Choices Chicken Souvlaki for a more authentically Greek experience.

JULY 1-15 ONLY

club specials

Hardbite Natural Potato Chips



2.49

128g - 150g

The chip for adventures!
All potato, no couch.



Late July Organic Tortilla Chips

2.99

156g - 170g

3.99

227g - 312g

These tortilla chips are delicious and committed to high quality organic and non-GMO ingredients.

Smart Sweets Low Sugar Gummies



2.99

50g

Kick Sugar, Keep Candy!

These candies help you kick the sugar and keep the candy.

Perrier or San Pellegrino Mineral Water



1.79

750ml & 1L
+deposit +eco fee

Naturally carbonated
waters for elegant
refreshment.

Zevia Organic Tea & Zero Calorie Energy Drinks



1.99

355ml
+deposit +eco fee

Delicious moments don't
need sugar! Zero sugar,
zero calories, all delicious.

GT's Organic Raw Kombucha



7.99

1.4L

+deposit +eco fee

The original kombucha
brand that started the
kombucha craze.



Earth's Choice Organic Coffee

8.99

340g

Rainforest Alliance Certified

At Earth's Choice, we try
our best to balance great
taste and sustainability.

Liberté Skyr & Greek Yogurt



3.99

Skyr, 500g

4.99

Greek, 750g

Skyr yogurt is a style of high protein
yogurt from Iceland that is extremely
dense and creamy.

Sol Cuisine Vegan Burgers



4.49

284g

Sol cuisine meatless recipes are made to
show off the great taste of grains and veggies.

Nature Clean Natural Laundry Liquid



10.99

3L

Gets your clothes clean
using only naturally
derived, powerful
ingredients.

Nana Pops Vegan Frozen Dessert Bars



6.99

4 Pops

The frozen banana
reinvented into a
delicious frozen treat.

Annie's Homegrown Mac & Cheese Dinners



Select Varieties

2.29

149g - 170g

The classic, creamy,
cheesy macaroni treat
that families love.

JULY 16-31 ONLY

club specials

Kettle Brand Family Sized Potato Chips



3⁹⁹

397g

Kettle Brand chips are extra in a good way! Extra crunchy, extra flavourful and extra tasty!

Kettle Brand Potato Chips



2²⁹

220g

With tons of great Kettle Brand flavours, there's a great crunch out there for everyone.

Noble Vegan Jerky



4⁷⁹

70g

These plant-based jerkies make for effortless plant protein snacking.

Olympic Yogurt Krema, Greek, Organic



4⁹⁹

650g

Olympic yogurt is made by good people with west coast spirit, right here in BC.

Nuts to You Organic Peanut Butter



8⁹⁹

750g

Only the good stuff goes into these premium nut butters.

Uncle Luke's Organic Maple Syrup



20⁹⁹

1L

These 100% pure maple syrups are as Canadian as it gets!

Big Mountain Foods Vegan Meat Alternatives



5⁴⁹

300g - 400g

Buy local BC, plant-based, gluten & soy free. Big Mountain is real, simple and good food!

Earth Own So Fresh Oat Beverages



3⁴⁹

1.75L

4⁴⁹

Naked Oat, 1.75L

Oat milk uses less water to produce than almond, so is much more sustainable.

Kicking Horse Organic Fair Trade Coffee



12⁹⁹

454g

Wake up and kick ass with these Rocky Mountain-Roasted coffees.

Fody Low FODMAP Diet Foods



3⁹⁹ to 4⁹⁹

Assorted Sizes

Low FODMAP foods for gut-friendly gourmet.

Avafina Organics Superfoods



3⁶⁹ to 11⁹⁹

Assorted Sizes

Our Superfoods are a gift from Mother Nature and should be celebrated on every table.

Island Farms Ice Cream



5⁴⁹ to 6⁴⁹

1.65L

Enjoy the creaminess of Island Farms' wide variety of ice cream. Go on, have a scoop!



Edgar from Beaver Meadow Farms

Q Tell us about yourself and how you got into farming.

A I along with my brothers Phillip and Doug run Beaver Meadow Farms. We are third generation farmers on this farm. Our families have been farming on Vancouver Island since the time of the Gold Rush and we have followed the tradition of our parents and grandparents as farmers.

Q Regenerative farming is becoming increasingly popular among farmers in Canada. Can you tell us what regenerative farming is and why it's important for our environment?

A For us regenerative farming is solar farming. We capture and use the sun's energy year round maximizing photosynthesis to drive biological processes in the soil, building soil health. We are continually maximizing biological diversity to increase the health of our soils, plants, and animals on the farm. We depend on the natural biological processes, reduce soil tillage and limit the use of chemical inputs.

Q Can you tell us a little bit about your farming practices and how they benefit the environment?

A Our farm uses a diverse mix of grassland species to harvest the sun's energy that our cattle benefits from by grazing holistically through planning rotational grazing of the grasslands. This covers the soil with living plants year round so that maximum soil carbon sequestration occurs. The natural water holding capacity of the soils is increased as is photosynthesis which favours the natural cooling mechanisms of our planet.

Q With celebrating Canada Day this month, why do you feel it's important for consumers to support local farmers?

A By supporting local farmers like us a solution to overcome planetary warming is encouraged. We are a local farm that supplies nutrient dense, organic, 100% grass fed beef which

directly supports our local economy. This lessens the dependency on imported food and global transportation costs.

Q We are proud to say we exclusively sell your Organic 100% Grass Fed beef across all of our locations. Can you tell us more about your beef and other animals you farm?

A All of our beef is produced from regenerative grassland production. Minimal inputs of chemicals and greenhouse gas producing inputs are required. We use all natural biological production methods and enhance natural biological processes. We also reduce soil tillage and do not use chemical fertilizers or pesticides. Our careful management of the meadows provides and supports the biodiversity of our waters and soils so we are Certified Salmon Safe as we protect the fresh water habitat of our streams for trout and salmon. Our beef has been shown to be very nutrient dense and is a source of omega-3 fatty acids. We are proud to produce real beef with real flavour close to our customers.



Edgar and his brothers were all born and raised on Beaver Meadows. They learned most of their farming and business skills here from their families while growing up on the farm. The brothers left the farm for periods of time to further their education and to learn more life skills, but all eventually rejoined the family farm business. They have continued to improve their farming methods over time as well as continue to develop their beef operation and artisan cheese business in the Comox Valley. Edgar and his family all maintain an active role in their local community.

Summer Picnic Ideas

By Toni Vandenbrink,
Choices Nutrition Consultant, Kelowna

Looking for more ways to enjoy the beautiful weather on your days off? Try packing a picnic for you and your family this month! Packing a customizable picnic is a great way of ensuring everyone can make something they love. Each customizable option creates a balanced meal with a source of protein, fiber rich carbohydrates, healthy fats and vegetables. All you have to do is pre-prepare each section and put them in containers, then you can make your meals at your picnic!

Nourish Bowls

- Protein ideas: cooked chicken, chickpeas, cooked tofu, legumes, hard boiled eggs, edamame beans
- Carb ideas: brown rice, quinoa, sweet potato
- Produce ideas: spinach, lettuce, kale, mixed roasted vegetables
- Healthy fat ideas: roasted nuts, seeds, avocado
- Dressing: olive oil + balsamic vinegar, pre-made dressing etc.
- Optional extras: dried fruits, microgreens, dates

Charcuterie Style Plates

- Protein ideas: whole-roasted chicken, low sodium deli meats (such as turkey), hummus, edamame beans, cheese, hard boiled eggs, nuts/seeds
- Carb ideas: crackers, baguettes, pitas
- Veggie/Fruit Source ideas: cherry tomatoes, cucumber, carrots, grapes, apples, pears, olives
- Healthy fat ideas: sliced avocado or guacamole
- Sweet add-ons: dates, dried fruit, dark chocolate, jam
- Dip Ideas: tzatziki, baba ghanoush, guacamole, salsa, sweet chili sauce

A Workout with Nature

By Meagan Langerud,
Choices Nutrition Consultant Commercial Drive

Hiking is one of the best ways to immerse yourself in nature to refresh your mind and replenish the soul. Depending on the trail you choose, hiking can double or sometimes even triple your typical energy expenditure for the day! The right foods can give you energy, aid in recovery, provide hydration and keep you cool. All you are left to worry about is enjoying the great outdoors!

1

Fuel Up

Energy dense foods that contain complex carbohydrates, healthy fats and adequate protein, are important to provide you with long lasting energy. These protein balls are the ideal snack for your adventure and can be adjusted to your preferences.

- 1/2 cup chocolate/vanilla protein powder
- 1/2 cup nut/seed butter
- 1 1/2 cups rolled oats
- 3 TBSP honey/maple syrup
- 1 TBSP ground flax/chia
- 1/3 cup your favourite add-ins (raisins or other dried chopped fruit, nuts, seeds)
- 2-4 TBSP milk or water

Mix all ingredients together and form into balls and refrigerate for 30 min. Freeze for up to 3 months to be hiking –ready all season!

2

Keep Cool and Hydrated

Cucumbers naturally contain up to 96% water, making them excellent hydrators. In Traditional Chinese Medicine, cucumbers are known for their ability to clear heat. It turns out the phrase “cool as a cucumber” is cliché for a reason! Try this refreshing vegetable with some hummus or cashew dip for a tasty, satisfying snack on the trail.

3

Recover

There's nothing like a good climb up a steep mountain to get the muscles and joints working hard! Your food choices can help your body recover. In addition to complex carbohydrates and protein, fresh berries can come to your rescue. If you get lucky you just may find some wild ones along the way! Raspberries, strawberries, blueberries and blackberries all contain high levels of anthocyanins. These powerful antioxidants have anti-inflammatory capabilities that can keep you going during a grueling climb.



Are you looking for healthy variety in your diet?

Let the Choices Nutrition Team help.

Each month in our stores you'll find green labels on certain products, indicating our Dietitians' Top Choices.

Fresh from Produce

Cherries:

Nothing is more exciting when it comes to BC local fruit than fresh Okanagan cherries! Cherries are high in a whole host of nutrients like various antioxidants and phytochemicals, both of which help to protect against cancer and inflammation! As well, those with a sweet-tooth may find cherries are a great alternative to help curb sugar cravings! What a perfect healthy and tasty summer snack to grab on the go and enjoy at the beach with friends!



Wellness Centre



Gandalf Spirulina:

Spirulina is a blue-green algae high in a variety of nutrients. Gandalf spirulina has numerous health benefits associated with it. It's a source of protein which helps to build and repair body tissues. As well, Gandalf spirulina contains antioxidants which help to protect the body against damage by free radicals. Try adding spirulina powder to a summer spritzer or homemade popsicle for a fun teal colour and added nutrition!

Grocery Gossip



Le Petit Mas Garlic Flowers:

Garlic along with garlic flowers are believed to be native to central Asia but now are widely grown and cultivated world-wide. Their nutrient profile is similar to garlic bulbs in that they are high in antioxidants. But how do you eat garlic flower? They are similar in taste to garlic bulbs and can be used in a variety of cooking methods like sautéing, roasting or enjoyed raw. You can find Le Petit Mas Garlic flower at many of our Choices locations! Next time you pick up some garlic flower try this delicious savoury yogurt dip recipe here!

Cedar Valley Selections:

Summer has arrived and it's salad season! Salads have a notoriously bad rep of being boring, but they certainly don't have to be! What better way to liven up a simple salad by adding some nuts, fruit and a tasty salad dressing. Cedar Valley Selections is Canadian made and offers just that, simple satiating ingredients like nutritional yeast, avocado and tahini to name a few. Their dressings come in unique and delicious varieties like lemon garlic to tahini turmeric, pomegranate and more!



Tasty Top Choices Recipe



SAVOURY GARLIC FLOWER YOGURT DIP

By Dave Wilson, Choices Program Manager – Produce and Floral

- 1 part garlic flowers
- 4 parts plain yogurt
- 1 part diced seedless cucumber
- 1 green onion, finely chopped
- Juice of 1/2 a lemon

Combine all ingredients and stir.

Serve with chips, bread, crackers, raw veggies, or oven roasted potatoes!



JULY 1-15 ONLY

wellness centre

Flora Udo's 3-6-9 Blend



13⁹⁹
250mL
24⁹⁹
500mL

Support proper brain functioning for adults, & nervous system development for kids.

Flora Omega Sport+



18⁹⁹
250mL
31⁹⁹
500mL

This natural, energy-boosting blend can help promote next-level health, training, and adventure.

MegaFood Multi-Vitamins



20% Off
Assorted Sizes
Supports healthy energy production and nervous system and healthy bones.

NutraSea Dry Eye



42⁹⁹
120 softgels

Specifically formulated to help relieve and improve dry eye symptoms including support for proper tear function.

MacroLife Naturals Macro Greens Superfood



47⁹⁹
283 grams
Miracle Greens Superfoods or Miracle Reds

Macro Greens is made with no common allergens, certified organic barley grass and 37 additional synergistic ingredients.

Suro iSleep



23⁹⁹
60 caps
Regular and X-Strong

Physician formulated natural sleep aids that can also help relieve nervousness, anxiety and restlessness.

Sukin Naturals Hair Care



10⁹⁹
500mL

Made from only the best from nature. No parabens, no sulphates and absolutely no nasties.

Sukin Naturals Facial Care



20% Off
Assorted Sizes

All natural facial products made in Australia. We only use the best natural ingredients.

Green Beaver Suncare



25% Off
Assorted Sizes

Contains zinc oxide and titanium dioxide which create a natural barrier against harmful UV rays, while hydrating your skin.

routine. Natural Deodorants Select Varieties



22⁹⁹
50-58 grams (Stick or Jar)

routine. uses only the best quality ingredients in all of their products.

routine. Natural Soy Candles



31⁹⁹
each

Made with 100% natural soy wax, it's the perfect way to indulge your home, natural.

Island Essentials Pure Castile Soap



16⁹⁹
944mL

Hand crafted from perfectly blended natural ingredients and thickened with eco-certified plant derived decyl glucoside.

Garden of Life Organic Sport Proteins

Vegan or Whey



52⁹⁹

652-840 grams

Organic Plant-Based Protein is the cleanest plant-based protein containing essential nutrition to refuel your body after a hard workout and promote maximum recovery.

Garden of Life Raw Organic Perfect Food



46⁹⁹

207-285 grams

Our Raw Organic Perfect Food products are power packed with greens, vitamins, minerals, and enzymes.

AOR Melatonin DualCap



24⁹⁹

30 caps

- Helps to reduce/speed up time it takes to fall asleep.
- Melatonin lasts through the night.
- Helps to reduce the effects of jet lag.

Dr.Gifford Jones Medi-C Plus



24⁹⁹

300 grams

44⁹⁹

600 grams

Medi-C Plus produces healthy collagen, dissolves cholesterol deposits, reduces the risk of cardiovascular disease.

Hyland's Restful Legs



8⁹⁹

Restful Legs
50 tabs

14⁹⁹

Restful Legs PM
50 tabs

Offers relief for the uncontrollable urge to move your legs and also helps you fall asleep and stay asleep.

New Roots Herbal Evening Primrose Oil



20⁹⁹

90 softgels

38⁹⁹

180 softgels

Cold-pressed, organic, and non- GMO, containing a minimum of 10% GLA. GLA is recognized as beneficial for women's health.



Innovite Nattokinase

24⁹⁹

60 caps

Promotes fibrinolysis, or the breakdown of fibrin, a protein which forms the mesh structure in blood clot formation.

Divine Essence Organic Air Purifier & Freshener



7⁹⁹

110mL

Spray everywhere at home, at work, in the car and while traveling. No perfumes or chemical ingredients.

Derma E Firming and Lifting Face Care



25% Off

Assorted Sizes

Newly reformulated with added skin-firming ingredients to help visibly firm, lift and smooth skin as it moisturizes.



Dr. Bronner's Pure-Castile Soap

7⁴⁹

236mL

Our Pure-Castile Liquid Soap is concentrated, biodegradable, versatile and effective.

Earth Science Face Care & Body Care



25% Off

Assorted Sizes

A gentle cream cleanser formulated with natural fruit oils to cleanse the skin and remove makeup without the dryness of soap. Cruelty Free. Paraben Free.



ThinkSport Body Care

20% Off

Assorted Sizes

We are excited to now introduce a simple, effective chlorine remover that serves as a shampoo and body wash.

wellness centre month long specials



New Roots Herbal Organic Rosehip Seed Oil

16⁹⁹

30mL

Certified organic Rosehip Seed Oil revitalizes with its deep penetrating and moisturizing properties.



New Roots Herbal Organic Tamanu Oil

12⁹⁹

30mL

Cold-pressed tamanu nut oil quenches the skin to help retain moisture and to reduce the signs of aging skin.



New Roots Herbal Organic Seabuckthorn Seed Oil

25⁹⁹

30mL

Moisturizes skin and minimizes the appearance of wrinkles to keep skin soft and supple, with a more youthful appearance.

Healthology Go-Lax Bowel Formula



19⁹⁹

60 caps

GO-LAX provides a gentle, effective solution for occasional constipation.

Healthology Liv-Great Liver Formula



35⁹⁹

60 caps

LIV-GREAT provides the liver with daily support by boosting its detox capacity, helping protect it from damage, and supporting Phase 1 and Phase 2 liver detoxification.

FERAPRO Iron Formula



46⁹⁹

100 caps

Iron + Vitamin C + Methylcobalamin + 5-MTHF+GLYCINE, all in one capsule.

Natural Factors Lutein

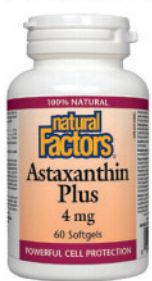


29⁹⁹

Lutein 20mg - 150 softgels
Lutein 40mg - 60 softgels

Lutein and zeaxanthin are carotenoid antioxidants that are concentrated in the eyes, where they protect the lens and retina from damage.

Natural Factors Astaxanthin Plus



18⁹⁹

60 softgels

Astaxanthin Plus combines AstaREAL® astaxanthin, one of nature's most powerful antioxidants, with lutein and zeaxanthin to protect cells from oxidative damage.

Vega Sport Rest and Repair



34⁹⁹

401-426 grams

Commit to your recovery and watch it pay off. Vega Sport® Nighttime Rest & Repair will help you sleep well so you can train hard.

Prairie Naturals Morning Rise and Shine



26⁹⁹

126 grams

52⁹⁹

252 grams

This highly-absorbable mineral-enhanced, all-natural lemon & aloe drink gently balances internal body pH and promotes an alkaline environment.

Harmonic Arts Herbal Tinctures



16⁹⁹

50mL

Try our Uplifted Spirits formula if you're experiencing emotional distress, or mild depression.

Bass Hair Brushes



15% Off

Assorted Sizes

Provides absolutely superior glide through the hair yielding a better and more complete polishing affect for all hair types.

the Dish

On Corn on the Cob

During the Canadian summer, whether you're on a patio in Toronto or a backyard in rural Alberta, you're guaranteed to find people grilling. What vegetable is a treat no matter what dish it's accompanying? Sweet and tasty corn on the cob of course!



When fresh BC corn finally arrives on the market each summer, my family and I celebrate by eating what feels like a literal tonne of it. My love of corn goes way back though, to when I was just a young boy in Italy.

Growing up on Lake Como, fresh corn was not something we often had in the produce markets. I remember once asking a friend whose father grew corn if I could have some cobs, as it was a rare treat for me. I was excited when he gave me some, but my joy was not to last. You see, there is a difference between the sweet corn we enjoy right on the cob, and more traditional maize that is used for grinding up for flours (it was destined for polenta, in this case). No matter how long you boil it, maize is never going to be good enough to eat. It was very tough and inedible! A learning moment for sure. Here in BC we don't have that confusion, and sweet corn is far more available.

When choosing your corn, look for bright green husks that are tight to the cob to make sure you're

getting the freshest product. Corn husks will fade as they dry out, and loosen from around the cob. If you're able to sneak a peek inside, you want your corn kernels to be nicely aligned and tight together. If you're not going to consume your corn right away, make sure to keep it cool, though in my house not eating it as soon as I get in the door is more of a concern.

The easiest ways are often the best, and I recommend simply boiling your peeled corn cobs in well-salted water. Three to five minutes is usually enough, though some grandmas wisdom says to let the water come back up to a boil, then the corn will be done. Remember, your corn will keep cooking even after taking it out of the water, so be aware of this. Some family traditions suggest boiling corn in sugared water instead of salt, so maybe you'd like to try that method before your next boil? Corn cooked right on the barbeque is also a treat, just take the hairs off and cook in the husk, or peel and wrap in tinfoil.

Butter and salt are traditional corny condiments across our beautiful country, but sometimes I like to look to my past and drizzle on a high quality extra virgin olive oil. When the corn is particularly good, I like to simply enjoy it plain with a sprinkle of salt. A classic dish to enjoy is Mexican street corn. As our modern sweet corn comes from Mexico they really know how to prepare it better than anyone. As soon as the corn is cooked, and the cob is cool enough to handle, with the help of a cutting board and a sharp knife remove all the kernels. While still warm, dress with butter, sour cream or Mexican crema, chili powder, salt, crumbled cotija cheese, Mexican hot sauce and lime juice. A guaranteed new favourite.

Normally I end my articles with a joke, but everything I came up with this month was far too corny to put into print. No matter, the important part is we all get to enjoy a cob and be happy!



Chef Antonio's delicious creations are made fresh and on sale every day in the Choices Deli. Pick something up today for a quick lunch or a meal for the whole family.



comments@choicesmarkets.com

/Choices_Markets

/ChoicesMarkets

@ChoicesMarkets

Choices Markets Locations

Kitsilano

2627 VW 16th Ave, Vancouver
604.736.0009

Cambie

3493 Cambie St, Vancouver
604.875.0099

Kerrisdale

1888 VW 57th Ave, Vancouver
604.263.4600

Yaletown

1202 Richards St, Vancouver
604.633.2392

Commercial Drive

1045 Commercial Dr, Vancouver
604.678.9665

Kelowna

1937 Harvey Ave, Kelowna
250.862.4864

South Surrey

3248 King George Blvd, Surrey
604.541.3902

Burnaby Crest

8683 10th Ave, Burnaby
604.522.0936

Abbotsford

3033 Immel St, Abbotsford
604.744.3567

North Vancouver

801 Marine Dr, North Vancouver
604.770.2868

Eco Audit

Reducing our environmental impact, we chose to print our newsletters on 100% post consumer recycled fibres. Look what we saved this month:

Tree(s): 0

Waste: 1,199 kg

Water: 1 m³ world eq. of water

Greenhouse Gas Emissions:

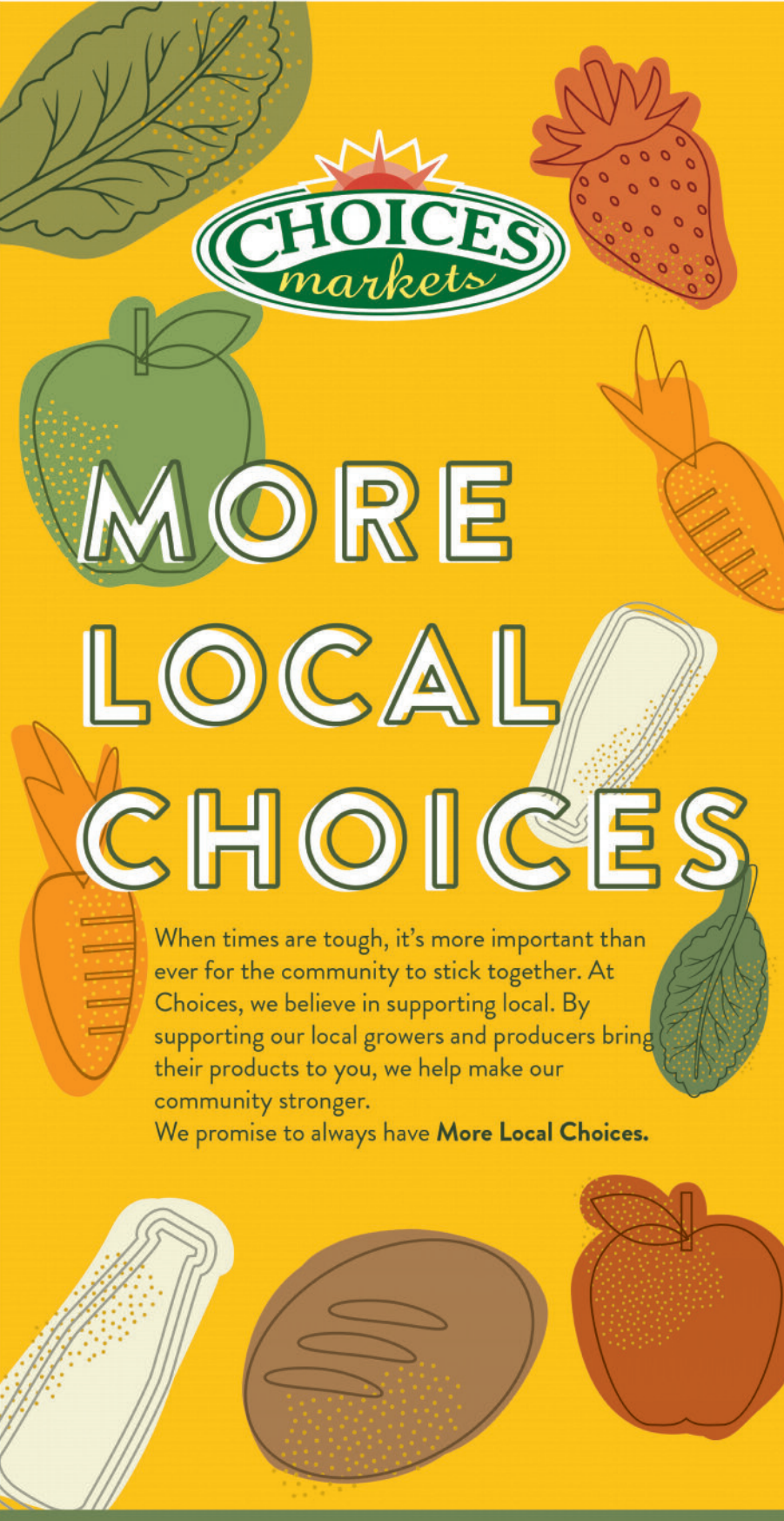

109 kg CO₂ or 432 km driven by car +

1 kg NMVOC or 260 km driven by car

Energy:

2 GJ or 8,164 60-W light bulbs for one hour

Results based on the Rolland Environmental Calculator



MORE LOCAL CHOICES

When times are tough, it's more important than ever for the community to stick together. At Choices, we believe in supporting local. By supporting our local growers and producers bring their products to you, we help make our community stronger.

We promise to always have **More Local Choices.**

100% BC OWNED AND OPERATED