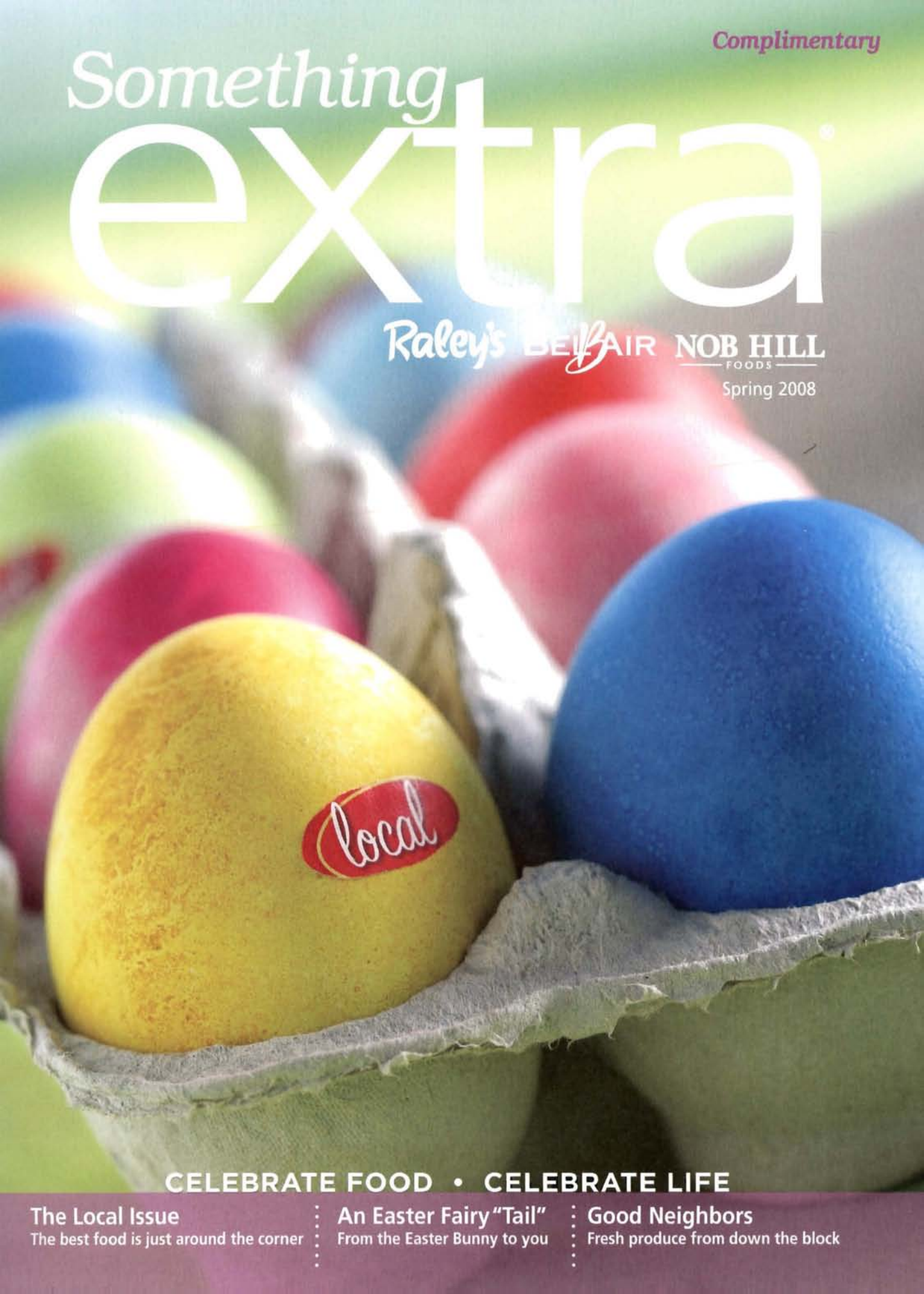


Complimentary

Something extra®

Raley's *BEAUFAIR* NOB HILL
FOODS

Spring 2008



CELEBRATE FOOD • CELEBRATE LIFE

The Local Issue

The best food is just around the corner

An Easter Fairy "Tail"

From the Easter Bunny to you

Good Neighbors

Fresh produce from down the block



In Our Neighborhood

Remember when you were a kid and your parents would stop the car at a roadside stand for just-picked fruits and veggies – and you got to stretch your legs and sample the goodies?

You still can – all at the push of a shopping cart.

"We think of ourselves as a 'roadside stand,' loaded with all the best and freshest produce from just down the road," says Greg Corrigan, Raley's Vice President of Produce & Floral.

When you see "Locally Grown" signs in our stores and ads, it means the farm is less than an 8-hour drive from our stores.

So, in many cases the fruits and veggies you're taking home are picked hours earlier – not days.

"And shorter trips from field to market help reduce your 'food miles,' which is good for the environment," adds Greg.

Why do we think it's so important to work with local growers? As a local, family-owned store, we love working with local, family-owned farms. It means we can bring you the very best quality from people we trust.

So who are the farmers in your neighborhood? Turn the page to find out.

As a local, family-owned store, we love working with local, family-owned farms.

[fresh]

Victoria Island Farms

San Joaquin Delta, Calif.

What's in season: Asparagus

Other crops: Blueberries

Their asparagus is outstanding, but you know what's really cool about the Nichols family of Victoria Island Farms? They own their own island!

The Nichols originally leased the land to farmers in the 1960s, but as those contracts expired, the family took over farming operations in 1987.

"The location is obviously special, because we grow, harvest, sort, pack and ship everything right here," says General Manager Jim Jerkovich. "But it's also the people and their dedication to producing these crops."

Because the island was once river bottom, its soil is exceptionally rich. The airiness of the soil and mild climate allow asparagus spears to shoot up easily – some 10 inches a day in peak growing season!

"With our asparagus, we're cutting in the morning and by noon it's being packed and sealed – it captures the freshness and translates into superior quality," says Jerkovich.

Durst Organic Farms

Esparto, Calif.

What's in season: Organic asparagus

Other crops: Organic tomatoes, cherries, melons, squash, pumpkins

"We come to organic farming from a genuine concern for the environment, not a marketing gimmick," says Jim Durst, founder of Durst Organic Farms.

Durst Farms planted its first organic crop in 1983. Today, the farm continues to manage all the crops organically through crop rotation and soil amendments – all without the use of pesticides.

"We pick and sell our vegetables as close to ripe as possible and distribute within a 24-hour timeframe, which gives the consumer the experience of 'just picked' flavor," he says. "Our asparagus, for example, is usually on the table within 48 hours of harvest."

In-season produce available weather permitting.

"With our asparagus, we're cutting in the morning and by noon it's being packed and sealed – it captures the freshness and translates into superior quality."



Asparagus with Lemon Browned Butter Sauce

Prep time: 10 minutes

Cook time: about 10 minutes

2 bunches fresh **Victoria Island** or
Durst Organic asparagus (about 2 lb.)

1/3 cup butter

1 clove garlic, minced

1 tbsp. fresh lemon juice

1/2 tbsp. balsamic vinegar

Salt and freshly ground pepper to taste

1 tbsp. chopped fresh thyme

Grated lemon zest (optional)

Snap off or trim ends from asparagus; steam in a large pot of water or in an asparagus steamer for 3 to 5 minutes or until crisp-tender; drain and transfer to a medium bowl and keep warm. Melt butter in a medium skillet. Cook over medium-high heat until butter just begins to brown and foam, being careful not to burn. Remove from heat and stir in garlic. Swirl pan several times, then stir in lemon juice and vinegar. Pour over hot asparagus and season with salt and pepper; toss gently to mix. Transfer to a platter and sprinkle with thyme and lemon zest, if you like. *Makes 8 servings.*

Nutrition per serving: 100 calories, 3 g protein, 8 g total fat (5 g sat., 0 g trans), 6 g carbohydrate, 3 g fiber, 3 g sugar, 20 mg cholesterol, 90 mg sodium, 2 points



Pair with the perfect wine,
see page 83.

30 minutes OR LESS

Think Fast

Simple and savory, eggs get a dinnertime makeover in these quick-cook dishes.

Asparagus Egg Crepes

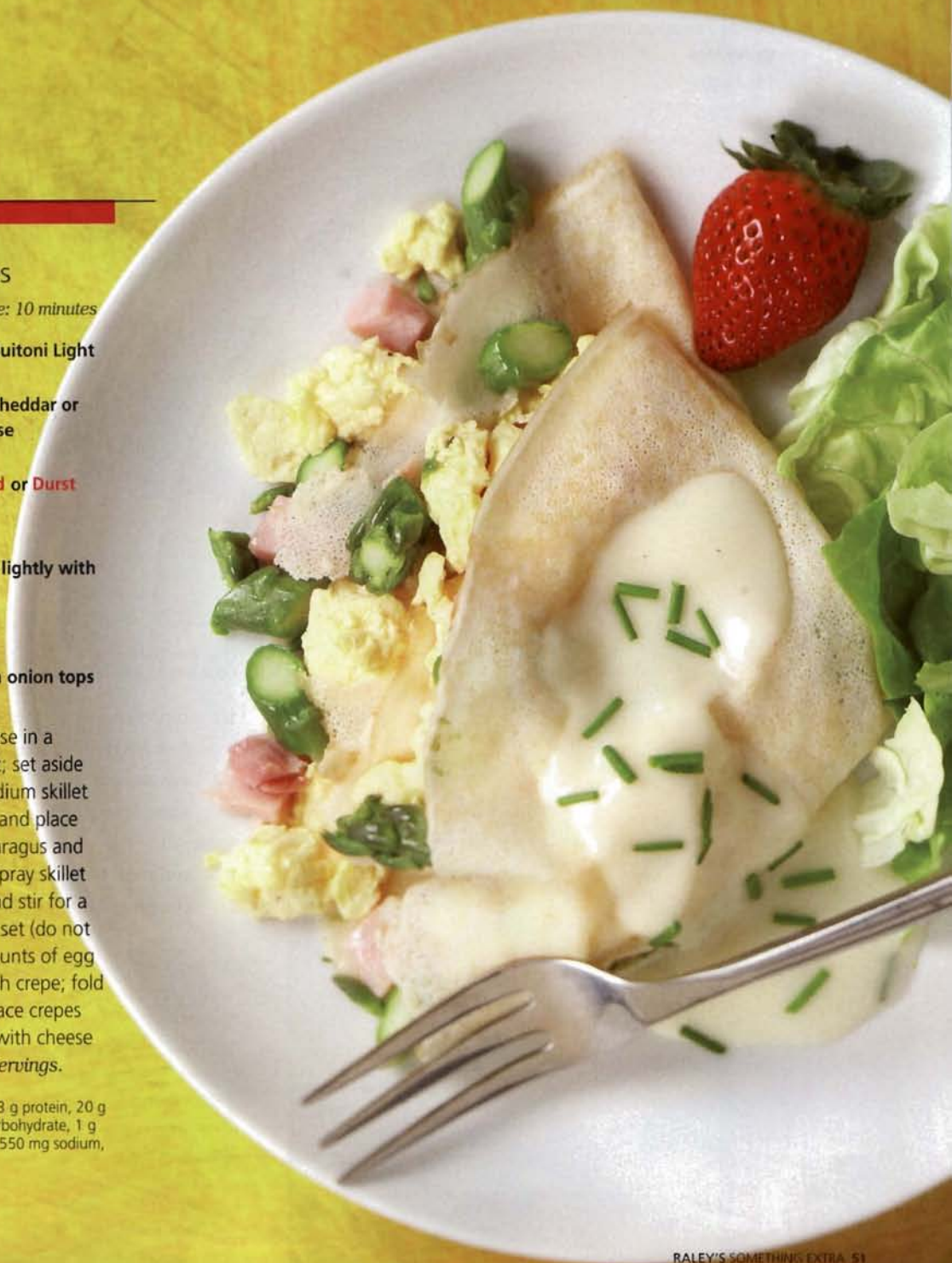
Prep time: 15 minutes, Cook time: 10 minutes

- 1/2 of a (10-oz.) container Buitoni Light Alfredo Sauce
- 1/2 cup shredded Fiscalini Cheddar or Tarragon Cheddar Cheese (in our Deli)
- 1/2 cup sliced Victoria Island or Durst Organic asparagus
- 1/2 cup small cubes ham
- 6 eggs, beaten, seasoned lightly with salt and pepper
- 4 Melissa's Crepes (In our Produce Dept.)

Snipped fresh chives or green onion tops

Heat Alfredo sauce and cheese in a small saucepan until very hot; set aside and keep warm. Spray a medium skillet with nonstick cooking spray and place over medium heat. Add asparagus and ham; stir-fry for 5 minutes. Spray skillet again and add eggs; cook and stir for a few minutes more, just until set (do not overcook). Spoon equal amounts of egg mixture onto one side of each crepe; fold in half, then in half again. Place crepes onto serving plates and top with cheese sauce and chives. *Makes 4 servings.*

Nutrition per serving: 320 calories, 23 g protein, 20 g total fat (8 g sat., 0 g trans), 11 g carbohydrate, 1 g fiber, 4 g sugar, 415 mg cholesterol, 550 mg sodium, 7.8 points



Mushroom and Asparagus Salad

Prep time: 20 minutes

- 1/3 cup sherry vinegar
- 1/4 cup light mayonnaise
- 2 tbsp. snipped fresh chives
- 1 tbsp. Dijon mustard
- 2 tsp. sugar
- 8 oz. **Premier** white mushrooms, thinly-sliced
- 8 stalks chilled crisp-tender **Victoria Island** or **Durst Organic** asparagus, cut into thin strips

Fresh arugula leaves

Freshly ground pepper and shaved
Parmesan cheese (optional)

Whisk together vinegar, mayonnaise, chives, mustard and sugar in a large bowl. Stir in mushrooms and asparagus; stir well to coat with dressing. Line 4 salad plates with a small bed of arugula, then spoon equal amounts of mushroom mixture on each. Season with pepper and top with shaved Parmesan.

Makes 4 servings.

Nutrition per serving: 110 calories, 4 g protein, 7 g total fat (2 g sat., 0 g trans), 7 g carbohydrate, 1 g fiber, 4 g sugar, 10 mg cholesterol, 280 mg sodium, 2.5 points

