

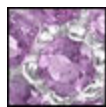
PASQUALINA'S ITALIAN MARKET & DELI



HAPPY VALENTINE'S DAY!

Issue 22

February 1st, 2010



February Birthstone—AMETHYST

Purple being one of my favorite colors makes Amethyst one of my favorite gems... here is a little history:

If gazing into the sparkling purple depths of an Amethyst suffuses you with a sense of powerful well being, this is only to be expected. The ancient Greeks believed that this gemstone held many powers, among them protection against intoxication. In fact, the word Amethyst comes from the Greek word "amethystos," meaning sober. In ancient Greece, the gemstone was associated with the god of wine, and it was common practice to serve this beverage from Amethyst goblets in the belief that this would prevent overindulgence. Even today, Amethyst is considered a stabilizing force for those struggling to overcome addictive behaviors.

February's purple birthstone has been found among the possessions of royalty throughout the ages. The intense violet hue of Amethyst appealed to early monarchs, perhaps because they often wore this color. Purple dye was scarce and expensive at one time, and so it was reserved for the garments of kings and queens. Amethyst has been found in ruins dating as far back as the ninth century, adorning crowns, scepters, jewelry, and breastplates worn into battle. A large Amethyst is among the closely guarded gemstones in the British Crown Jewels.

Amethyst is also symbolic of spirituality and piety. It has been used to ornament churches and crosses used in religious ceremony, and worn in rings and on rosaries by bishops and priests.

Once considered more valuable than diamonds, Amethyst is a member of the quartz family, occurring naturally as crystals within rocks. Deposits of this gemstone are found in Brazil, Canada, Australia, India, Madagascar, Namibia, Russia, Sri Lanka; and in the United States.

The gift of Amethyst is symbolic of protection and the power to overcome difficulty. It is said to strengthen the bond in a love relationship, so it is an ideal anniversary or engagement gem. Whether or not Amethyst holds such power, it's stunning beauty will certainly make anyone who wears it feel like royalty!

INSIDE THIS ISSUE:

- *February – Amethyst (page 1)*
- *Cheese Corner w/ Brian (page 2)*
- **NEW CHEESES (page 2)**
- *Recipe (page 3)*
- *Weekly Specials (page 3)*
- **FEB. Cheese Special 25% OFF.(page 4)**
- **Clearance Items (pg 4)**
- **COUPON (page 4)**

THE CHEESE CORNER W/BRIAN

E-MAIL YOUR QUESTIONS TO: brian@pasqualinas.biz

Some Cheese Fun Facts:

- The terms "Big Wheel" and "Big Cheese" originally referred to those who were wealthy enough to purchase a whole wheel of cheese.
- Did you know that there are over 2,000 varieties of cheeses! This info is heaven for us cheese lovers.
- Did you know the #1 cheese recipe in America is "Macaroni and Cheese"
- Did you know that what appears to be the remains of cheese has been found in Egyptian tombs over 4,000 years old!
- Did you know that BLUE cheese has been treated with molds that form blue or green veins throughout and give the cheese its characteristic flavor.
- Did you know that BRIE is acclaimed as one of the world's great cheeses, Brie is characterized by an edible, downy white rind and a cream-colored, buttery-soft interior that should "ooze" when at the peak of ripeness.
- Did you know that PARMESAN cheese is made from skimmed or partially skimmed cow's milk. It has a hard, pale-golden rind and a straw-colored interior with a rich, sharp flavor. There are Parmesan cheeses made in Argentina, Australia and the United States, but none compares with Italy's preeminent Parmigiano-Reggiano

NEW CHEESES THIS MONTH



French CANTAL

PARRANO (Dutch Gouda w/Italian Flair)

Come in and Sample these Delicious New Cheeses



TOMA DELLA LUNA (Exciting Italian Swiss)

TUMA PERSA (Lost Cheese)

(Unique Sicilian SHARP Cheese)



RECOMMENDED RECIPIES:

Cantal and Lentil Salad

Ingredients:

Salad: * **5 oz Cantal**

12 oz cooked lentils

* **5 oz Pancetta bacon**

8 crushed walnuts

Dressing: 4 shallots

5 tbsps Walnut oil

3 tbsps dry white wine

2 tbsps Dijon mustard

Salt and pepper

Directions:

Carefully drain the cooked lentils. Cut the pancetta as small cubes; cook them in a hot pan without adding any fat to it. Peel and chop the shallots. Mix them in bowl with the mustard, the oil and the dry white wine. Pepper and whisk the dressing. Dice the cheese. Mix the lentils, the pancetta and the cheese together in a serving bowl. Pour the dressing on the top and mix well. Decorate with the walnut and serve immediately.



* ingredients available at
Pasqualina's

WEEKLY SPECIALS:

20% OFF (discount @ Register)

2/2—2/7: Divina Kalamata Olive Spread 8.5oz

2/9—2/14: Olivella Olive Oil Bar Soap 5.29oz

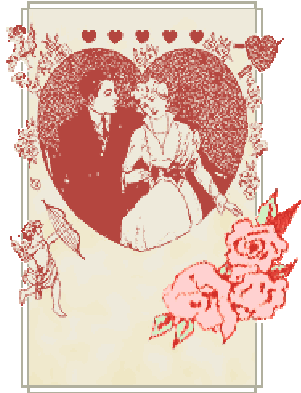
2/16—2/21: Gracious Gourmet & Earth & Vine Jars

2/23—2/28: Fiordifrutta Organic Fruit Spreads

1259 Souderton Road (Route 113)
Blooming Glen, PA 18911
Phone: 215-453-5941
Fax: 215-257-6885
Email: patty@pasqualinas.biz



"Come Get To Know Us"



*Try our
HEART
SHAPE
Ravioli!*

**Treat Your Valentine
to a Gourmet**

**Dinner for
Two....Pasqualina's
makes it easy with
our huge selection
of Frozen Pasta's/
Ravioli's & Sauces**

CLEARANCE ITEMS—50 % OFF (discount @ register)

- Flambar Fruits in Liquors
- Flamigini Panettone & Torrone Envelopes
- Flamigini Cantuccini & Assorted Cookies
- Various closeout cheeses



**Testun Barolo Cheese
25% Off (discount @
Register)**

**FEBRUARY CHEESE
SPECIAL**

Pasqualina's Three Sig-
nature Extra Virgin
Olive Oil Sampler Gift
Basket.... Regularly
\$29.99/ea.... With
Coupon \$25.00



Expires: March 1st, 2010

Thank you for
your Patronage