

PASQUALINA'S ITALIAN MARKET & DELI



That was THEN This is NOW



When Brian and I decided to open Pasqualina's Italian Market & Deli, we realized that choosing the right location was a key to our success. From the very first time that we walked into this building we knew this was it....Pasqualina's was born and it has truly been a labor of love.

Brian and I set to work to develop a floor plan that would showcase the history and character of the 1910 building. Choosing an inviting color scheme, a functional work space and a convenient retail floor was the goal. In just five short months Pasqualina's opened its doors on October 5th, 2005.



Our original goal was to provide the community and its surrounding areas with a pleasant place to go to purchase

the highest quality imported cheeses, olives, oils, vinegars, gourmet groceries and made-to-order sandwiches all the while giving personal service in a professional and helpful manner. Providing



excellent customer service was and continues to be our number one goal.

It has been nearly three years now since we made that commitment and we owe our success to you, our loyal customers. We would like to thank each and every one of you for your support as we continue to

grow by adding new products, enhancing our catering menu and providing Pasqualina's Gourmet Entrees.

Issue #3

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THE CHEESE CORNER W/BRIAN

E-Mail Your Questions To: brian@pasqualinas.biz

Kathy writes "what accompaniments should I provide my guests & how should I present my cheeses"....

Kathy:

If the cheese platter is to be the center of attention, the accompaniments should be kept simple. A basket of artisan bread or Pasqualina's homemade Cristini for starters, any crackers that you may serve should be flavorful but not overpowering, our *Fine Cheese Company* selection are an excellent choice. Good quality olives, or fresh apples, pears and grapes are a simple addition and help provide an elegant presentation. Honey, fruit pastes and fig spreads can provide additional color, texture and flavor to your tray. Prepare your platters an hour or so in advance to ensure that the cheese is at room temperature. Arrange your cheese on a board or an attractive plate. Make sure you have enough room between the cheeses to easily cut them. Use a platter for each cheese if you need to. You can decorate your board/plate with grapes or kale. Surround the cheese with your accompaniments either on the platter or in separate dishes.

To complete your presentation, be sure to provide your guests with the appropriate tools to cut each cheese – a knife, plane or spreader depending upon the texture of the cheese. Set out some dessert sized plates, and festive napkins. Place your beverages on a separate table to ease traffic congestion and **BANG** your cheese party is ready. The Cheeseman also recommends, you sitting down pouring yourself a glass of wine or other adult beverage, calmly anticipating the arrival of your guests. Light the candles, turn on the music and enjoy!

CHEESE OF THE MONTH—EWEPHORIA

(available July, 12th)

A Sheep's milk cheese from Holland called Ewephoria -- is that clever or what? It has the candylike sweetness that Americans love.

This cheese was crafted for the American market by people who know it well.

CheeseLand, a Seattle-based importer of Dutch cheeses, developed the cheese two years ago in cooperation with a small Dutch farm. The farm is near a nature pre-

serve, and the sheep are allowed to graze in this pristine environment. Believing that most aged sheep's milk cheeses were too gamy for American tastes, CheeseLand executives asked the farmer to use a culture that

would produce a sweeter and nuttier result. Good milk, of course, is the foundation of good cheese, but the cultures used can take that milk in many different directions. For Ewephoria, the cheesemaker roughly follows a Gouda recipe, albeit with pasteurized sheep's milk instead of cow's milk and with different cultures. The 10-pound wheels are aged about 10 months, then given a thin plastic coat to prevent mold from developing.



Ewephoria is possibly as close as cheese gets to candy. The texture is firm, becoming drier toward the rind, and the flavor intense and sweet. With a butterscotch-colored interior that exhibits pronounced butterscotch and whiskey aromas, the cheese belongs at the end of a meal with a glass of nutty amontillado or oloroso sherry. A beer drinker would find it compatible with brews that have rich, roasted, nutty and malty flavors, such as porter and stout.



RECOMMENDED RECIPIES:

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Ewephoria-Onion Tartine (open face sandwich)

Serves 4



COOK WITH A
LOVED ONEIT'S
FUN!!

2 tablespoons unsalted butter
 2 large sweet onions, such as Vidalia, sliced thin
 Salt and pepper
 Honey-Dijon mustard to taste
 4 large bread slices (preferably from a round Farm Bread)
 2-3 ounces Ewephoria cheese, grated

In a heavy skillet on medium heat, melt the butter, add the onions and season to taste with salt and pepper. Cover the pan and reduce the heat to medium-low. Cook the onions, stirring occasionally, until very soft and caramelized. Remove the lid, increase the heat to medium and cook, stirring, 2-3 minutes if needed to evaporate any excess liquid in the onions. Toast the bread slices lightly and spread with honey-Dijon mustard. Spread the onions over the toast slices and sprinkle with the cheese. Toast under the broiler just until the cheese is melted and bubbly.

Eat and Enjoy!

*It's not too early to be thinking about
 Christmas !*

**Pasqualina's can help you with your
 shopping list:**



**Gift Baskets, Corporate Gift
 Baskets, Gift Certificates &
 Party Platters**



Phone: 215-453-5941
Fax: 215-257-6885
Email: patty@pasqualinas.biz



"Come Get To Know Us"

NOW AVAILABLE

***Racconti de
Sapore*** (Liguria, ITALY)

**Flatbreads made
with Peppedew
Peppers....**

Delicious!



**COMING THIS FALL
GREAT IDEA FOR A UNIQUE GIFT**



An Italian company from Piemonte, Flambar, produces many of our preserved fruits. Flambar's years of experience has allowed them to create an exclusive collection of fruits in liquors.

Raspberries in Vodka

Pineapples in Gin

Green Apples in Green Apple Liqueur

Cherries in Grand Marnier

Apricots in Grand Marnier

Peaches in Vodka

Figs in Grappa



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FRUITS
IN LIQUORS***



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IN & RECEIVE A 10%
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ONLY PLEASE)**

Expires: August 9, 2008

Thank you for your
patronage.

