



# Sunterra Market

FRESH PICK

## Citrus

We've got the best of the zest this month! Check out our fruitful selection of citrus and don't forget to try our citrus flan recipe on the back cover.

JANUARY 2019

Available online at [sunterramarket.com](http://sunterramarket.com)



FEATURE  
STORY

# TRUE BÜCH

BY NATASHA COUSIN



When I walk into the True Büch brewery I immediately notice two things: a simultaneously sweet and sour smell in the air and about 20 metal vats labelled with names of dead celebrities. Those vats are actually fermenters, co-founder Conrad Ferrel tells me. Bob Marley was the first fermenter to be named (and is also the name of True Büch's Chief Dog Officer); others include Gord Downie, Aretha Franklin, Chet Baker and James Brown. It's going to be a fun interview.

We're standing on a cement floor in their nearly 4,000 square foot facility in Calgary talking about SCOBYs (an industry abbreviation for symbiotic cultures of bacteria and yeast) when Louisa Ferrel arrives. Louisa is True Büch's other founder and is married to Conrad. The two of them finish each other's sentences as they describe the kombucha making process to me.

"We brew a really traditional kombucha," says Conrad/Louisa. The base is made with green and black tea, organic cane sugar, filtered water and a SCOBY. The SCOBY feeds on sugar and tannins in the tea and in turn gives kombucha its beneficial bacteria and enzymes, Louisa explains. The mixture ferments for a few weeks at a warm 25 degrees Celsius before heading into the conditioning tank,

which the team has outfitted with gigantic googly eyes for amusement. The kombucha is flavoured, cooled and carbonated in the conditioning tank and then it's ready to go. True Büch is a raw kombucha, meaning there's no additional processing or pasteurization so those probiotics and enzymes stay intact.

But this story isn't just about kombucha, because kombucha is not all that True Büch is about. It's quickly clear that Conrad and Louisa are as much into their community as they are into kombucha. They use local suppliers whenever possible (all the teas in their kombucha come from The Naked Leaf in Kensington), they donated 8,984 meals just this year through Mealshare and they can't give enough shout outs to ATB Financial for helping them buy their first bottling machine. But what may be more impressive is their commitment to the environment.

"We started on the draft side because we wanted to be waste-free," says Conrad. When True Büch began in 2014 it was only available in kegs for customers to order by the glass or growler. Since there was no one else selling local kombucha at the time, sales went even faster than they expected. In fact, Conrad and Louisa got a call from their first-ever retailer

two days into a Hawaiian vacation saying they had already run out of kegs. The company had a really great start, Louisa confesses; they couldn't keep up with demand for the first year or two.

Eventually they began bottling their buch as demand grew for a more portable option, and those bottles hit Sunterra's shelves in early 2017. To offset the bottle impact, True Büch reduces their carbon footprint and in the past two years have displaced nine tons of CO2 with Bullfrog Power. They also plant 1,000 trees a year in partnership with TreeEra, with each tree offsetting about 1 ton of carbon emissions in its lifetime.

"We want to have an impact on the communities we're associated with," says Conrad. "True Büch means being true to our community and true to the traditional way of making small batch, SCOBY brewed kombucha." ■

## Did you know?

True Büch runs a small business incubator! Applications for their 12-week course close on January 15. Visit [trueincubator.ca](http://trueincubator.ca) for information.



Clockwise from top left: Louisa and Conrad Ferrel, draft kombucha taps, conditioning tanks



True Büch bottles are available in ginger (Louisa's favourite), vanilla chai, blueberry rooibos, mojito mint and root beer (Conrad's favourite). Get them for 20% off in our markets this month!



A SAMPLE OF OUR SAVINGS

VIABAR  
GRANOLA BARS



20%  
OFF

SALE PRICE: \$2.31  
JANUARY 1-31

HERO  
SPREADS

15%  
OFF



SALE PRICE: \$4.84  
JANUARY 1-31

BAHLEN  
COOKIES



15% OFF

SALE PRICE: \$2.23  
JANUARY 1-31

THEOBROMA  
CHOCOLATE  
STICKS



17% OFF

SALE PRICE: \$2.23  
JANUARY 1-31

# TRENDS POTTING

*Tender beef perfect for sandwiches, fresh salads for any occasion and a famous cheese straight from La Mancha are some of our favourite things this month.*



## FEATURE KITCHEN

Whether you need an appy, a side or a tasty lunch on the run, we've got a salad to suit your needs! Enjoy our seasonal varieties like kale, citrus and pomegranate salad or an old favourite like our bestselling Greek salad.



## PORK TENDERLOIN

Our succulent Sunterra Farms pork tenderloin is a cut above the rest! Roast it whole in the oven or slice it up into medallions to cook in a skillet like we did here. Try whipping up a glaze with some of our fresh citrus or wrapping it in bacon for an extra layer of flavour!



## ARCTIC CHAR

This firm yet flaky fish is sustainably sourced from Icy Waters Ltd. here in Canada. Its sweet and mild flavour pairs well with stronger flavours like dill, maple and our seasonal selection of citrus.

Regular Price  
\$4.09/100g

 **Jan. Stockboy Special**  
**\$3.89/100g**



## ROAST BEEF

Sometimes simplicity is key when it comes to great food; that's why our roast beef is free of additives and preservatives and roasted daily with nothing but a little salt and pepper.

Regular Price  
\$2.59/100g

 **Jan. Stockboy Special**  
**\$2.19/100g**



## MANCHEGO

Get a taste of Spain's most famous cheese! Manchego is made using the milk of manchega sheep, giving it a distinct fruity and nutty taste. Keep an eye out for its unique woven patterned rind!

Regular Price  
\$6.19/100g

 **Jan. Stockboy Special**  
**\$5.29/100g**



## OUR BEST PRICES, ALL MONTH LONG!

Each month we work with our favourite suppliers to get special pricing on products we think you'll love. We pass those savings to you, so you can try seasonal, up-and-coming or simply our best items. Deals change monthly, so stock up on your favourites before they're gone!

SHOP ALL STOCKBOY SPECIALS ONLINE AT [SUNTERRAMARKET.COM](http://SUNTERRAMARKET.COM) 



EAT AND EARN WITH

## FRESH REWARDS

Earn free groceries fast! Members earn one Fresh Rewards point for every dollar spent. Redeem those points for select items, gift cards and cooking classes! Offerings change monthly, visit [sunterramarket.com/FreshRewards](http://sunterramarket.com/FreshRewards) for the full list.

### PAY WITH POINTS!

Redeem these January features at a cashier's till or in our online shopping market:



Mighty Leaf tea

REDEEM FOR  
440  
POINTS



Mitchell's Soup Co. soups

REDEEM FOR  
304  
POINTS



Simply 7 chips

REDEEM FOR  
168  
POINTS

Perrier sparkling juice (330ml-6x330ml)	60-340 pts
Deli-sliced roast beef (100g)	88 pts
Arctic char fillets (100g)	156 pts
True Büch kombucha (355ml)	160 pts
Simply 7 chips and curls (100-142g)	168 pts
Manchego (100g)	212 pts
Mitchell's Soup Co. soups (each)	304 pts
Mighty Leaf tea (15 pack)	440 pts
Stonewall Kitchen simmering sauces (510-595g)	492 pts

### GIFT CARDS – Please order gift cards online, not at the till

\$20	800 pts
\$50	2,000 pts
\$100	4,000 pts

# Friday Night FEAST

Enjoy a three-course meal prepared from scratch.  
Just reheat and eat, simple as that.



\$16<sup>99</sup>  
PER PERSON

### JANUARY 4

Quinoa pear salad  
Chorizo and baguette  
stuffed pork loin with  
roasted red baby potatoes  
and vegetables  
Apple galette

### JANUARY 11

Cream of mushroom soup  
Roasted salmon fillet with  
pineapple salsa and jasmine  
rice pilaf  
Crème brûlée

### JANUARY 18

Thai vegetable noodle salad  
Sesame ginger beef with rice  
and vegetables  
Mango mousse

### JANUARY 25

(PICTURED)

Curried chickpea salad  
Butter chicken on turmeric  
rice with naan  
Fruit flan

\$16.99 or redeem for 680  
Fresh Rewards points per person

PURCHASE YOUR FRIDAY NIGHT FEAST FOR PICKUP  
OR DELIVERY AT [SUNTERRAMARKET.COM](http://SUNTERRAMARKET.COM)

# Citrus Flan



FEATURE  
RECIPE

## SERVES 6

2	egg yolks
1/3 cup	sugar
2 tbsp	corn starch
2/3 cup	milk
3/4 cup + 2 tbsp	cream
2 tsp	vanilla
1	9-inch pie shell, prebaked
2	oranges, peeled and sliced
1	blood orange, peeled and sliced
1	cara cara orange, peeled and sliced
4	strawberries, sliced
1 tbsp	blueberries
1 tbsp	honey

In a small bowl, whisk together egg yolks, sugar, corn starch and milk and set aside.

Add cream and vanilla to a sauce pan and scald the cream over high heat. Slowly pour the cream into the egg yolk mixture, stirring constantly so the egg doesn't cook. Pour the tempered custard back into the sauce pan and cook over low heat, stirring constantly, until it thickens. Pour the custard into a bowl and cover with parchment paper so the parchment paper is resting directly on the custard. Refrigerate until cool.

Once cooled, whisk the custard to a smooth consistency and pour into the pie shell. Spread it out evenly and top the custard with citrus fruit and berries, starting at the outside edge and making your way in to the centre. Drizzle honey on top and serve.



FIND THIS RECIPE AND MORE ONLINE AT [SUNTERRAMARKET.COM](http://SUNTERRAMARKET.COM)

## CALGARY

Bankers Hall  
+15, 855 2nd St SW  
(403) 269-3610

Britannia Plaza  
803 49th Ave SW  
(403) 287-0553

Gulf Canada Square  
+15, 401 9th Ave SW  
(403) 263-9755

Kensington Road  
*Opening soon!*  
2536 Kensington Rd NW

TransCanada Tower  
+15, 450 1st St SW  
(403) 262-8240

West Market Square  
1851 Sirocco Dr SW  
(403) 266-3049

Keynote  
200 12th Ave SE  
(403) 261-6772

## EDMONTON

Commerce Place  
201, 10150 Jasper Ave  
(780) 426-3791

Lendrum  
Shopping Centre  
5728 111 St  
(780) 434-2610

## CATERING

Calgary (403) 263-9759  
Edmonton (780) 426-3807

## GROCERY DELIVERY

Calgary (403) 287-0553  
Edmonton (780) 434-2610