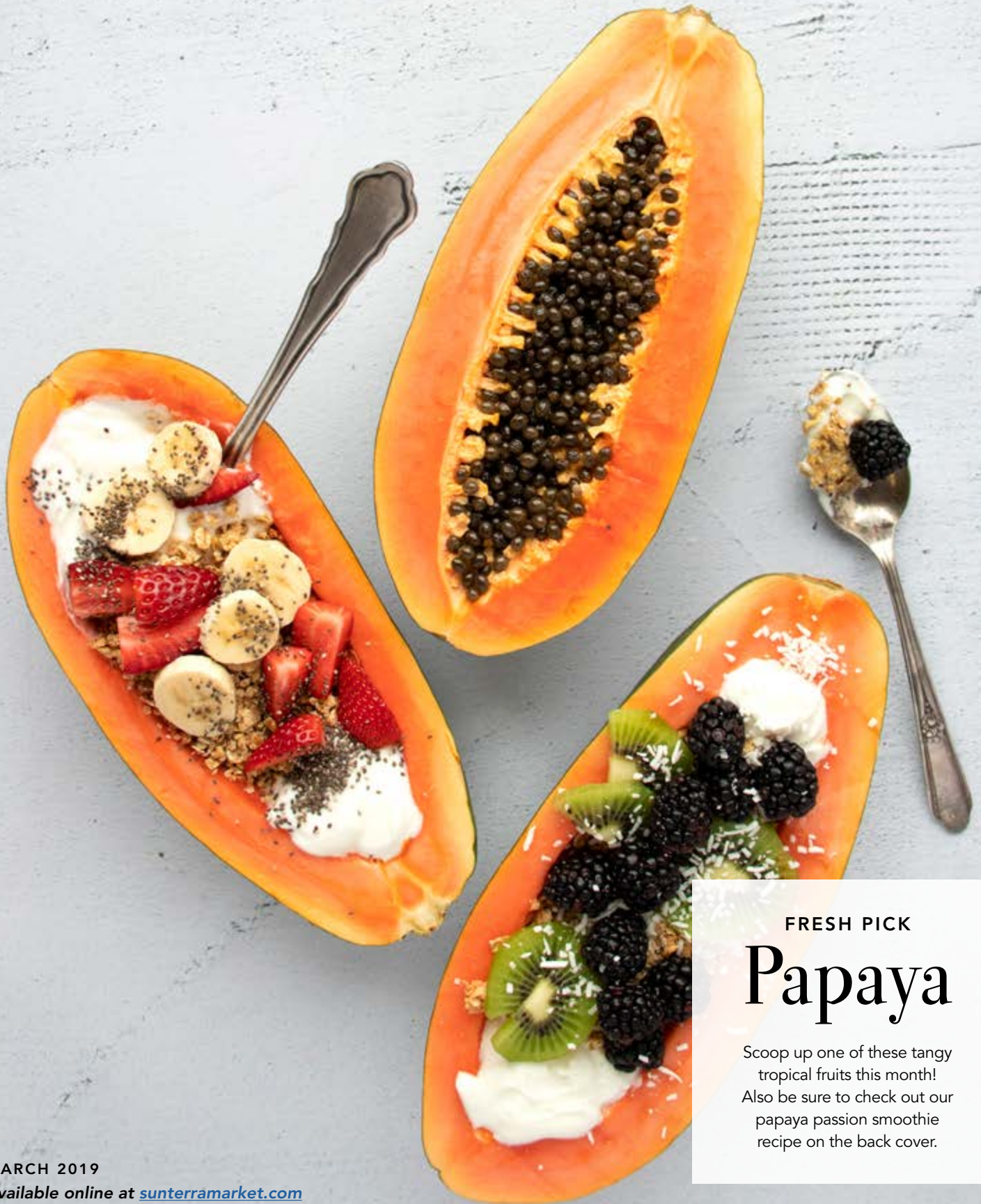


Sunterra Market



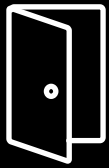
FRESH PICK

Papaya

Scoop up one of these tangy tropical fruits this month! Also be sure to check out our papaya passion smoothie recipe on the back cover.

MARCH 2019

Available online at sunterramarket.com



FEATURE
STORY

Sunterra Market & Café, Kensington Road

BY NATASHA COUSIN

Years ago, prominent Calgary entrepreneur Arlene Dickinson approached Sunterra about opening a market adjacent to the District Ventures offices in West Hillhurst. After a lot of ideas, a few setbacks and tons of work, that market is set to open the first week of March.

I'm sitting in a boardroom at Sunterra Market's head office with President Glen Price. He's slipped out of a meeting to chat with me, bringing blueprints of the new market in one hand and his cell phone in the other. As he urgently types out the last few words of an email, I begin with the most obvious question I can think of: why open a market on Kensington Road?

"We think it'll be a great addition to the community," says Glen. The café-style market is open for breakfast, lunch and dinner seven days a week with dine in and takeout options. Plus its location at the corner of Crowchild Trail and Memorial Drive is really easy to get to. But it also makes sense to connect with entrepreneurs in the District Ventures business accelerator program, of which Arlene is CEO, Glen says. He's a panelist on demo day where members pitch their

businesses to investors and influencers and Sunterra already carries several products from the program. Calgary Heritage Roasting Company coffee, Drizzle honey, Zazubean chocolate, SweetSmith candy, Suzie's Good Fats bars and Torill's Table waffle mixes? All graduates.

"I think Arlene has always seen Sunterra as being a progressive and innovative agri-food business that's local, Albertan, Canadian – things she's very passionate about," says Glen. "So she's seen us succeed in a way that she hopes the other startups will embrace."

The Kensington Road market has space reserved to sell select products from District Ventures members and may add more as new businesses join, Glen says. But unlike other Sunterra Market locations outside of downtown, this new market has limited grocery products available. Instead the attention is very much on hot food from the kitchen.

The menu is inspired by a Team Member trip to Italy in 2017. It's filled with fresh pasta, piadina flatbread sandwiches, freshly baked pastries and an espresso-focused coffee bar along with rotisserie chicken, hot carved meats, soups, snacks, grab and go meals, beer and wine.

Of course you'll also find Soleterra d'Italia products on the menu and the store shelves; the cooked and cured Italian meats company has been growing since it first hit Sunterra's shelves three years ago and its hams and salamis are now processed in Acme, Alberta.

"The market is a great reflection of what we can do with local products," Glen says. "We've got world-class local products, but we're also not afraid of bringing in some imported products that are the best in the world."

Like Italy's favourite coffee, for example. Headquartered in Torino, Italy, Lavazza is a fourth-generation family owned coffee company with consistently smooth and delicious espresso. That espresso is the base for most of the coffee bar menu including specialty drinks like espresso macchiato, espresso Torinese and blended espresso crème. The coffee, like the rest of the market, is designed to be an Italian-style social experience where customers are encouraged to sit down, take a breather and enjoy.

"I think the team we've got going in there is really great," says Glen. "They're going to get to know our customers really well and I'm excited for that." ■

Sunterra Market & Café, Kensington Road is open from 6:30 a.m. to 9 p.m. seven days a week

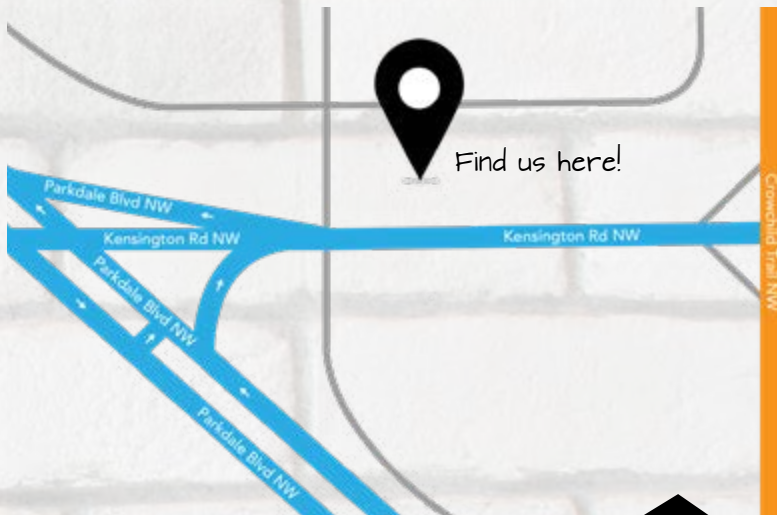
Sunterra Market
President Glen Price



Kensington Road storefront



Get your groceries delivered to our
Kensington Road location at no charge!
Order online at sunterramarket.com



A SAMPLE OF
OUR SAVINGS

KAKOW
COCOA POWDER



15%
OFF

SALE PRICE: \$7.22
MARCH 1-31

PICCOLA
CUCINA ALMOND
PIE SHELLS

15%
OFF



SALE PRICE: \$12.74
MARCH 1-31

G.H. CRETORS
POPCORN



15%
OFF

SALE PRICE: \$4.24
MARCH 1-31

PATISSIER SUISSE
BISCUITS



17% OFF

SALE PRICE: \$3.31
MARCH 1-31

week. Find us at 2536 Kensington Road N.W. Calgary.

TRENDS POTTING

Hearty meals to go, humanely raised chickens and the world's best aged cheddar are some of our favourite things this month.



FEATURE KITCHEN

Take home a hot prime rib meal tonight! Visit our chef carving station every day in March and get rich and juicy prime rib sliced exactly how you like it.



LONE PINE CHICKEN

These chickens are certified humanely raised and handled on the Lone Pine Colony farm near Stettler, Alberta. They're also free of hormones and antibiotics!

Regular Price
\$9.49/kg



March Stockboy Special
\$8.09/kg



ICELANDIC COD

This wild caught fish has a mild yet distinct flavour. For great flavour and tender texture, try preparing it using the en papillote method we've used here! Visit sunterramarket.com for our full recipe.

Regular Price
\$3.69/100g



March Stockboy Special
\$3.39/100g



SOLETERRA D'ITALIA CALABRESE PICCANTE SALAMI

Sweet and spicy come together in this bold large grain salami. Made in Alberta with Sunterra Farms pork, this salami makes a great addition to pizzas, pastas and more.

Regular Price
\$3.29-10.99/100-250 g



March Stockboy Special
\$2.79-9.39/100-250g



GRAND AGED CHEDDAR

Aged for three or five years, this sharp and nutty Quebec cheese has won more than 25 awards since its debut, including world's best aged cheddar!

Regular Price
\$4.49-5.59/100g



March Stockboy Special
\$3.79-4.69/100g



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



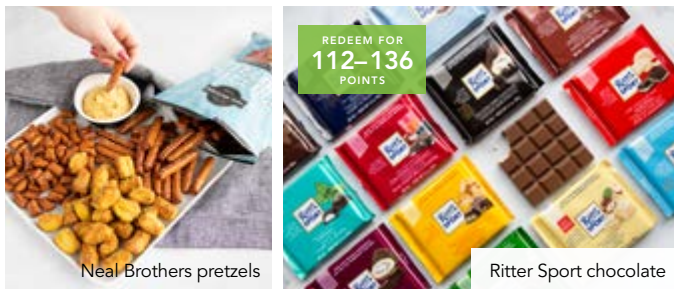
EAT AND EARN WITH

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 for the full list.

PAY WITH POINTS!

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



San Pellegrino lemon and tea (250ml-250mlx6).....	56-184 pts
Soleterra d'Italia Calabrese piccante salami (100-250g)	112-376 pts
Vita Coco coconut water (500ml-1L).....	112-204 pts
Ritter Sport chocolate bars (100g).....	112-136 pts
Neal Brothers pretzels and potato chips (142-280g)	112-144 pts
Wolfgang Puck soup (398ml).....	120 pts
Icelandic cod fillets (100g)	136 pts
Grand Aged Cheddar cheese (100g)	152-188 pts
Neal Brothers tortilla corn chips (300g)	184 pts
Neal Brothers cheese puffs (113g).....	192 pts
Neal Brothers salsa (410ml)	200 pts
Untamed Feast wild mushroom sauce (20g)	204 pts
Curry Queen sauces (410ml).....	272 pts
Untamed Feast dried mushrooms and seaweed (20g).....	272-632 pts
Untamed Feast rice and risotto (188-227g)	288-340 pts
Untamed Feast soup (66-150g).....	304 pts
Salt Spring Coffee beans (400g)	544 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.



MARCH 1

Tomato bocconcini salad
Chorizo and baguette stuffed pork loin with roasted red baby potatoes and vegetables
Apple galette

MARCH 8

Seven grain salad
Shoyu salmon with jasmine rice and seasonal vegetables
Mango mousse cake

MARCH 15

Kale, lentil and chickpea soup
Lemon pepper chicken leg with roasted potatoes and vegetables
Strawberry flan

MARCH 22

German potato salad
Beef stroganoff on egg noodles
Black Forest cake

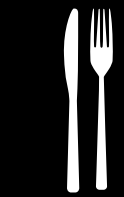
MARCH 29 (PICTURED)

Quinoa apple salad
Shoyu roasted chicken with jasmine rice and vegetables
Lemon tart

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

PURCHASE YOUR FRIDAY NIGHT FEAST FOR PICKUP OR DELIVERY AT SUNTERRAMARKET.COM

Papaya Passion Smoothie



FEATURE
RECIPE

SERVES 2

¾ cup	papaya
¼ cup	mango sorbetto
⅓ cup	crushed ice
1 cup	passion fruit juice
⅓ cup	French vanilla yogurt

Choose a ripe papaya that feels soft when applying light pressure. Wash and dry the papaya then peel, cut in half and remove the seeds. Keep the seeds aside if you want to repurpose them as a black pepper substitute – simply rub the seeds with a dish towel to remove the slippery coating, spread them on a parchment lined baking sheet and bake on low heat until they break apart when crushed.

Cut the papaya into 1-inch cubes and blend with the remaining ingredients until smooth.



FIND THIS RECIPE AND
MORE ONLINE AT
[SUNTERRAMARKET.COM](https://www.sunterramarket.com)

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(403) 685-1535

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

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

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

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

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201, 10150 Jasper Ave
(780) 426-3791

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