

December 2022

heart beet

A Pulse on What's Happening at the **Viroqua Food Co+op**



It's Giving Season

Jen McCoy, Marketing & Outreach Manager

Celebrate special moments with fresh, delicious food & gifts from your Co-op. And join us to celebrate the season at the **Holiday Open House on December 9th.**

It's the season of giving and we, as a community, are great at giving all year round! Last month we collected high priority items to donate to senior citizens and the collection barrel overflowed with your generosity. Year over year donation totals for the Give Where You Live round up program continue to grow. And we had record breaking owner participation in the 2023 Give Where You Live Ballot! We consistently donate to our area food banks and when we replaced our Buy a Bag donation program with a monetary donation option at the register your donations didn't skip a beat. All of these programs are important to our community and are successful because of the generous participation of VFC's owners and shoppers. Thank you for helping when you can, together we make a difference in our community.

Holiday preparations are underway – let's celebrate! Join us for the **Holiday Open House December 9th-3 pm to 6 pm** to enjoy samples and sales from some of our favorite local producers.

Get ideas for holiday gifts and plan your holiday table as you peruse our offerings and sample fresh salmon, wine, and local cheese!

While you're here:

- Pick out the perfect organic holiday tree from our pop-up tree lot.
- Assemble a holiday gift box or bag with great products from the Co-op.
- Choose a beeswax candle to honor the Winter Solstice on December 21st.
- Find a great bottle of wine for your holiday table.
- Register to win a local gift box.
- Stock up on winter wear.

Celebrate special moments with fresh, delicious food from your Co-op! From fragrant spices to award-winning wines and cheeses the Co-op has everything you need to make your season bright!

Wishing you all a happy and healthy holiday season.

BOARD OF DIRECTORS

Peter Bergquist, *President*
Elizabeth Tigan, *Vice President*
Lizzy Haucke, *Treasurer*
Olive Reynolds, *Secretary*
Andrew Anderson
Julie Tomaro
Bjorn Bergman

GENERAL MANAGER

Jan Rasikas

The Board meets at 6:30pm on the 3rd Monday of each month. Meetings are currently hosted in person or online. Changes are posted on the VFC website. To make a presentation or ask questions at a meeting, please contact a Board member 10 days in advance. Contact the Board at:

www.viroquafood.coop/board-of-directors

The Heart Beet is intended as a vehicle for communication among VFC Owners and shoppers. Articles pertaining to health and nutrition are presented for informational purposes only. VFC recommends consulting a healthcare professional for medical problems and advice.

The Heart Beet is printed and available in-store monthly. A digital copy is available online at:

viroquafood.coop/newsletters

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Parking Lot Etiquette

Enter the parking lot slowly. Watch for delivery trucks, pedestrians and VFC staff crossing.



Buy One, Get One FREE Deals at the Co-op!



This December, you'll find savings on over 30 products you love from brands you trust in departments all across the Co-op. Starting December 14th, look for the orange BOGO

deals signs throughout the store. Get ready to stock up while trimming your holiday bill at the Viroqua Food Co+op! Find even more ways to save in our Fresh Deals and Co+op Deals flyers.

Gift Cards



Gift cards are the perfect present for the hard-to-shop-for person on your holiday list. Shopping for VFC gift cards is easy! Visit our website at viroquafood.coop/buy-a-gift-card to purchase

gift cards that are shipped right to your door. Or purchase one at any register in the store. Place your online order by December 9th to ensure delivery before December 24th.

Warming Spices

Sweet, savory, and warming, these holiday spices are the flavors of the season.

Whether cooking or baking the delicious aroma will add warm comfort to your home.

Cinnamon

Harvested from the inner bark of the genus *Cinnamomum* tree, this holiday hero is one of the most versatile spices in kitchens around the world. It is prominently used in baked goods such as cookies, cakes, and pies. Cinnamon especially enhances the flavors of pumpkin, apple and pear and on the savory side is often used in curries.

Nutmeg

Nutmeg spice is made by grinding the seed of the fragrant nutmeg tree into a powder. It has a distinctive pungent fragrance and a warm slightly sweet taste. Nutmeg is used to flavor many kinds of baked goods, confections, puddings, potatoes, meats, sausages, sauces, vegetables, and holiday beverages such as eggnog.

Ginger

While the most common form of ginger is found to be dried, there's a wide variety of forms to choose from to help spice up your holidays! The warming, zingy flavor of ginger is famously used in cookies and cakes. It is

used around the world in traditional Chinese, Japanese, Indian, and Scandinavian dishes.

Allspice

Allspice, also known as Jamaican pepper, is the dried unripe berry of *Pimenta dioica*, a tree native to Mexico and Central America, but is now cultivated in many warm parts of the world. The name allspice was coined as early as 1621 by the English, who valued it as a spice that combined the flavors of cinnamon, nutmeg, and clove. Today, allspice is usually added at the beginning of cooking or baking to season meat, soup, stew and vegetables. It can also be used in any baked goods where cinnamon, nutmeg and cloves are found.

Clove

Clove is the dried unopened bud of the flower of an evergreen tree. It's commonly used as a spice, flavoring or fragrance in consumer products, such as toothpaste, soaps, or cosmetics, and also herbal remedies. Clove is a key component in holiday baking when paired with pumpkin. Clove also pairs well with cinnamon, allspice, vanilla, red wine, basil, onion, citrus peel, star anise, and peppercorns.





cinnamon



nutmeg



ginger



allspice



clove





Holiday Gift Guide

Shower those you love with appreciation and speciality gifts from their favorite co-op!



1. Written works by local authors. **2.** Local card game, *Lark, A Game of Challenge and Chance*. **3.** Festive holiday baking utensils. **4.** Pottery locally made by Greg Cheesebro. **5.** Specialty chocolates made by local chocolatier Gail Ambrosius

Chocolatier. **6.** Cutting board by local woodworkers Reuben Shrock and Son's. **7.** Locally recycled and reclaimed mittens sewn by *The Driftless Stitch*. **8.** Festive, organic lip balms from *Badger Balm*. **9.** Trinket dishes. **10.** Locally recycled and

reclaimed pot holders by *Pot Holders, Inc.*. **11.** Relaxation Essential Oil Kit from *Aura Cacia*. **12.** Festive dish towels. **13.** Darn Tough wool socks. **14.** Holiday coasters. **15.** Local card game, *Learn Native Plants of the Upper Midwest*.

Perfect Pairings

We have the areas best variety of local, regional, and artisan cheeses. For a simple holiday appetizer, choose your favorite variety of cheese and pair it with a complementary beverage.



Sparkling Wine

pairs well with:

- Bloomy rind cheese
- Camembert
- Blue



White Wine

pairs well with:

- Brie
- Goat Cheese
- Pepper Jack
- Alpine



Red Wine

pairs well with:

- Gouda
- Fontina
- Aged Cheddar
- Asiago





Cider

pairs well with:

- Nutty Alpine
 - Blue
 - Chèvre



IPA

pairs well with:

- Blue
- Gorgonzola
 - Brie
- Cheddar
- Manchego



Dark Beer

pairs well with:

- Provolone
- Havarti
- Sharp Cheddar
- Parmesan



From Our Deli

Hosting a houseful? You've got the main meal, we've got the rest. Preorder appetizers, desserts or pizzas with our Deli today.



Christmas Preorder Deadline: Dec. 21st

Christmas Preorder Pickup: Friday, Dec. 23rd – Saturday, Dec. 24th

New Year's Preorder Deadline: Wednesday, Dec. 28th

New Year's Preorder Pickup: Friday, Dec. 30th – Saturday, Dec. 31st.

available for a limited time only!

Appetizers

Serves 6-8

WF	Bacon Cheddar Cheeseball _____	12.99
WF Vg	Cranberry Pecan Cheeseball _____	9.99
WF	Jalapeño Popper Dip (heat & serve) _____	14.99

Desserts

Serves 8-12

WF Vg	Flourless Chocolate Cake _____	24.99
Vg	Vanilla Bean Cheesecake _____	23.99
WF Vg	Wheat Free Vanilla Bean Cheesecake _____	24.99

Serves 6-8

Vg	6" Chocolate Raspberry Cream Cheese Cake _____	16.99
Vg	6" Chocolate Vanilla Cream Cheese Cake (Traditional or Wheat Free) _____	16.99
V	6" Vegan Orange Chocolate Cake (Traditional or Wheat Free) _____	12.99

Take & Bake Specialty Pizzas

Serves 4-6

	16" Traditional New York Crust _____	15.99
WF	12" Wheat Free Crust _____	16.99

Chicken Garlic Alfredo

Alfredo sauce, grilled chicken, provolone, mozzarella & parmesan.

BBQ Pulled Pork

BBQ sauce, pulled pork, provolone & mozzarella cheese.

Bacon Cheeseburger

Ground beef, bacon, provolone, mozzarella, and cheddar cheese.

Meat Lovers

Pepperoni, Italian sausage, ham, bacon, provolone & mozzarella cheese.

Supreme

Pepperoni, Italian sausage, red onion, red & green peppers, black olives, & mushrooms.

Vg Spinach Garlic Alfredo

Alfredo sauce, spinach, provolone, mozzarella, & parmesan cheese.

Vg Creamy Tomato

Creamy tomato sauce, roasted garlic, provolone, mozzarella, tomato & fresh basil.

Ways to Order:

- 1 Online:** viroquafood.coop/holiday-order
- 2 Phone:** (608) 637-7511
- 3 In-store:** at our Deli Counter

Get back to doing what you love most - spending time with friends and family this holiday season.



Round up in December for the Kickapoo Valley Reserve

The KVR Educational Programs offer hands-on environmental learning opportunities that promote positive environmental values to people of all ages.



*Celebrate the goodness!
Samples, prizes, meet local producers, and more.*

Dec. 9th | Friday
3-6 pm



7am - 7pm



closed



7am - 8pm



10am - 6pm