



Sycamore Hy-Vee Wine & Spirits

Presents

Wine & Food Monthly

Volume 18

February, 2013

Happy February!

Welcome to your Hy-Vee Wine & Spirits in Sycamore. We are proud to present the finest selection of over 1,800 wines, 1,500 spirits and 1,000 beers representing the finest selection not only in Sycamore, but surrounding areas as well.

January has flown by and we are back into the winter event season here at Hy-Vee Wine & Spirits. I hope your team comes through at the "Big Game," and now we turn our problem-solving to the doldrums of winter.

I have been to plenty of industry events already this month and can't wait to bring you more great products and events this coming year. I have sampled some great new wines, spirits and beers that we will be adding to our selection throughout the coming months, as well as newly met some fantastic industry veterans who will be lending their expertise to us in the future through tastings, dinners, seminars and more.

Starting with our Valentine's event on February 9, our first Blind Tasting on February 23, two fantastic wine dinners in March in addition to our Spring Spectacular tasting, Hy-Vee Wine and Spirits has plenty of great events in store over the next few months...

We look forward to seeing you at many of our upcoming events and can't wait to show you what's in store for 2013!!

John McIntyre
Hy-Vee Wine & Spirits Manager
1642winespiritsmgr@hy-vee.com



Valentine's Day is Thursday, February 14th!

Stop by your full-service floral shop at Hy-Vee for all your Valentine needs! A large selection of fresh arrangements, bouquets, blooming plants and more are waiting for that special someone. We are open 8 a.m. to 8 p.m. every day and offer delivery locally and in surrounding areas. Watch for our Valentine ad in the Midweek on February 6th!



Wine Lovers, Rejoice!

**It's time for the Quarterly Stock-up
Wine Sale**

For two days only, Hy-Vee Wine & Spirits is offering its entire wine inventory at an incredible 15% OFF.

No strings, no limit on what you can purchase. Each and every bottle will be discounted.

2 days only

**Friday and Saturday
February 15th and 16th**

*Quantities limited to inventory on hand
- Regular case and quantity discounts
do not apply*

Upcoming Special Events

Saturday, February 9, 2013-2-5 p.m.? Our annual **Valentine's Day tasting** features sweets for the sweet as well as some great wines for that special Valentine's dinner. Some great cocktails, fantastic sparklers, chocolates, cheeses and more!

Saturday, February 23, 2013-2-5 p.m.? **So you fancy yourself a wine expert?** Come join us for one of our unique events as we present our **First Annual Blind Tasting**. We will taste some great wines, sample some "blindly" and try our hand at guessing what they are. A great event for both the novice and the "connoisseur," and a fun way to learn more about the nuances of different wines. Prizes will be awarded for the best and worst tasters of the day. Don't be afraid; this is one of the most fun events we have each year!

Saturday, March 9, 2013 -6 p.m.-? Our next wine dinner will feature the **Wines of Italy** and feature special guest **Giovanni Sicilia**, one of the Chicago area's most renowned experts on Italian wine. Another great five-course menu and 10 exciting Italian wines will be the stars of the evening. Look for menu details elsewhere in this mailing.

Saturday, March 16, 2013 -2-5 p.m. Get ready for that St. Patrick's Day celebration with our **Second Annual St. Pat's Cheese & Wine & Spirits Experience**. Sample some great Irish cheeses, some great new wines and Irish cocktail ideas. We'll have what you need for that perfect St. Pat's Day celebration!

Taste of Italy Wine Dinner

With special guest **Giovanni Sicilia, Italian Wine Guru from Heritage Wine Cellars**
Saturday, March 3, 2013
6:00 p.m.

Welcome Wine:

NV Voveti Prosecco

1st course:

Scallop Scampi
Confit Garlic, Herb Oil and
Peccorino Romano
2011 Monte Faliesi Falanghina
2011 Stefano Farina Gavi

2nd course:

Chicken Saltimbocca
Panko, Crispy Sage, Prosciutto
2009 Moliss-Barbera d'Asti
2009 'Monti Garbi'-Ripasso

3rd course:

Endive Salad, Pancetta, Crispy
Ceci Beans
2011 La Valentina Cerasuolo
Montepulciano Rosato
2010 dell'Etna Nerello
Mascalese

4th course:

Elk Lasagna, Wild Boar Sausage,
Piave and Hand-Made
Mozzarella
2008 Badia Coltibuono Chianti
Classico Riserva
2008 Vino Nobile di
Montepulciano

5th course:

Espresso, Maraschino,
Cannoli Ice Cream
Saracco Moscato d'Asti
Serena Sweet Red

\$50.00 per person inclusive.
Reservations in advance please

Not receiving our Newsletter?
Log on to Hy-Vee.com and
select the Sycamore store to
register!

Maryhill Wine Dinner

With special guests
Craig and Vicki Leuthold,
Owners of Maryhill Winery
Saturday, March 3, 2013
6:00 p.m.

Just Added!

The wines to include:

2011 White Riesling
2011 Viognier
2010 Winemakers Red Blend
2009 Cabernet Sauvignon
2009 Zinfandel
2009 Merlot
A selection of reserve wines to
be determined.

**Our chef is working on the
menu concept as we speak – It
will be published the beginning
of next week – Contact the
store for further details and
reservations!**

\$50.00 per person inclusive.
Reservations in advance please



It's Back!

*Our famous **Friday Fish Fry**
returns Friday, **February 8th**, and
continues each and every Friday
from 4-7 p.m. Only \$ 10.99 for
adults and \$ 5.99 for kids with
drink included. Plenty of baked
and fried fish to choose from,
along with many amazing sides
and much, much more.....*



Like us on
Facebook

@Sycamore Hy-Vee Wine & Spirits
Stay up-to-date on all coming
events and special deals!

Thursday, March 21, 2013 –6 p.m.-?

We are proud to welcome our very special guests **Craig and Vicki Leuthold**, owners of **Maryhill Winery** in Washington. They will be joining us for a special dinner featuring their great wines paired with another special meal from Chef Jon. Don't miss this chance to meet the owners of Washington's Winery of the Year in 2009, whose wines have gotten even better since. Look for menu details elsewhere in this newsletter.

Saturday, March 23, 2012 –2 to 5

p.m. Join us for our **Second Annual Spring Spectacular**, our biggest and best tasting of the spring season. We will taste dozens of our newest and finest offerings, just in time for the spring holidays. Join at least 10 of our finest suppliers as they help us present a myriad of great wines, spirits and beers! Just **\$5.00 per person**; you won't want to miss this event.

Each and Every Friday – 4 to 7 p.m.

Its **Four o'clock Fridays**, featuring a selection of gourmet cheese paired with a selection of fine wines.

Each and Every Saturday –2 to 5

Even when we don't have an event scheduled, we always have something open for tasting every Saturday. Sometimes 6 or 8 wines, sometimes more, always something new and interesting.

In the Planning stages for 2013:

More than a dozen new dinner events, a sake and sushi event, visits from winemakers and winery owners, our first Blind Tasting, many beer events and more. Look for the premiere of the Hy-Vee Wine School in 2013, also.

Stay tuned for more details!

Hy-Vee Coupon



10% off Dry Cleaning

Orders of \$10.00 or more

Valid 2/1/13 through 2/28/13

Our Dietitian's Column

Fish and Shellfish 101

With the upcoming Lenten season, many of us are searching for more family-friendly seafood options. Besides during the Lenten season, we should be eating more fish and shellfish year-round; why?

-Eating two to three servings of seafood per week can offer big health benefits, such as maintaining brain health and reducing heart disease by 30 percent.

-Seafood contains healthy nutrients, such as omega-3 fatty acids, iron and B-vitamins, and it doesn't have all the saturated fat as the same serving of other protein foods.

-Eating seafood while you are pregnant/breastfeeding promotes proper brain and eyesight health in developing babies.

-Here's more good news—there is no need to be a cowardly lion when it comes to cooking fish or shellfish; anybody can do it! The key to whipping up a spectacular fish-based dish that satisfies the entire family is to make the right selections: the right types of fish or shellfish, the right cooking methods, and the right recipes.

If you think you don't like fish or seafood, remember that the flavor of these foods is considered to be the most variable among our basic foods. Freshwater or saltwater fish, mollusks and crustaceans each have completely different flavors and textures—"fishy" does not describe the majority of fish or shellfish. Explore the sea and you'll soon see the deliciousness it has to offer!

If you are dealing with "picky eaters," try incorporating fish or shellfish into recipes that are familiar—such as tacos, pizza, quesadillas, burgers or quesadillas. The familiarity of those foods may make it easier for fish "newbies" to try (and enjoy) eating fish or shellfish. Also, be sure to choose

fresh fish. Your fish should not strongly smell "fishy"; if it does, don't buy it. Fresh fish or shellfish should smell like saltwater and the sea coast or have a faint (not strong) fish odor.

Fish and seafood cook differently than meat; they are more delicate and cook at a faster rate. The best tool that any chef or home cook has in cooking fish is an instant-read thermometer because fish can quickly go from being undone to overdone in a matter of minutes. Periodically check the temperature with a thermometer so you know when the final cooking point is nearing. Fish should be cooked to 145°F, or until flesh is opaque and flakes with a fork.

As mentioned, the flavor varies among the type of fish or shellfish. Here are a few options that are popular among consumers, are great for "newbies" and provide a nice variety.

Tilapia

Flavor—Tilapia is somewhat sweet but really quite mild in flavor. It has a flaky texture and is considered a lean fish. It is usually paired with stronger-tasting spices and herbs because it is so mild.

Cooking—Although quite popular, tilapia is lean and fillets are thin so it can be a somewhat easy to overcook, compared to other "thicker" cuts of fish. However, with a close eye (and a thermometer) it can be grilled, broiled or baked with great results!

Shrimp

Flavor—This type of shellfish has a nutty, popcorn-like, sweet-savory flavor. It should not be "rubbery" in texture; if it is, it's overcooked. Shrimp are versatile in recipes—they go well in everything from Italian pastas, Asian stir-fries and Southern barbeque to Mexican fajitas. Kids love them because they are fun to eat!

Cooking—Because shellfish contain more collagen than fish, it is less delicate and easily broken down by heat. For the cook, this means shellfish are less likely to be dried out and overcooked. Nonetheless, shrimp still cook very quickly so keep a close eye on them. Heat them rapidly (such as by broiling) to quickly sear in the flavor and caramelize the edges. The flesh will turn pink and opaque and shrimp will *slightly* curl up when cooked (overcooked shrimp will be totally curled up, forming a tight "O" shape, rather than a "C" shape).

Salmon

Flavor—Wild or farmed salmon each have different flavors but in general, both are meaty, succulent and savory. Salmon is also quite versatile and lends itself well to most flavors, including Asian, Mediterranean, Southern and Cajun.

Cooking—Salmon can be baked, grilled, broiled roasted or poached. Because of the high fat content (of beneficial omega-3 fatty acids), salmon will take longer to cook than a similarly sized piece of leaner fish (fat transfers heat more slowly). The best, foolproof method is to insert salmon in a hot (500°F) oven to give it a blast of heat and then immediately lower the temp (to 275°F) and let it gently cook for 15 minutes.

Hy-Vee Wine & Spirits

Presents our

Valentine's Day Tasting Event

Saturday, February 9th – 2 to 5 p.m.

Taste a wide selection of sweet wines, some still reds and whites for that intimate dinner, and some great liqueurs and cocktail ideas perfect for any occasion. A selection of sparkling wines will, of course, also be included Add in some wonderful chocolates and fantastic cheeses to make the event truly memorable.



Are you a Hy-Vee Fuel Saver member yet?

Here's what you're missing -

Dozens of everyday items on sale each week at special savings plus Fuel Saver rewards with each purchase. New items each week! Now we've expanded the available items even more. More items in each department (now including Wine & Spirits) in addition to our print ad. Stop in see what we have in store to help you save!

Your chance to save big on gas purchases each week. Last week the average customer saved over 25 cents per gallon.

Amy from Sycamore saved \$21.00 on her fill-up last week!

Another customer posted on Facebook that he/she purchased gas for 9 cents per gallon!

Savings can now be accumulated and used over the next 30 days from each purchase!

Stop by your Sycamore Hy-Vee and start saving NOW!



Plan now to attend our Annual Spring Spectacular Wine Tasting

A dozen of our finest suppliers will be on hand to sample the very finest of the new releases for the spring holiday season.

There will be wines, spirits and even a few spring beers for your enjoyment at this very special tasting event. We've even get our chefs to prepare some fine appetizers to enjoy with the event.

**Saturday, March 16, 2013
2 to 5 p.m.**

**Only \$5.00 per person
Sycamore Hy-Vee**

HealthMarket Happenings

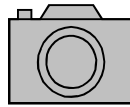
We have started hosting gluten-free Happy Hours once a month in the HealthMarket. These events showcase a few gluten-free items for our customers to sample.

These events occur on the first Wednesday of each month. Our next Happy Hour will be held on February 6th from 5-7 p.m.

Mark your calendars!! Our next Gluten-free Gala will be March 6th from 4-7p.m. in our clubroom.

Just a Reminder: Every Wednesday is **Wellness Wednesday**. Receive 10% off your purchases in the HealthMarket, Salad Bar and Organic Produce.

Hy-Vee Coupon



**11-cent 4x6 photos
Tuesdays/Thursdays**

No Limit

Valid 2/1/13 through 2/28/13

Upcoming Club Room Events

Friday, February 8, 2013

Crazy about Crab 6- 8 p.m.
\$15.00 Join Chef Jon as he shows several ways to cook up everyone's favorite crustacean! *Simple and Easy Poached Crab Legs with Drawn Butter, Creole Lump Crab Cakes and Citrus Scallion Crab and Shrimp Salad.* Sample some fantastic and affordable white wines while you sample these delicious dishes.

Monday, February 18, 2013

Kids' Stir-Fry Class 1- 3 p.m.
\$8.00 What a great way to spend a couple of hours on an afternoon the kids are out of school. Chef Jon will be showing the kids how to make a wide variety of stir-fry dishes and as always, the best part will be tasting.

2700 DeKalb Avenue

Try this great recipe from our Dietitian

Five-Spice Tilapia

Serves 4 Active time: 15 minutes | total: 15 minutes

All you need

- 1 pound tilapia fillets
- 1 teaspoon Chinese five-spice powder (see Tip)
- 1/4 cup reduced-sodium soy sauce
- 3 tablespoons Hy-Vee light brown sugar
- 1 tablespoon Hy-Vee canola oil
- 3 scallions, thinly sliced

All you do

1. Sprinkle both sides of tilapia fillets with five-spice powder. Combine soy sauce and brown sugar in a small bowl.
2. Heat oil in a large nonstick skillet over medium-high heat. Add the tilapia and cook until the outer edges are opaque, about 2 minutes. Reduce heat to medium, turn the fish over, stir the soy mixture and pour into the pan. Bring the sauce to a boil and cook until the fish is cooked through and the sauce has thickened slightly, about 2 minutes more. Add scallions and remove from the heat. Serve the fish drizzled with the pan sauce.

Per serving: 180 calories; 6 g fat (1 g fat, 3 g mono); 57 mg cholesterol; 9 g carbohydrate; 9 g added sugars; 24 g protein; 0 g fiber; 596 mg sodium; 411 mg potassium.

Carbohydrate Servings: 1

TIP: Five-spice powder is a blend of cinnamon, cloves, fennel seed, star anise and Szechuan peppercorns. Look for it in the spice section at the market or with other Asian ingredients.

Source: adapted from Eating Well, Inc.

The information is not intended as medical advice. Please consult a medical professional for individual advice.

815-756-6174