

Sam's Italian Deli & Market Newsletter

CENTRAL VALLEY'S AUTHENTIC ITALIAN MARKETPLACE



HAPPY HOLIDAY'S FROM THE MARZILIANOS!

The Holidays are almost upon us & we are looking forward to spending time with all our friends & family. Sam's Italian Deli & Market is now stocking holiday items, from Panettone Classico to Christmas Wine Glass Charms. We like to think we have just about everything you need for your big family gatherings! Our Holiday Newsletter will let you know about all of our seasonal features, from great Italian foods, great Italian wines, Holiday Gift Baskets, and Angie's Cioppino recipe.



"THE ONLY TIME TO EAT DIET FOOD IS WHILE YOU'RE WAITING FOR THE STEAK TO COOK."—JULIA CHILD



HOLIDAY 2011

- Angie's Cioppino Recipe
- Featured Wines
- Featured Imported Foods
- Holiday Gift Baskets!

HOMEMADE PIZZELLE FOR THE HOLIDAYS!

Here at Sam's Italian Deli & Market we sell anise, vanilla & chocolate Pizzelle. Why? Because these classic Italian wafer cookies are considered the world's oldest cookie, and of course it originates in Italy,



in the southern region of Abruzzo. Pizzelle are the perfect cookie: light, crispy and can be dipped or garnished with anything you'd like. Nick & Angie decided to help all our friends have some gourmet fun this holiday season by bringing in electronic Pizzelle Makers and giving you a very basic recipe that you can add spices or flavorings to! Get creative this Christmas with your Pizzelle!



\$48.99 NON-STICK

While researching Pizzelle makers, Nick found the brand he thinks is the best value. CucinaPro makes a really usable & reliable product, so we now carry polished & non-stick pizzelle makers.



\$48.99 POLISHED

Why both? They both serve for different purposes. The non-stick are easy to use & keep clean, if you only make Pizzelle once a year at the holidays, this is the one for you. But, if you love Pizzelle so much you make it once a month, & you make dozens and dozens at a time, you should get yourself the polished maker & set about seasoning it. Once it is properly seasoned it will last for a very long time. Long enough for you to start a pizzelle business!!

PIZZELLE: A SIMPLE GOURMET TREAT FOR THE HOLIDAYS

For the really ambitious we have stove top pizzelle makers, a little more difficult to use, but if you like to cook the old-fashioned way, you need the stove top maker.

To make your own Pizzelle, you need some really good batter. Here's a great recipe:

- ◇ 3 eggs
- ◇ 3/4 cup white sugar
- ◇ 1/2 cup butter, melted
- ◇ 1 tablespoon vanilla extract
- ◇ 1 3/4 cups all-purpose flour
- ◇ 2 teaspoons baking powder



\$36.99 STOVE-TOP GRID

Directions

1. In a large bowl, beat eggs and sugar until thick. Stir in the melted butter and vanilla. In a separate container sift together the flour and baking powder, and then blend into the batter until your mixture is smooth.

2. Heat the pizzelle iron, and brush with oil or use pan coating. Drop about one tablespoon of batter onto each circle on the iron. Use less or more if needed. Cook for 20 to 45 seconds, or until steam is no longer

coming out of the iron. Carefully remove cookies from the iron without burning yourself. Cool completely before storing in an airtight container.



3. For **chocolate pizzelles**, add 1/4 cup cocoa sifted together with flour and 1/4 teaspoon extra baking powder. Add another 1/4 cup more sugar to Step #1 also. The chocolate pizzelles tend to be stickier, so you may need to use more oil on your pizzelle grid.

Fun pizzelle variations include making little Pizzelle waffle cups or cones. All you need to do is shape the pizzelle *while it is still*



hot using a bakeware cup or anything in the shape you want & let it cool in that shape. They make great ice cream cones or savory scoops for party dips!

ITALIAN FOOD FEATURE: WHAT'S HOT AT SAM'S

\$6.99



2lb. (32oz.)

Gran Ducale Panettone is an Italian tradition. It contains candied orange, citron, and lemon zest, as well as raisins, which are added dry and not soaked. This sweet loaf Italian bread is served around the holidays with a hot sweet drink or Moscato d'Asti (try it with Cascina Castlet Moscato d'Asti \$15.99/bottle). Sold as a 32 oz. loaf.

\$8.99



6.35oz. 18 pieces

La Florentine makes Torrone, a traditional Italian candy that has been made using the same recipe for over a century. A blend of almonds, honey, pure can sugar, fluffy egg whites, as well as rich flavors pressed from oranges, lemons & vanilla beans. No artificial preservatives or coloring. (\$8.99 box of 18 assorted candy pieces).

\$5.99



1lb. (16oz.)

A soft and lightly sweet Italian cream cheese. Use instead of butter on bread or even in butter cream icing! It has half the calories, is low in sodium and has a smooth, naturally sweet flavor. Mix with Gorgonzola or maple syrup to create a creamy spread or dip. It also makes a delightful dessert served with fresh fruit and cookies. A must for traditional Tiramisu 16 oz tub.

\$4.99



17.5 oz. Pack

Forno Bonomi Ladyfingers (or Savoirdi in Italian) are what you need to make Tiramisu! Oven baked cookies that are light and airy, they are delightful when dipped in a cappuccino as well. Each row is in individually sealed. 17.5 oz bag is \$4.99.

Pick up a copy of Mamma Angie's Tiramisu Recipe

ANGIE'S KITCHEN: CIOPPINO

What is Cioppino (*CHO-PEE-NO*)?

A Famous West Coast Fish Stew that Italian fishermen developed in the mid 1800's. There are two versions of where the name "Cioppino" came from. Most believe it's based on an Ligurian phrase *il ciuppin* or "little soup."

A more colorful version is that the fisherman used to gather after the day's work was done and all throw different pieces of fish and seafood into a communal pot for supper. They would call out to each other in broken English "chip in," "hey you, chip in," and this is the root for the word Cioppino.

Served on Christmas Eve as part of the Feast of 7 Fishes, Cioppino is eaten with your hands & with a nice sour dough loaf to soak up the tasty sauce!

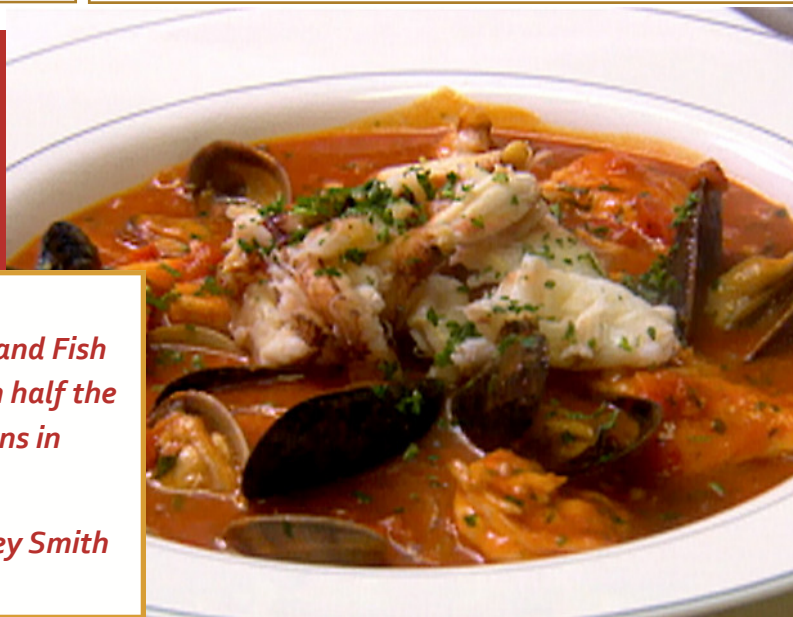
Ingredients

- ◆ 3 tablespoons olive oil
- ◆ 1 onion, chopped
- ◆ 3 large shallots, chopped
- ◆ 2 teaspoons salt
- ◆ 4 large garlic cloves, finely chopped
- ◆ 3/4 teaspoon dried crushed red pepper flakes, plus more to taste
- ◆ 1 28 or 35oz. Nina Peeled Tomatoes crushed by hand
- ◆ 1 1/2 cups dry white wine
- ◆ 4 cups fish stock or clam juice
- ◆ 1 bay leaf
- ◆ 1 pound manila clams, scrubbed
- ◆ 1 pound mussels, scrubbed, debearded
- ◆ 1 pound uncooked large shrimp, peeled and deveined
- ◆ 1 1/2 pounds assorted firm-fleshed fish fillets such as cod or halibut, cut into 2-inch chunks
- ◆ Lots of Crusty Bread



**ANGIE'S CIOPPINO SAUCE IS
READY TO GO AT SAM'S ITALIAN
DELI! JUST ADD YOUR SEAFOOD!**

\$5.99 FOR A 24 OZ. JAR



*"Soup and Fish
explain half the
emotions in
life."*

- Sydney Smith

Directions

1. Heat the oil in a very large pot over medium heat. Add the onion, shallots, and salt and sauté until the onion is translucent, about 10 minutes.
2. Add the garlic and 3/4 teaspoon of red pepper flakes, and sauté 2 minutes.
3. Add tomatoes with their juices, wine, fish stock and bay leaf. Cover and bring to a simmer. Reduce the heat to medium-low. Cover and simmer until the flavors blend, about 30 minutes.
4. Add the clams and mussels to the cooking liquid. Cover and cook until the clams and mussels begin to open, about 5 minutes.
5. Add the shrimp and fish. Simmer gently until the fish and shrimp are just cooked through, and the clams are completely open, stirring gently, about 5 minutes longer (discard any clams and mussels that do not open). Season the soup, to taste, with more salt and red pepper flakes.
6. Ladle the soup into bowls and serve with crusty bread.

Feast of the 7 Fishes

A traditional Italian American Christmas Eve includes a Feast of the 7 Fishes. In honor of Jesus' birthday, Italians like to fast—the Italian way which means no meat, but they will have a 7 course feast of rich seafood dishes! For the Marziliano family one of those courses is always Cioppino.



OIL & BALSAMIC BOX \$49.99

CORTO OLIVE OIL, MODENACETI BALSAMIC VINEGAR, GLASS DUET, TARALLI PEPERONCINO, TARALLI OLIVE OIL, TARALLI FUNOCCHIO



COPPER WINE BASKET \$39.99

CHIANTI SALAMI, BELLO RUSTICO CROSTINI, SAM'S ARTICHOKE BRUSCHETTA TOPPING, BISCOTTI BARI, BOTTLE OF ZELLERBACH ESATES MERLOT, & LA FLORENTINE TORRONE,



THE COLANDER BASKET \$49.99

ZAFFIRI FETTUCINE NEST, TERRE DE PUGLIA TARALLI, SAN GIULIANO EXTRA VIRGIN OLIVE OIL, WOODEN SPOON, SAM'S ORGANIC ROASTED GARLIC SAUCE, ALESSI RISOTTO FUNGHI PORICINI, BUSSETO VINO ROSSO SALAMI, BELGIOIOSO PARMESAN CHEESE



GLUTEN FREE DINNER BOX \$39.99

BELGIOIOSO PARMESAN CHEESE, SAM'S ROASTED GARLIC SAUCE, GREEN ABRUZZESE OLIVES CINQUINA, MARIPOSA ALMOND BISCUITS, BIONATURAE RIGATONI, BIONATURAE



ITALIAN DINNER FOR FOUR \$39.99

ZAFFIRI FETTUCINE NEST, ALESSI BEAN SOUP, ANGELA'S MARINARA SAUCE, CIRIO PESTO SAUCE, EMILIA BRAND GNOCCHI, BELGIOIOSO PARMESAN CHEESE, WOODEN SPOON



WINE & DARK CHOCOLATE \$49.99

2009 DECOY RED WINE, GHIOTT CACAO BISCUITS, BARI ALMOND BISCUITS BAR, CACHET GOURMET CHOCOLATE WITH COCOA NIBS, TRUE VERITAS CHERRY ALMOND DARK CHOCOLATE, LA FLORENTINE TORRONE



WIRE MESH CORK CAGE \$24.99

DECANTER

TABLE-TOP
\$23.99



DUCK DECANTER \$39.99

**HOLIDAY GIFT IDEAS:
GOURMET FOOD & WINE**

GIFT BOXES

WITH WINE

A GREAT GIFT FOR YOUR WINE LOVER!



MEIOMI GIFT BOX

\$49.99 1 BOTTLE BOX

\$29.99 Base—Add a Wine of your choice to the \$29.99 Base Box!

1 Bottle Meiomi Pinot Noir, Local Fiscalini San Joaquin Gold Farmer's Cheese, Fiscalini Purple Moon Cheese, Local Busseto Salami, Gourmet Monet Mini Crackers & Cachet Chocolate



CAB & CHARD GIFT BOX

\$79.99 2 BOTTLE BOX

\$39.99 Base—Add a Wine of your choice to the \$39.99 Base Box!

1 bottle Rombauer Cabernet Sauvignon, 1 bottle Sonoma-Cutrer Chardonnay, Local Fiscalini Cheddar Cheese, Local Busseto Salami, Bari Biscotti, Gourmet Bello Rustico Crackers, & Cachet Chocolate with Cocoa Nibs

1 BOTTLE BASE BOX \$29.99

2 BOTTLE BASE BOX \$39.99

ADD THESE WINES TO YOUR BASE GIFT BOX:

2009 Caymus Special Select—\$104.99

2009 Caymus Cabernet Sauvignon—\$69.99*

2008 Paul Hobbs Cabernet Sauvignon—\$74.99

2010 Orin Swift *The Prisoner*—\$37.99*

2008 Frank Family Cabernet Sauvignon—\$49.99*

2008 Hall Wines Cabernet Sauvignon—\$45.99*

2008 Duckhorn Cabernet Sauvignon—\$64.99*

2008 Ornellaia Bolgheri Superiore—\$179.99*

2008 Buchler Cabernet Sauvignon—\$26.99

2008 Penner Ash Dussin Pinot Noir—\$49.99

2009 Siduri Pinot Noir Sierra Mar—\$46.99

2009 Ken Wright Pinot Noir—\$26.99

2008 Bogle Phantom—\$15.99

2009 Broadside Cabernet Sauvignon—\$15.99

2008 Sean Minor Cabernet Sauvignon—\$14.99

2010 Rombauer Chardonnay—\$29.99*

***Special Wine Club Pricing—Call**

NICK'S BEST DEAL: CHRISTMAS PARTY WINES!



2009 CHARDONNAY

2007 MERLOT

2009 CABERNET SAUVIGNON

2009 ZINFANDEL

\$7.99 a bottle, but with a 6 bottle purchase of any

Zellerbach wines the price drops down to **\$6.67!**

PHIL'S PICK OF THE MONTH



Monti Trentini Asiago Fresco

\$14.99/lb

Cheese-making has been a family tradition since the 1930's for the Finco family. They decided to dedicate their cheese production to making only D.O.P. cheeses. This D.O.P. designation (Denominazione di Origine Protetta) is a government-protected procedure assigned to the production of various types of cheese throughout Italy.

Milk is produced and collected daily from all of their 250 dedicated dairy farms from the mountains of the Asiago plateau and surrounding pre-Dolomite mountains of the province of Trento. The very floral nature of all of the cheeses are due to the rich, high-mountain grasses and flowers that are grazed upon by the Brown Swiss and Canadian Holstein cows that dominate in this high mountain environment.

Now available at Sam's Italian Deli for \$14.99/lb.

ADAM'S PICK OF THE MONTH



Hot Salami



\$12.99/lb

P.G. Molinari is a name that has meant excellence in Italian salame and sausage for over 100 years. Founded in 1896, Molinari & Sons has carried on the traditional Italian art of sausage-making in the cool climate of San Francisco. Through four generations, the Molinari family has provided Americans with the finest in salame and Italian sausages of all types. As a family-owned business, P.G. Molinari and Sons continues the tradition of quality products and service.

Spicy, Calabrese style all pork dry salame. Perfect antipasti with bread, cheese and olives, or make a spicy sandwich like our Paesano Picante!

Now available at Sam's Italian Deli for \$12.99/lb.

D'ARCY'S PICK

200 Allegrini Palazzo della Torre Veronese IGT

This versatile, layered and lively wine can accompany a large variety of Italian inspired cuisine. Technically, Palazzo della Torre is made in one of the four ripasso styles using the traditional Veneto grapes of 70% Corvina, 25% Rondinella and 5% Sangiovese. After harvest, a 1/3 of the grapes are air-dried (similar to how they make Amarone.) The other 2/3 of the grapes are made in a traditional Valpolicella style. The palate is dominated by black fruit, espresso, soft tannins, leathery notes and hints of licorice with a long, lingering finish. This wine is such a great value at \$14.97, which happens to be amongst the lowest pricing in the nation!



\$14.97



*You may contact us any time
with questions about wine!*

D'Arcy: darcy@nickswinecorner.com

Devon: devon@nickswinecorner.com

Wine Department: 559-229-0656

DEVON'S PICK

2009 Bernabeleva Camino de Navaherreros Viños de Madrid San Martín de Valdeiglesias

Named Bernabeleva ("the bear's forest") by founder Vincente Alvarez-Villamil in 1923 because of some ancient, large carved stone bears in honor of the Goddess of the Hunt, this vineyard's specialty is Garnacha—a.k.a. Grenache.

Fermented and aged in large neutral wood, it is explosive and fragrant. This delicious Spanish Garnacha has aromas of fennel, clove, ripe raspberries, Bing cherries, pink peppercorns with a hint of earthiness & cured meat. The palate is rich and round, with a pleasing finish. Only 930 cases produced. Perfect with

cured meats
and hard
cheeses.



\$12.99

WINE FEATURES

NICK'S PICKS

\$9.99



2008 ZINZILLA

Dense layers of berries, chocolate, pepper and spice. The palate is juicy and fruity, a killer zinfandel that may color your teeth but it's balanced and very fun to drink.

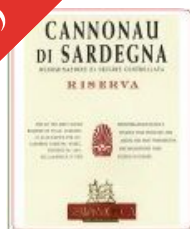
\$14.99



2010 CHARDONNAY

Pretty aromas of curry leaf, pineapple, and a hint of lemon oil are beautifully integrated into the palate with a rich full body combined lush honey, apple blossoms with a hint of wet white chalk.

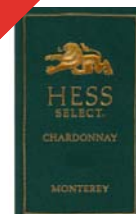
\$18.99



2007 RISERVA CANNONAU

This dry, red is quite smooth and well balanced, with lovely complexity and old world style at an incredibly affordable price. Cannonau is Grenache but it has been on Sardinia for close to 1000 years.

\$8.97



2009 HESS CHARDONNAY

The inland Monterey Valley is home to Hess Shirtail Vineyard Estate, and is the heart of this wine. Classic Monterey Chardonnay style of tropical fruit and lemon zest combine to make a balanced, approachable and lively wine.

\$8.99



2008 DIEVOLINO CHIANTI

This is a great inexpensive Chianti! Aromas of tart cherries, strawberries & rhubarb intermingle with leather & straw. The palate is bright, smooth & firm on the finish. A great value!

\$19.99



2009 CHARDONNAY

The aromas are intense and vibrant, with a core of citrus-laced with juicy green apples, summer melon and grapefruit. The palate is full-bodied, with a delightful, long, clean finish. A GREAT VALUE here at Nick's!
87—Wine Spectator



See our full collection online for more hot deals & reviews

\$19.99



2008 MERLOT

A "secret sauce" of about 19% Malbec grown in the Dakine Vineyard along with Merlot. This merlot is lush & velvety with aromas of black currants, violets and blueberries, and a hint of graphite.

\$10.97



2008 ADOBE RED

Lip-smacking, juicy red blend! Adobe Red is a fun and tasty every day kind of blend that is 41% Zinfandel, 32% Petite Sirah, 16% Syrah, 5% Malbec, 4% Grenache and 2% Mourvedre.

\$10.97



2009 ADOBE WHITE

Pear, peach and honeydew melon aromas jump from the glass. The mouthwatering fruit flavors are of apple and stone fruit, with nuances of pumpkin pie spice and tea.

\$5.99



NV OPERA PRIMA BRUT

Nick's Pick for a great value sparkling wine. The aromas of lime, apple and chalk are enhanced by a palate that is crisp, clean and dry. Perfect for big parties and especially for some mimosas or homemade Bellinis!

\$9.99



2010 MAS DE GUIOT

A Grenache-Syrah blend that boasts an intense nose of creme de cassis and blackberry fruit intermixed with hints of kirsch, lavender and spice. The palate is lush and medium bodied. Silky smooth and delightfully juicy!

www.NicksWineCorner.com
Toll free: 888-229-0656
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& MORE!

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32 oz. Loaf

\$6.99

Classiclo

Panettone

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