

# The Grunt

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I'd like to think that I'm generally a pretty "with it" type of guy, and try to be hip with the latest technologies and trends. Yes, I use a Mac, have an iPhone, and I'm bilingual in both Facebook and Twitter. If people need to get ahold of me, they email, IM, DM, SMS. What will be next? Who knows, but if blogging by sky-writing is next, I better start training to get my pilots license.

The same goes for how we've treated the business. Over the last 10 years, how we've handled our business has changed dramatically. We've recently adopted a few more members into the CCW family to service the customers. Note: not SELL, but service. We're always looking at new things that are fun, strange, exotic and exciting. At the end of the day, it's not about selling in massive displays (don't tell the CFO I said that), but if they don't sell, what's the point? At some point, we need to evaluate where in our products life span we are evolutionarily, and service it accordingly. Based on this notion, we can continue to try new things.

If you have any idea's or suggestions, please email, IM, DM or SMS me.

-Arif

## FALL IS IN THE AIR

Add some warmth and spring-like blossoms to your teacup this season with flowering teas from **Kalk Bay Foods**



These unique teas are composed of dried tea leaves tightly bound together. When steeped, the bundle expands and slowly unfurls in process that emulates a blooming flower. CCW proudly offers Kalk Bay's Flowering Teas in a variety of flavors that taste just as nice as they look.

KBF79128 Mixed Flowering Tea – 6/43g  
KBF79129 Seven Angels Flowering Tea – 6/43g  
KBF79130 Blooming Richness Flowering Tea – 6/43g  
KBF79131 Princess Flower Flowering Tea – 6/43g  
KBF79132 Aromatic Garden Flowering Tea – 6/43g  
KBF79133 Good Fortune Flowering Tea – 6/43g  
KBF79134 Swimming Marigolds Flowering Tea – 6/43g

## Mama-Mia! Make-a-Pizza... With our New *Lucini Pizza Sauce*

To make a great pizza, using a great sauce is a must. **Lucini Italia** has met this challenge by creating an exquisite artisanal sauce of uncompromising quality. The base is comprised of vine-ripened plum tomatoes picked at the peak or ripeness, fresh basil and extra virgin olive oil, making it the perfect foundation for any pizza. Enjoy and explore the possibilities.

LUC53015 Pizza Sauce - 12/444 ml

## Margherita Pizza

Inspired by the original Margherita pizza from Naples, this version features ricotta and mozzarella cheeses, and a sprinkling of fresh basil. Use a gentle hand while rolling this thin crust. If the dough tears, just gather it into a ball, cover with plastic wrap, and let it rest for 10 minutes before re-rolling. Place the dough in the refrigerator for its first rise to ensure the crust stays thin.

### Ingredients for Dough:

- 1 teaspoon honey
- 1 1/2 teaspoons active dry yeast
- 1/2 cup warm water (100° to 110°)
- 1 1/4 cups all-purpose flour
- 1/4 teaspoon salt
- Cooking spray
- 2 tablespoons stone-ground yellow cornmeal
- 1 1/2 teaspoons olive oil

### Remaining Ingredients:

- Lucini Pizza Sauce
- 3/4 cup shredded part-skim mozzarella cheese
- 1/2 cup part-skim ricotta
- 2 tablespoons grated fresh Parmesan cheese
- 3 tablespoons thinly sliced fresh basil

### Preparation

To prepare dough, dissolve honey and yeast in 1/2 cup warm water in a large bowl; let stand 5 minutes. Lightly spoon flour into dry measuring cups; level with a knife. Add 1 cup flour and salt to yeast mixture; stir until a soft dough forms. Turn dough out onto a lightly floured surface. Knead until smooth and elastic;

add enough of the remaining flour, to prevent dough from sticking to hands (dough will feel slightly sticky). Place dough in a large bowl coated with cooking spray, turning to coat top. Cover and chill for 1 hour.

Position one oven rack in the middle setting. Position another rack in the lowest setting, and place a rimless baking sheet on the bottom rack. Preheat oven to 500°.

Roll dough into a 13-inch circle (about 1/4 inch thick) on a lightly floured surface. Place dough on a rimless baking sheet sprinkled with cornmeal. Crimp edges of dough with fingers to form a rim. Brush oil over dough. Remove preheated baking sheet from oven; close oven door. Slide dough onto preheated baking sheet, using a spatula as a guide. Bake on lowest oven rack at 500° for 5 minutes. Remove from oven.

Spread *Lucini Pizza Sauce* in an even layer over crust, leaving a 1/4-inch border. Combine mozzarella and ricotta; sprinkle evenly over sauce. Top with Parmesan. Bake on middle rack an additional 10 minutes or until crust is golden brown and cheese melts. Sprinkle with basil.

## Introducing the Newest Addition to the **DRY Soda** Lineup...*DRY Cucumber*



This refreshing drink offers the crisp clean flavor of cucumber balanced with mild sweetness. It pairs excellently with Mediterranean inspired dishes, seafood, salads and mixes wonderfully with Vodka or Gin. At only 45 calories a bottle, with no artificial sweeteners or additives *DRY Cucumber* is a revitalizing guilt-free pleasure.

DRY00111 Cucumber – 24/355 ml



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Got something to Grunt about?  
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