

at the 49th



100% Locally Owned & Operated
Cedar – Ladysmith – Chemainus - Duncan
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www.the49th.com



February 2012
Issue 2



Enter for your chance to win
FREE McCAIN PIZZA FOR A YEAR!
CHECK INSTORE OR FLYER FOR DETAILS!

Welcome to our 2nd Customer Newsletter for 2012!

We are looking forward to keeping you informed as to what's happening.

Send info in drop box
or e-mail: info@the49th.com.
Watch for us Monthly.

Upcoming Events

Feb. 2: **Seniors Day at the 49th**

Feb. 2: Ground Hog Day

Feb. 5: **Super Bowl 2012**

Feb. 9: Chinese New Year Ends
(Year of the Dragon)

Feb. 11:
Spirit of Ladysmith Community Awards

Feb. 14: **Valentine's Day**

Feb. 18:
Golden Brush Awards – Chemainus

Feb. 29: Leap Day

Mar. 1: **Seniors Day at the 49th**

Unscramble the word

p e a l p _____

h n m t o _____

t e l v n e n a i _____

l s t o h e c a o c _____

Answers to last quiz:

Resolutions, polar, bear, swim ☺

Upcoming Events

Ground Hog Day

Thursday, February 2nd

Groundhog Day is celebrated every year on February 2nd. The official groundhog lives in Punxsutawney, Pennsylvania. His name is Punxsutawney Phil. If he sees his shadow (the day is bright & sunny), there will be 6 more weeks of winter weather. If he does not see his shadow (the day is overcast), there will be an early spring.

Super Bowl 2012

Sunday, February 5th

This will be the 46th Super Bowl game and it is also the first time that the Super Bowl game will be held in Indiana. For all your Super Bowl needs, shop your local 49th Parallel Grocery Store! "That's where it's At!"

Chinese New Year – The Year of the Dragon

January 23rd – February 9th

The Year of the Dragon is the year for great deeds, innovative ideas & big projects. The Year of the Dragon will bring the excitement and the big ups & downs in our lives. Dragons give happiness and success to all good & honest people.

Senior's Day

Thursday, February 2, 2012
10% off your total grocery bill
- See store for details -



... from all of us at the 49th Parallel

Upcoming Events

Ladysmith's Chamber of Commerce – the Spirit of Ladysmith Community Awards

Saturday, February 11th – Aggie Hall
Call Chamber for more information.

This Chamber sponsored event recognizes achievement & leadership in Ladysmith. Individuals & organizations are nominated for making an impact in and around Ladysmith. **We would like to congratulate the following nominees & wish them all good luck!! :**

Category

"Entrepreneur of the Year for 2011":
Peter Richmond

Category

"Small Business of the Year (1-10 employees)
for 2011":
49th's Parallel Café

Category

"Customer Service"
49th Parallel Printers: **Lesley Parent**
49th Blooms: **Marti Westergaard**
49th Parallel Café: **Colin Pickell**

Valentine's Day

Tuesday, February 14th

Don't forget to order your Valentine Day flowers early!! Show that special someone how much she means to you with a stunning bouquet of Valentine flowers from our very own Blooms at the 49th!

We also have Teleflora! Call 1-866-287-4984

Did you know?

February

Birthstone: Amethyst
Flower: Violet

New at the 49th!

- ~ Baboo Milk
- ~ Buck Brand Fruit is back
- ~ Kashi snack crackers
- ~ Kellogg's cinnamon corn pops
- ~ Kellogg's brown rice krispies gluten free
- ~ Kellogg's strawberry & chocolate granola bars
- ~ Kellogg's Cranberry, orange All Bran bars
- ~ Valentine Marshmallow kabobs
- ~ Valentine chocolate roses

Baboo Milk

How many times do new parents hear that phrase during their children's early years? But it's true: especially during their first two years, children go through a remarkable range of stages and transitions. One of the most important transitions children make is the one from breast milk or formula to regular milk.

Up until now, there was no way for parents to help ease their children's transition over to regular milk, and many children and families struggled to make the switch. Thankfully, this important change can now be handled with ease.

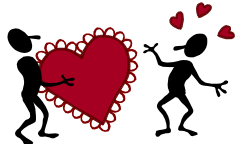
Introducing Baboo, a new category of dairy product in Canada. Baboo is the first Canadian dairy product specially designed by the Natrel dairy experts for toddler's ages 12 to 24 months. It's the right dairy product to ensure a smooth transition from breast milk or infant formula to regular milk. Baboo is rich in nutrients, contains fresh milk and as a complement to a balanced diet, it contributes to the development of toddlers 12-24 months.

Freshly packaged in shelf – safe tetra pak cartons that protect nutrients without preservatives and don't require refrigeration before opening.

Check out your local 49th Parallel Dairy section for Baboo !!

Meat Department!

Gluten Free, no additive,
made fresh instore sausages!
Check them out today !!



LEAP YEAR

Celebrate February 29th, a date that makes the calendar every 4th year. This is the 1 day of the year on which, traditionally ...
Women can propose to men!



February is Apple Month !!
2012 Apple Month marks a milestone for BC Tree Fruits as it is Okanagan organizations 75th Anniversary!
Check out your local 49th produce department for delicious apple varieties!

Cedar 49th Tid-bits

Grad Fashion Show at CCSS
Feb. 9th at 7pm

Cedar Prom 2012 Beer & Burger Night
Wheatsheaf Pub
Saturday, Feb. 25th
6:00pm – 9:30pm

New Products:

Bobs Red Mill "line"

This product has a lot of gluten-free items.



Open for Breakfast daily at 7:30am

Come in & try our NEW

Eggs espresso with bacon & toast

\$4.49



49th Parallel Printers

Make your mark on the world!

**Bring this coupon in for
BUY 1 GET 1 FREE
Color copies (all sizes)**

**Limit 1 copy per coupon
Limit 2 coupons per day**

Offer expires Feb. 29, 2012



Having a football party????...

Try this:

5-Layer Mexican Dip

When it comes to tortilla chips, dip is not optional. This one is so simple, the only challenge you'll have is getting all five layers into your mouth at one time.



Time

Prep: 10 min

Total: 3 hr 10 min

Servings

Total: 32 servings, 2 Tbsp. each

What you need:

- 1 can refried black beans
- 1 tbsp. chili powder
- ½ tsp. ground cumin
- 1 cup Sour Cream
- 1 cup Kraft shredded cheddar cheese
- 3 green onions, sliced
- 1/3 cup sliced black olives
- 1 tomato, chopped

Make it:

Mix beans, chili powder and cumin; spread onto bottom of 9-inch pie plate.
Top with layers of remaining ingredients
Refrigerate several hours

ENJOY

Recipe compliments of:

