

## Side dish

### Cookie ice cream

Edy's Grand Ice Cream is continuing its tradition of offering Girl Scout Cookie Ice Cream. This year, pieces of Girl Scouts peanut butter



Tagalongs cookies were added to Tagalong Cookie Ice Cream. Thin Mint cookies were added to Thin Mint Cookie Light. The Samoas and Tagalong light flavors will be relaunched.

Look for these special ice cream flavors at major supermarkets through the end of April. A portion of proceeds goes to support the Girl Scouts.

### Black history

The Canned Food Alliance is saluting African-American traditions in the kitchen. According to the sixth annual report on "The Buying Power of Black America," African Americans spend more money annually on select canned goods than other Americans, particularly ham, corn, beans and fruit and vegetable juices, says the CFA. A popular dish in African-American kitchens is Hoppin' John Salad. Here's the recipe; the herbs can be dried or fresh:

#### Hoppin' John

1/2 pound bacon, sliced into small bits, cooked and well-drained

1 pound Andouille sausage, cut into 1/2 inch slices, cooked and well-drained for substitute with hot Cajun sausage, or mild Polish sausage)

2 cups chopped onions  
2 cups chopped red & green bell pepper

1 cup chopped celery  
3 cloves minced garlic

1 pound black-eyed peas

1 1/2 cups uncooked brown or white rice

2 quarts and 2 cups stock or water (add more water if needed)

1 teaspoon salt

2 teaspoons black pepper (more if you like it hot)

3 teaspoons paprika

2 teaspoons granulated garlic

1 teaspoon basil

1 teaspoon thyme

1 teaspoon savory

1 teaspoon parsley

3 bay leaves

Cook and drain the meats.

Mix all the spices into one bowl. In a Dutch oven, add two tablespoons of bacon grease or vegetable oil. Add the onion, pepper, celery, garlic, black-eyed peas and half of the spice mixture and fry for about 10 minutes. Stir and scrape the bottom of the pot frequently. Add the meats, the rest of the spice mixture and two quarts of stock or water. Cover and simmer over low heat for one hour or until peas are done. Add the rice and two cups stock or water and simmer for 20-30 minutes. The liquid should be absorbed so the dish is not watery. Serve with greens or cornbread.

Source: www.shasta.com



Julie Winkelman wipes cookie crumbs from daughter Amy's face. Amy liked the sample of a cookie at Trader Joe's in Farmington Hills.

PHOTOS BY BILL BREXLER / STAFF PHOTOGRAPHER

## New store in Town

Trader Joe's relies on customers who are seeking adventure in their food choices

BY LANA MITH  
STAFF WRITER

**Y**ou mean you haven't been there yet?" Those words echo among new customers at Trader Joe's in Farmington Hills and Royal Oak.



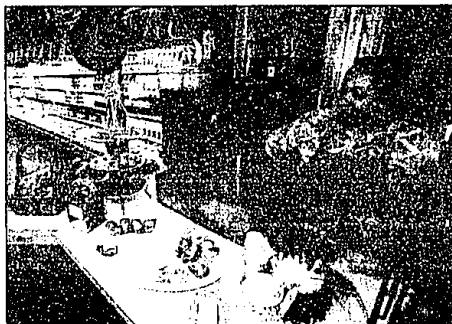
Trader Joe's "Captain" manager Rich Mills has opened Trader Joe's stores on the West Coast and in Michigan.

Those words were muttered to Sylvia Stefanovich by a friend before she became a self-proclaimed "loyal customer" of Trader Joe's in Royal Oak. New store's passing that statement on to friends.

"It's amazing how everyone's talking about it," Stefanovich said.

"It's such a fun store. I want to go there every day and I'm the kind of person who hates grocery shopping, and it's cheap."

On her first visit to the store she took notice of the intentionally wide



Employee Anjanene Royster offers organic onion soups, roll-up sandwiches, cookies and green bean crisps to shoppers. Most of the items are under the TJ label.

aisles, cedar walls and organic foods.

"Talk on the streets about Trader Joe's began quietly when it opened in November, but word-of-mouth seems to be getting louder. And that's just what officials from the 40-year-old California-based company expected.

"We rely on word-of-mouth for our success," said Diane O'Connor, Trader Joe's spokeswoman.

Rich Mills, captain leader of the Farmington Hills location, said what makes Trader Joe's different is its smaller size and that management doesn't expect that customers shop there exclusively.

"Our store is for people who like to

experiment with food," Mills said. "Most people think shopping is a burden and the fact that they cannot get everything they want here means we have to make sure we have great products in a fun environment at low prices."

Julie Winkelman fits the profile of the typical Trader Joe's customer. She doesn't intend it to be her primary grocery store.

"I'll go to more than one store for good food," Winkelman said as she shopped with her daughter Amy, who wanted organic almond cookies. Her

PLEASE SEE TRADER JOE'S, B4

### WHERE TO SHOP

■ Farmington Hills - 31221 W. 14 Mile Road at Northwestern Highway, (248) 737-4609

■ Royal Oak - 27880 Woodward Ave., Royal Oak

Both stores open 9 a.m. to 9 p.m. daily

### BACKGROUND

■ There are nearly 200 Trader Joe's nationwide in 19 states.

■ The company began in California in 1959 as a chain of convenience stores called "Pronto Markets."

■ Joe Coulombe, doubled the floor space of his stores in 1967 and began offering harder-to-find boutique items at competitive costs.

He renamed them "Trader Joe's," and installed cedar plank walls to create a nautical theme. Store managers were renamed "Captain," and assistant managers "First Mate."

The idea of a "fun" store caught on. ■ One of Trader Joe's slogans is "If customers don't like it, they can bring it back, no questions asked."

■ TJ brand items specialize in organic, kosher, vegetarian, soy foods, meats and "decadent" products like coconut ice cream in a real coconut shell; vegetarian "meatballs"; and cranberry stuffed chicken breast. It contracts with many companies that make products under the Trader Joe's label. All TJ's labels have "minimally processed ingredients."

## Bubbles and superb reds for Valentine's Day

**P**inot noir's freshness and vibrancy is exceptional in a top-of-the-line Brut Rose champagne. Strawberry and red currant aromas layer in with cherry notes. Long aging on the yeast adds depth to mid-palate flavors and assures a wine that finishes creamy and supple. It makes you say, "yum!"

That's the single word we used to describe the newly released 1996 Moët & Chandon Rose (\$66) when we tasted it. It is a perfect Valentine's Day pour.

Harvest 1996 in the



### Focus on Wine

Ray & Eleanor Heald

champagne region is considered one of the very best in the last few years. Georges Blanc, chef de cave for Moët & Chandon, said it has "exceptional maturity and amazing freshness."

Translation: perfect balance

between fruit and acidity. These are the prime factors needed to make a heavenly match between the Moët & Chandon Rose and food.

If you don't plan on eating at a restaurant to celebrate Valentine's Day, but opt to cook a special meal, here are some hints from Moët & Chandon.

The exotic flavors and spice of the 1996 Moët & Chandon Rose marry well with dishes using black truffles, wild mushrooms, lemon, soy sauce, mint and mild spices. Create a perfect match

with smoked salmon, crab cakes, lamb, smoked ham and flavorful cheeses such as munster, livarot or mature gouda.

For a bubbly more reminiscent of a Blanc de Blancs, we suggest the 1996 Moët & Chandon Brut Imperial (\$50). Although this wine is 50 percent pinot noir, it had less skin contact than the Rose, which alters the impression.

Try it with tuna sushi, caviar, oysters, scallops, crab, grilled or pan-sautéed John Dory, sturgeon or foie gras. It's delightful

with French Vacherin cheese, Parmesan or Gorgonzola, walnuts or almonds. Match it with dishes where herbs and condiments such as mint, citrus vinegar, sesame, ginger or tarragon are ingredients.

To pull out all the stops, choose the always magical Dom Pérignon champagne. The 1995 has a wide variation in price in this market. We've seen it in fine wine shops from as low as \$115 to a high of \$140. At Costco, it's \$95!

PLEASE SEE WINE, B2

Did you miss the deadline for Thursday's Classifieds?

You have a second chance to make Thursday's edition, if you call us by noon on Wednesday we'll put your ad in a special mini-directory, "Too late to Classified," which appears in Arts & Entertainment. Call 1-800-578-SELL (preferably by deadline) to place your ad.