

- The Beet -

A Publication of Market Central, Inc.



Enriching the Charlottesville City Market since 2003



July 11, 2013

Our first cooking class, a new looking Market Central table, and more!

We held our first cooking class of the summer this past Tuesday night and boy was it tasty! Eight eager participants joined Lynette Meynig and her daughter Chelsea of the famous *Family Ties & Pies* to learn how to make peach pie.

Lynette began the class by showing folks a simple but near-foolproof method of creating a flaky crust using only flour, butter, salt, and water. The students then blanched, peeled, and sliced fresh peaches and combined them with orange juice, corn starch, and honey and filled the pie crust with the delicious mixture. Another layer of crust on top, some fancy



Class participants learn to make peach pie

crimping, and into the ovens they went. 30 minutes later eight perfect pies emerged from the ovens ready to go home and (quickly) enjoyed by the participants. You can see pictures from the class and the recipes by clicking over to our [website](#). For future classes, check out the blue list on the right sidebar.

In other exciting happenings, have you seen the new and improved Market Central booth at City Market? Not only can you receive SNAP and

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Upcoming Cooking Classes:

Cooking with a Whole Chicken

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Canning 101

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In a Pickle

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Pressure Canning

-

*Learn more and sign up
[marketcentralonline.org/
events](http://marketcentralonline.org/events)*

Debit tokens there, you can also pick up tons of information about cooking classes, fresh vegetable recipes, information about Market Central, and about our Friends of the Market Campaign. We also have fun Market Central giveaways available so that you can show your support for Market Central and City Market. Our table is located outside the white building in the center of the City Market so stop by soon!

And speaking of eye-catching tables, have you noticed all of the beautiful jewelry and crafts our market has these days?

There is such a diverse selection of artisan crafts - from rings to postcards to glasses to lotions to blankets - the selection is beautiful and of the highest quality. Keep your eyes open this weekend and pick up a special something for a special someone.



This Week's Recipe



Stuffed Vegetable Rolls

Thinly sliced and perfectly baked zucchini and eggplant stuffed with goats cheese and fresh herbs - the perfect summer appetizer.

Vendor Profile: Steph and Jay Rostow of Virginia Vinegar Works

by Lisa Reeder

"We started making wine vinegar at home 6 years ago. It was a fragrant place, with lots of fruit flies. We realized pretty quickly that we had to get it out of our house. Plus, I've never been a good employee, so this job suits me," recounts Jay Rostow, recalling the beginning of Virginia Vinegar Works in 2006. He and Steph have lived in Nelson County for many years, gardening and working and playing close to home. When the time came to establish a vinegar plant, they sourced a stainless steel wine tank and borrowed some space in the Alberene Soapstone building in Schuyler. "Our first real batch sat there all winter, converting from a really nice meritage-blend wine into a vinegar which we call our Heritage Blend Red. It took a long time, but it turned out very smooth. We were thrilled!"



Image from Edible Blue Ridge

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**2013 Meet Yer Eats
Farm Tour is
coming...
details to come August 1**

2013 Friends of the Market Campaign

**Join today and help support Market Central! Learn more at
marketcentralonline.org/friends**

44,208 dollars brought to Charlottesville markets in 2012 through SNAP & Debit

3,500 Farm Tour participants over 4 years visiting 35 farms

Over 1,000 people receiving coupons, demos, and instructions about canning

Hands on preserving classes taught to 150 people

Nearly 2,000 subscribers to Market Central's bi-weekly newsletter

1 consistent advocate for a permanent home for City Market



by the numbers...

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\$20

Support Market Central with a **\$45 donation** and receive a reusable Market Central grocery bag and a 2013 Farm Tour Pass as tokens of our appreciation

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Support Market Central with a **\$75 donation** and receive a 100% cotton, made in USA Market Central tote bag as a token of our appreciation

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Support Market Central with a **\$100 donation** and receive a 100% cotton, made in USA Market Central tote bag and a 2013 Farm Tour Pass as tokens of our appreciation

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Friends
of
the Market

Market Central, Inc. is a non-profit organization dedicated to engaging the Charlottesville City Market community.

[Contact Market Central](#) for information about our programs.

For market operations and space assignments, please [contact the market managers.](#)

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