

# NEW SALEM GENERAL STORE

EST. 1996

February 2012

Last month we had another big scratch ticket Winner - \$10,000! How great is that?! February may be a short month but this one has a lot of activity. We have a special dinner lined up featuring our favorite Jack Daniels on February 3<sup>rd</sup>, there are only a few tickets left - reserve yours soon if you plan on attending. SuperBowl excitement on the 5<sup>th</sup> where we are planning on serving up pizza and wings, meat platters and more in addition to our standard menu. And of course Valentine's Day! We have Chocolates made by Natalie of Coco a Nu, cards for your special someone, champagne, Chambord, Chocovine, specialty scotches and more. What could be more romantic than a bottle of Truly Madly Deeply Monogamy wine? Or, for a bit of fun, how about a bottle of Promiscuous California white or red table wine? We have recently expanded our specialty beer to include Belgian Golden Draak, Francoise Lambic and Chocolate Stout. Bring on February! We are ready for it!

## Deli & Pizza News

In addition to our sandwiches and salads we are now in full swing for the cold season focusing on soups, chili, Mac & Cheese, Chicken Enchiladas, etc. Natalie's fresh baked cinnamon buns are available on Saturday mornings and she has an ever-changing baked goods onsite to go with your morning coffee.

### *February Pizza Special - Emily's Philly Steak*

Packed full shaved steak, onions and peppers and American Cheese for \$14.50.

January Free Pizza Drawing Winner was Shelley Ploof! *Become a fan of The New Salem General Store on Facebook and be entered to win a free pizza of your choice. Next Drawing: February 28, 2012*



Like

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Win!

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### *Sandwich Specials \$6.99*

New England Patriots Super Club - Boar's Head OvenGold Turkey, Vermont Cheddar Cheese, Lettuce, Tomato and Bacon with Deli Mustard on Wheat Bread!

NY Giants Red Hot Rueben - Boar's Head Pastrami, Swiss Cheese, Roasted Red Peppers and Coleslaw with Deli Mustard Served Warm on Rye!

SuperBowl Sunday



Superbowl Sunday we will be cooking up pizza and wings in addition to our usual fare! Preorder your pizza and get \$1.00 off. 12packs and 30packs are in stock, Hedgies Salsa and tortilla chips are available and Lays chips are 2/\$3! Interested in a meat or sandwich platter? Give us a call - We are happy to give you a quote.

Wine & Spirits

**February Wine Special - Santa Julia Wines 10% off.**

At the foot of the Andes Mountains, in the vast desert province of Mendoza sits Familia Zuccardi, Argentina's largest family-owned winery and one of the leading exporters of Argentine wines. For almost 40 years, Familia Zuccardi has produced wines of exceptional quality and value from the soils of Maipu and Santa Rosa. Every wine at Familia Zuccardi is from estate grown, hand picked fruit and is estate produced.

**Cabernet** The ruby color has purple hues of good intensity. Complex aromas of ripe fruits such as cherries, black cherries and plums along with vanilla, leather, tobacco and spices like black pepper and paprika. Full-bodied, sweet tannins, rich red wine with good balance and complexity and a long finish.

**Malbec** Ruby red color with purple hues of good intensity. Complex aromas of ripe fruits like cherries, black cherries, plums, vanilla, leather, tobacco and spices including black pepper and paprika. The wine is full-bodied with sweet tannins, a good balance and complexity. Long lingering finish.

**Tempranillo** Red and black ripe fruit aromas such as cherries, blackberries and figs, combined with notes of vanilla, chocolate and tobacco from oak ageing. A full bodied wine with luscious fruit flavors, silky tannins and a long finish.

Upcoming Events

**An Evening with Jack  
February 3<sup>rd</sup>, 2012 6pm**

An evening of fine dining and sampling of some of the finest Tennessee whiskey will be held at Winterwood at Petersham. Featuring a menu designed around Jack Daniels and the legends and lore of the great Master Distiller Jack Daniels. It will be a great time and a night to remember. There are only a few tickets left, call 978-544-8177 soon to ensure your place at the table.

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**Listen to us on Bear Country!**

