



# river valley co-op

wild about local

361-7795



## discover local

### BerkShore Seafood

One of our main seafood suppliers, BerkShore, has been supplying the co-op with the freshest seafood for over seven years. After a recent merger with Wulf's Fish, a seafood vendor located directly on the Boston Fish Pier, BerkShore's access and commitment to quality and diverse products is stronger than ever. Delivering their seafood mere hours after they pick it up in Boston, we count on Wes and the team to provide our shoppers with freshest, best-tasting seafood available! Wild-caught Hake and Pollock fillets are on sale now – see inside for details!

330 North King Street, Northampton, MA 01060 • (413) 584-2665  
228 Northampton Street, Easthampton, MA 01027 • (413) 529-4990  
Open Daily 8 am – 10 pm • info@rivervalley.coop • www.rivervalley.coop

**All Masked Hour:** From 8 am – 9 am everyday, face masks are required inside the co-op to provide an extra layer of security for those shoppers at higher risk.

January 31 —  
February 13, 2024

Offers valid at both locations while supplies last

## fresh specials

WINTER MOON ROOTS • Hadley MA

**CERTIFIED ORGANIC**

### LOCAL BEETS

All Varieties

**\$1.99<sub>lb</sub>**

SAVE \$1.00



MEXICO

**CERTIFIED ORGANIC**

### AVOCADOS

**4/\$5**

SAVE \$5.00



USA

**CERTIFIED ORGANIC**

### BOSC PEARS

**\$1.99<sub>lb</sub>**

SAVE \$1.00



USA

**CERTIFIED ORGANIC**

### BLOOD ORANGES

**\$2.49<sub>lb</sub>**

SAVE \$1.50



grocery

KLARA'S • LEE, MA  
**MACAROONS & SHORTBREAD COOKIES**  
 Ginger, Lemon Poppy, Chocolate, and more!  
**\$3.99** 7 oz   
 SAVE \$2.50

SIGDAL  
**NORWEGIAN CRISP BREAD**  
 Herbs & Sea Salt, Everything, and more!  
**\$3.99** 8.29 oz  
 SAVE \$2.00

EL NACHO • Waltham, MA  
**SEA SALT TORTILLA CHIPS**  
  
**2/\$6** 12 oz  
 SAVE \$4.00

LOVO  
**PLANT-BASED MILK CHOCOLATE BARS**  
 Hazelnut Milk, Coconut Milk, and more!  
 Buy One, Get One  
**FREE**



from the deli

SCRATCH-MADE  
**SHRIMP CREOLE STEW**  
 Cajun spiced shrimp, with tomatoes, celery, bell pepper, and onions  
**\$11.99** lb  
 SAVE \$1.00


MADE-TO-ORDER  
**MOCHA MONKEY SMOOTHIE**  
 Made with almond milk, coconut milk, espresso, peanut butter, chocolate, and banana  
**\$6.49** 16 fl oz  
 SAVE 50¢

SCRATCH-MADE  
**POUND CAKE**  
 with **LEMON GLAZE**  
**\$5.99** ea  
 SAVE \$1.00

MADE-TO-ORDER  
**RAINBOW WRAP**  
 Cabbage, carrots, spinach, bell pepper, cucumber, spinach and sprouts with house-made hummus  
**\$7.49** ea  
 SAVE 50¢

meat & seafood

BERKSHORE  
**FRESH POLLOCK or HAKE FILLETS**  
 Wild-Caught  
**\$9.99** lb  
 SAVE \$3.00

PINELAND FARMS • New Gloucester, ME  
**TOP ROUND**  
 Roast or London Broil  
 Raised without Antibiotics or Added Hormones  
  
**\$1.00 OFF**  
 per lb

VANDE ROSE  
**BABY BACK or SPARE PORK RIBS**  
**\$6.99** lb  
 SAVE \$2.00

FARMERS FOCUS  
**BONELESS SKINLESS CHICKEN THIGHS**  
**\$6.99** lb  
 SAVE \$1.50

NIMAN RANCH  
**BREAKFAST SAUSAGE LINKS**  
 Maple, Smoked Bacon, and more!  
**\$4.99** 12 oz  
 SAVE \$1.00

NORTH COUNTRY  
 Claremont, NH  
**UNCURED BACON**  
  
**\$6.99** 12 oz  
 SAVE \$2.00

bulk savings

**WALNUT HALVES & PIECES**  
**\$3.99** lb  
 SAVE \$1.00

**CERTIFIED ORGANIC**  
**UNSULPHURED TURKISH APRICOTS**  
**\$6.99** lb  
 SAVE \$1.10

**CERTIFIED ORGANIC**  
**CANNELLINI BEANS**  
**\$2.99** lb  
 SAVE 80¢

**SWEETENED DRIED TART CHERRIES**  
**\$8.99** lb  
 SAVE \$2.50

**CERTIFIED ORGANIC**  
**WHOLE CASHEWS**  
**\$6.99** lb  
 SAVE \$2.40

from wine & cheese

VERMONT FARMSTEAD CHEESE CO.  
 Woodstock, VT  
**VT FARM BRIE**  
  
**\$7.99** 6.5 oz  
 SAVE \$1.00

GRAFTON VILLAGE CHEESE CO.  
 Grafton, VT  
**1 YEAR AGED CHEDDAR**  
  
**\$13.99** lb  
 SAVE \$1.00



FORT HILL BREWING • Easthampton, MA  
**FARMER'S FRESH**  
**\$8.99** 6-pack   
 SAVE \$1.00

NEW CITY BREWING  
 Easthampton, MA  
**HARD GINGER BEER**  
  
**\$11.99** 4-pack  
 SAVE \$1.00

BOUTINOT  
**LITTLE LONG DOG ROUGE**  
**\$9.99** 750 ml  
 SAVE \$2.00

POPPY WINES  
**MONTEREY CHARDONNAY**  
**\$15.99** 750 ml  
 SAVE \$1.00

wellness

KAL  
**CALMING MAGNESIUM GLYCINATE POWDER**  
**\$15.99** 9.5 oz  
 SAVE \$6.00

HIMALAYA HERBAL HEALTHCARE  
**KIDS TOOTHPASTE**  
 Assorted Flavors  
**2/\$9** 4 oz  
 SAVE \$2.98

HIMALAYA HERBAL HEALTHCARE  
**ADULT TOOTHPASTE**  
 Assorted Flavors  
**2/\$10** 5.29 oz  
 SAVE \$3.98



HIBAR  
**ALL FACE, HAIR & BODY CARE ITEMS**  
 Plastic-Free  
**25% OFF!**

**DELUXE ROASTED & SALTED MIXED NUTS**  
**\$14.99** lb  
 SAVE \$3.80

## Upcoming Events

### FREE VIRTUAL CLASS

**Wednesday, February 7 • 7 – 8 pm**  
**Aromatherapy 101: Best Practices for Using Essential Oils** with Kate Johnson, PhD, RN, AHN-BC, RA

### FREE VIRTUAL CLASS

**Thursday, February 15 • 7 – 8 pm**  
**Aromatherapy 101: Therapeutic Properties of Essential Oils** with Kate Johnson, PhD, RN, AHN-BC, RA

### FREE VIRTUAL CLASS

**Wednesday, February 21 • 7 – 8 pm**  
**Decoding the Gut & Effective Strategies for Managing Symptoms** with Marit Harney, Registered Dietitian

### FREE VIRTUAL CLASS

**Wednesday, February 28 • 7 – 8 pm**  
**Aromatherapy 101: Essential Oils for Sleep & Pain** with Kate Johnson, PhD, RN, AHN-BC, RA

For more full event descriptions and to register, scan QR code or visit [rivervalley.coop](http://rivervalley.coop)



ADVOCATE  
★ BEST ★  
OF  
THE VALLEY  
READERS' POLL  
2023

**river valley co-op**

*One Co-op • Two Stores*

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# Pan Fried Hake

This flaky white fish cooks up quickly and goes with so many different sides to make it the perfect seafood lovers dinner. Dredged in flour and fried in a mix of butter and oil for extra crispiness.

Time: 15 minutes  
Yield: 4

### Ingredients

4 Hake fillets, skin removed  
2 tablespoons butter  
1 tablespoon vegetable oil  
1/2 cup flour  
1 teaspoon sea salt  
1/2 teaspoon fresh ground black pepper  
Lemon wedges for serving  
Fresh chopped parsley for garnish

### Preparation

Combine the flour, salt and pepper on a large plate. Stir to combine and set aside

Pat both sides of the fish fillets dry with paper towels. After the fish is dry, dredge it in the flour mixture and firmly press it against the fish. Lightly tap the fish to remove any excess flour.

Heat a large heavy bottomed skillet over medium to high heat until just about smoking. Add the butter and oil and let it sizzle, about 10 seconds.

Add the coated fish fillets to the pan. They should sizzle straight away. After about a minute, give the pan a shake and let them cook for a further 3 minutes. Flip all the fish fillets and leave them to cook for a further 4 minutes.

Remove from pan and serve immediately with fresh lemon wedges. Garnish with fresh chopped parsley if desired.

*The Savings Continue!*

Don't forget to check out the **Co+op Deals** flyers this month for even more savings, including **BOGO** deals on many popular items!

