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Quantities and/or selection of the items featured may be limited and may not be available in all stores. For inquiries on product availability at a store location near you, see Customer Service in store or visit us online at any one of our Loblaw Inc. banner stores.

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"I've been around for over 45 years, and it's like Christmas morning for the team and customers alike when the new PC® Holiday Insiders products launch in-store. Everyone's excited to see what's new and have their beloved favourites return."

-JOHN GRANT, owner, Your Independent Grocer®



"I hope you get everything you're wishing for these holidays."



As if this 2021 holiday season couldn't feel more celebratory, the PC[®] Insiders Report[™] holiday edition—the real, physical paper report—is back in a very big way. I've been working in product development for President's Choice® for 20 years, and it is so exciting to see the printed book revived.

We have the awesome responsibility of bringing Canadians new tastes and food experiences through the products we develop and source together—we understand what you want and need and we are thrilled to deliver. You may want to make a platter full of appetizers from scratch—we have all the ingredients for

that—or you may want to unbox our PC° Puff Pastry Hors D'Oeuvres Collection and slide it into the oven. That's the beauty of PC° products—we give you all the options. You're hosting this season, but we want to make sure you're the reveller, too. And with the latest holiday collection, you can have all the convenience and all the deliciousness

In my role as VP of Product Development and Innovation, it's tricky to pick favourites but I'm just going to say it: the new PC° Butter-Infused Stuffed Turkey Crown is the it-item for me right now. Our turkey crown is the bird minus legs, wings and back, full of stuffing and ready to cook from frozen. It's ideal for my family, that insists on roast beef, but also wants a taste of turkey (and sometimes ham, too). I know that if I have to babysit a turkey for nine hours, and I get into the bubbly, something will go wrong. Not with this turkey crown.

The big meal is important, but our PC° team predicts a return to appetizer parties. People love to pick and taste, so a great big board—they're not just for cheese anymore—is perfect for sharing. Guaranteed to be an instant hit on your hot appetizer board: PC* Halloom Cheese Sticks in Za-atar Herbed Batter. We've taken halloom, a squeaky,

salty cow's milk cheese, and deep fried it in a tempura-style batter. These sticks are super fun, unique and ready to party.

After all the company's gone and the dishes are done (or well-hidden), you'll find me between my twinkling tree and the fireplace with a bowl of ice cream in my lap. It's my own little tradition, and this year I have a new flavour obsession: PC° The World's Best Egg Nog Ice Cream. I'm an ice cream fanatic and I consume far too much egg nog over the holidays, so this treat just had to come from the PC° team. It's rich and creamy, with a cinnamon and rum-flavoured ripple running through it. I can't think of anything I want more.

I hope you get everything you're wishing for these holidays—more convenience, new tastes and indulgence in new and classic PC° products with all those you love.

PS: Did you know that we're so confident you'll love our PC° products that we offer a full money back guarantee if you don't? It's true—we always have. Just bring the product, packaging and receipt back to the store where you bought it for a full refund.

Meet our guest editors

Every good party depends on the right mix-here's who we invited.



TARA O'BRADY A food writer and

cookbook author, Tara can't wait to pull out her beloved crystal trifle bowl.



SASHA + DEDDY

The father-daughter team behind YouTube channel Deddy's Kitchen are ready to toast the holidays.



KALLMEKRIS

TikTok Creator Kris Collins would bake all of her 35 million followers holiday cookies if she could.



KAYLA GREY She's a sports anchor and host of The Shift on TSN and her three-day jerk kitchen is unbeaten.



JANN ARDEN

She's a singer, songwriter, actor and author, an iconic Canadian and an incredible vegan cook.



MATT + OMAR

TikTok Creators Matt and Omar love to whip up plant-based feasts and cocktails for their chosen family.





GUEST EDITOR TARA O'BRADY

My parents were great hosts. Truthfully, so much of what I do is trying to recapture the magic from how they entertained.

I love the ritual of pulling things out to prepare, like my dad did with his ice bucket. I treasure dishware that is meant for one thing and one thing only—like my proper trifle dish. I don't use it for everything, it's crystal and there's a tiny chip on it, but it still dings when you click it, with that resonant crystal sound. Even if it's only once a year, it will have a place of glory in my fridge, full of trifle.

One thing I've always wanted to make but have never done before is a buche de Noel. I have such a weakness for packaged Swiss roll cakes—anything chocolate and cream-filled was it for me as a child. Imagine a black forest buche de Noel, with vanilla buttercream, preserved cherries on the inside—dark, spiced amarena cherries would be the move—and some candied walnuts in there. I'd coat it in coffee buttercream, and then I'd get really extra and do piped meringue mushrooms.

It has been percolating in the back of my mind because it's the thing I've never done, and I feel we need to be a little over-the-top this holiday. It's also something I'd probably do more for me than anyone else—I think there's something to spoiling ourselves this year.



Have you ever pulled out a sheet of cookies from the oven, only to discover some are raw, others are burnt and just a few are perfectly baked? Or even worse, your dozen cookies somehow morphed into one giant blob. This could be because you're not measuring out your dough balls. Luckily, we've got an easy solution: our new PC* Soft Grip Cookie Dough Scoop.

"It's a game-changer," says Erin Humes, a PC® Product Developer who worked on this new essential. Engineered with a spring-loaded mechanism, the PC* Soft Grip Cookie Dough Scoop creates perfect, consistently sized balls of dough every time. "When every cookie is the same size, it allows them to bake evenly," Humes explains for the newbies in the room. No more scorched tiny cookies and doughy giants made with the scraps at the bottom of the mixing bowl for you. Just scoop, squeeze, repeat.

Even pros still need the PC° Soft Grip Cookie Dough

Scoop. The soft silicone handle means no achy palms for you after making six dozen cookies for your annual cookie swap. It's easy to clean, too. Plus, it comes in an icy blue shade that is going to look so good sitting on your kitchen counter. Did we mention it's less than \$10?

And while it's officially called the PC Soft Grip Cookie Dough Scoop, you have permission to freestyle: muffins, cupcakes, meatballs—the world is your perfectly portioned oyster.

Baking gadgets to add to your wish list

You won't be able to resist adding these baking essentials to your gift list—and at these great prices, you can have them all.

Whether you're setting up your kitchen for the first time or need to replace some well-loved items, our new line of PC® Silicone Baking Gadgets is just what you need—ergonomic handle and soft grip, trendy colour and all for less than \$15 each.



PC[®] Soft Grip Balloon Whisk, \$7.99

21374707_EA

Power through the biggest tasks from whipping heavy cream or egg whites into stiff peaks to blending oil, eggs and liquids for cakes and cinnamon buns.

PC[®] Soft Grip Spatula, S7.99

21374596_EA

Perfect for scraping the inside of a bowl, as well as folding, and stirring batter, like when you're mixing your classic challah bread. The flexible silicone head also works well for frosting desserts.





PC® Soft Grip Dough Scraper and Cutter, \$13.49 21345448_EA

This multi-use tool helps make uniform portions, kneads pie dough without mess and lifts your gingerbread cookies onto the pan without one losing an arm.



TRICK 1: BE OPEN TO SEMI-SCRATCH

Encourage first-timers to start with an easy and technically still homemade mix, like PC* Gingerbread Cookie
Baking Mix or PC* Shortbread
Cookie Baking Mix.

TRICK 2: CREATE A DECORATING STATION FOR KIDS

If guests have kids they want to invite, bake up a quick batch of PC* Gingerbread Cookie
Baking Mix, then set out some decorations, like icing in tubes, PC* Candy Coated Milk
Chocolate Eggs, gummies and sprinkles to keep them busy.

TRICK 3: HAVE A STASH OF COOKIE CONTAINERS

Ask people to bring freezerfriendly storage containers to take home their goods. Or give each guest a festive **Life at Home™ Cookie Tin** to display them at home!

TRICK 4: SERVE UP FROZEN APPETIZERS

Even though this is a sweets-travaganza, you'll want some savoury items. Serve up instant, but delicious appetizers, like PC® Halloom Sticks in Za-atar Herbed Batter, PC® Gochujang Sweet & Spicy Chicken Bites, PC® Breaded Butterflied Shrimp and PC® Plant Based Mini Sausageless Rolls. Add a punch bowl of PC® The World's Best Egg Nog and you'll have a tradition that everyone will look forward to year after year.



Want a DIY gift?
You can do it.
Grab a Life at
Home™ Cookie Tin,
take a spin around
the grocery store,
and voila! You're
a holiday-gifting
hero.

- 1 Place a tin, open side up, on top of its lid, rim down, in the middle of a wide sheet of cellophane.
- 2 Stand boxes of PC®
 Belgian Chocolate and Toffee
 Cookies, a selection from our PC®
 Fudge Collection Three Festive
 Flavours and sleeves of PC®
 The Decadent® Chocolate
 Chunk Cookies in the tin.
- 3 Surround the boxed goodies with bags of PC® Tamari-Flavoured Almonds, PC® Turmeric-Seasoned Mixed Nuts, PC® Chocolate & Egg Nog Almond Medley and mini bars of PC® Organics Dark Chocolate.
- 4 In the open spaces around the bags, slip muffin liners loaded with the raisin and nut assortment from the PC° Chocolate Covered Nuts & Raisins Collection.
- **5** Gather the cellophane ends above the package and seal with festive ribbon.

How to organize your cookie swap

CREATE YOUR GUEST LIST

Make sure the people you're including are on the same page, diet-wise. Keep folks with dietary restrictions or allergies in their own smaller group or give the whole exchange a gluten-free, dairy-free, or nut-free theme to reduce cross-contamination.

GROUP YOUR GUESTS

Typically, you'd bake a dozen cookies for each guest, so you can trade equally with everyone and leave with the same number of cookies you brought. If the number of guests you've invited exceeds six, simply create smaller groups so that the number of cookies your guests need to bake remains reasonable.

BE TRANSPARENT

Make a shared online document where guests can add the cookie they'll be bringing (and see what cookies are already spoken for). If your guest list exceeds six people, you can assign groups (or have people sign up to their preferred group) from there, too.

INSPIRE THEM

To avoid having 12 varieties of shortbread at your party, come up with some ideas and varieties of cookies that you can suggest. Create a "cookie directory" that guests can sign up for, like sliceand-bake, sandwich cookies, thumbprints and meringues.



THE WAFFLES

Fan out warm, store-bought waffles on a large cutting board or charcuterie board and have small tongs nearby for easy grabbing.

THE TOPPINGS

Pick at least one of the offerings from each topping category (classic and savoury), so every waffle personality has something to choose from.

THE CLASSIC

Creamy toppings, such as whipped cream

Fruit, such as fresh berries and sliced apples, bananas, mango or kiwi

Condiments & spreads, such as softened butter, jam, peanut butter, chocolate hazelnut spread, or PC® 100% Pure Maple Syrup

Finishing touches, such as chopped PC® Candy Coated Milk Chocolate Eggs, PC® Chocolate & Egg Nog Almond Medley, or PC® Dark Chocolate Covered Cranberries

THE SAVOURY

Creamy toppings, such as softened cream cheese or PC® Original Soft Unripened Goat's Milk Cheese

Vegetables, such as roasted potatoes or squash, sliced raw cucumber, tomatoes or avocado, or tender greens, such as PC® Organics Baby Spinach

Proteins, such as hard-boiled eggs, or PC[®] Old-Fashioned Style Extra-Thick Cut Bacon

Condiments & spreads, such as red pepper jelly

Finishing touches, such as fresh herbs, nuts and seeds



PC® Butter Puff Pastry, 450g \$4.99 21288850_EA

THE HOLIDAY BAKING STAPLE THAT MAKES YOUR LIFE EASIER

In 2019, we temporarily took PC® Butter Puff Pastry off shelves. Big mistake! You emailed, messaged on social and even stopped store managers to let us know what a go-to it is for rookie bakers and master chefs alike. The next year we brought it back, improving the recipe to make sure it was puffier than ever. After all, why should you go through the arduous process of making puff pastry from scratch when a convenient, foolproof option exists?

"I'm never making puff pastry from scratch again."

"I used to have a catering side hustle, so I know the arduous process of making good puff pastry. As an enthusiastic holiday baker (I make 14 types of cookies and tarts each year), I picked up PC® Butter Puff Pastry and was endlessly thrilled. It's light, many-layered and stands up to my filling demands."

-ANNE HICKEY, customer, at Real Canadian Superstore®



Korean-Style Chicken and Waffles

Prep time: 20 minutes

Ready in: 45 minutes

Serves: 6

When PC® Test Kitchen Chef Diana Colman tasted the new PC® Gochujang Sweet & Spicy Chicken Bites, chicken and waffles immediately came to mind. "The box even includes gochujang sauce and toasted sesame seeds for topping—all I had to do was make a super-quick mayo and crispy green onion waffles and the work was done!"

Kimchi Mayo

1/4 cup PC® Kimchi, finely chopped 1 tbsp mayonnaise

Chicken and Waffles

1 pkg frozen PC® Gochujang Sweet & Spicy Chicken Bites

- 3/4 cup all-purpose flour
- 1/4 cup cornstarch
- 3/4 tsp baking powder
- $\frac{1}{2}$ tsp baking soda
- 1 large egg, room temperature 1 cup milk
- 1/3 cup vegetable oil
- 5 green onions, thinly sliced, divided cooking spray
- 1 Kimchi Mayo: Stir kimchi with mayonnaise in small bowl. Set aside.
- 2 Chicken and Waffles: Preheat oven to 425°F. Thaw unopened sauce pouch from chicken bites in bowl of hot water. Arrange frozen chicken in single layer on baking sheet. Bake on middle rack, turning once, until golden and crispy, 20 to 22 minutes. Set sauce and sesame seeds aside.
- 3 Meanwhile, preheat waffle iron. Whisk together flour, cornstarch, baking powder and baking soda in large bowl; set aside. Whisk together egg, milk and oil in separate bowl; add to flour mixture and whisk just until combined. Let stand 5 minutes. Stir in ½ cup of onion.
- 4 Mist waffle iron with cooking spray. Pour about ½ cup batter into hot waffle iron, spreading to cover surface; close lid and cook until crisp and golden, about 4 minutes. Transfer to plate; cover to keep warm. Repeat with remaining batter for 3 waffles total.
- **5** Cut waffles into quarters and divide among serving plates. Top with chicken, mayo, sauce and sesame seeds, and remaining onion.

FROM PRESIDENT'S CHOICE CHILDREN'S CHARITY

3 reasons to donate and make a difference

This holiday season, give a gift to help end child hunger in Canada



The holidays are all about celebration—but it's also a time when many of us count our blessings and feel moved to give back. If you're looking for a cause, we can't think of a better one than ending child hunger in Canada.

One in six children in Canada experiences food insecurity—that's more than I million children who go to school hungry, which causes anxiety and makes it hard to learn. In a country as prosperous as ours, that just shouldn't happen. Every child should have the ability to live the best life and future they can.

President's Choice Children's Charity has been on the ground for more than 30 years and it's continuously tackling childhood hunger by giving children across Canada access to good food and empowering them with skills to grow and cook.

Here are three reasons why your donation to President's Choice Children's Charity makes a real difference in the fight to feed the next generation.

1. IT HAS HELPED 6 MILLION KIDS AND COUNTING

Since 1989, President's Choice Children's Charity has invested more than \$200 million in the well-being of Canadian children. It has been able to do that through the generosity of people like you, and its corporate partners, including Loblaw Companies Ltd., which pledged to contribute \$150 million in fundraising and corporate support by 2027.

2. IT IS CANADA'S LARGEST NON-GOVERNMENT PROVIDER OF SCHOOL MEAL PROGRAMS

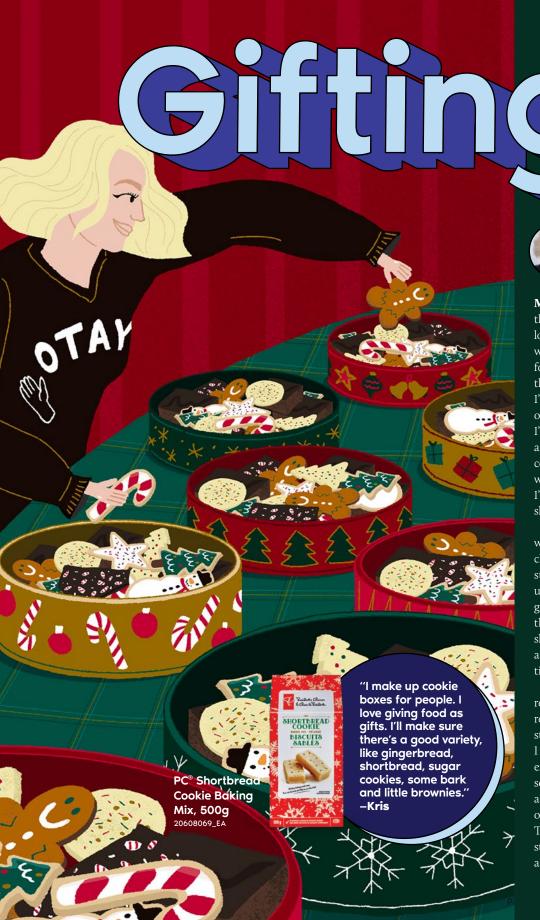
Every school day, President's Choice Children's Charity feeds more than 383,000 students at 2,500 schools across Canada. That translates to 68,200,000 meals and snacks in kids' bellies in a single year.

3. IT TEACHES CANADIAN KIDS ABOUT THE IMPORTANCE OF GOOD FOOD

President's Choice Children's Charity's
Power Full Kids™ program is all about
empowering kids with knowledge, fuelled
by a full tummy. The program teaches
practical growing and cooking skills, and
helps schools and summer camps with
equipment, like veggie gardens. (Fun fact:
44% of kids eat more fruits and veggies
when their school has a garden.) In 2020,
more than 12,000 Canadian children have
learned these valuable skills through the
Power Full Kids™ programs.

President's Choice Children's Charity is an independent, registered Canadian charity. Its dual purpose is to remove hunger as a barrier for a happy life, and to educate children about food. Join us in the fight against childhood hunger and impact the life of a local child today.

PC® INSIDERS REPORT®





GUEST EDITOR
KRIS COLLINS
(AKA KALLMEKRIS)

My grammy always used to cook for the holidays, and nobody else was allowed to. We could try to help, but she was just so stubborn. She'd let us help for a minute, then she'd kick us out of the kitchen. I actually love baking, so I'd always make sure to bring desserts over to my grammy's house. I'd say I'm a better baker than cook. I make a mean shortbread and I love sugar cookies. I love decorating them nicely with icing because I like to like paint. I'm definitely a dessert person. I could skip dinner and just eat dessert.

Leading up to the holidays, I spend weeks baking—cookies, butter tarts, chocolate candy cane bark—and I'll stick it in the freezer. And then I make up cookie boxes for people. I love giving food as gifts. I'll make sure there's a good variety, like gingerbread, shortbread, sugar cookies, some bark and little brownies. I have so many tins in my house!

I love to gift gifts, but I'm not great at receiving them—I feel guilty for some reason. But as a kid I did always love the stockings. It was always full of stuff I probably shouldn't have been so excited about—toothpaste, deodorant, socks. And at the very bottom there was always my favourite: a chocolate orange. I love chocolate oranges. There's something so magical about stockings, even though they were always filled with the most basic things.



Picture it: toting your holiday roast to the table in a jewel-toned vessel like this, everyone gasping in awe as you—oh, wait. The price tag is way out of reach. Dream dashed. Turkey cancelled. Holidays ruined.

Not so fast! We're here with a cookware rescue: our new PC® Enameled Cast Iron Roaster 4.9 L. We happen to think everyone should be able to cook with quality, gorgeous pans. So we've blown up the rule book and made our own version at a great price.

PC® Product Developer Erin Humes is an ardent believer in affordable cookware. As her best friend recently put together her wedding registry, she told Humes she'd added a pricey cast-iron roaster and said, "I'll never buy it for myself, but maybe I'll get it as a gift."

In her frustration—why should the joy and function of a cast iron roaster be so out of reach?!—Humes was moved to act.

Luckily, she wasn't starting from scratch: We introduced our first enameled cast-iron piece, the PC® Enameled Cast Iron Dutch Oven 5 Quart, in 2015. It was an instant hit. The cast-iron collection quickly grew to include many more staples (see sidebar).

For the new roaster, Humes focused on all the details, from the curve of the handles—wide enough to slip an oven mitt through—to the height of the rectangular sides—low enough to circulate hot air for a good roast, yet high enough to keep the meal contained as you parade it to the table. As for the colour, the roaster comes in our classic red and blueberry blue shades and, for this season, trendy peacock teal.

Like our other pieces, the roaster is made from durable cast iron (best for maintaining and retaining heat), coated in enamel, which makes it non-stick and easy to clean. This isn't the kind of cookware you transfer your food out of and into something more presentable for the table—our roaster is the presentation.

Beyond actual roasts, this vessel gives melty lasagna, French toast, casseroles, even granola bars—and you, of course—the grand entrance they deserve.





One-Pan Greek Chicken Dinner

Prep time: 20 minutes

Ready in: 1 hour, 30 minutes

Serves: 6

If you're a fan of one-pan meals—who isn't—you'll love this minimal clean-up recipe developed by PC® Test Kitchen Chef Gilean Watts, starring the PC® Enameled Cast Iron Roaster 4.9 L. "It's is the perfect size for making the one-pan meals I love, and it's so beautiful that you can take it straight from oven to table for serving," she says.

1½ lb mini potatoes, larger potatoes cut in half 1 red onion, cut into 8 wedges (leave stem intact)

1 large sweet yellow pepper, chopped

2 cloves garlic, minced

2 tbsp olive oil

½ tsp black pepper

Pinch salt

1 PC[®] World of Flavours Greek Flattened Whole Chicken

10 cocktail tomatoes or 2 cups grape tomatoes, cut in half

- 1/3 cup Kalamata olives (optional)
- ⅓ cup prepared tzatziki sauce
- 1/4 cup each roughly chopped fresh oregano and mint (optional)

1 lemon, cut into wedges

- 1 Preheat oven to 400°F. Stir together vegetables, garlic, oil, black pepper and salt in PC° Enameled Cast Iron Roaster 4.9 L or other large roasting pan.
- 2 Bake 15 minutes. Remove from oven; place chicken, breast side up, over top of vegetables. Return to oven; bake until chicken is browned, juices run clear when chicken is pierced and instant-read thermometer reads 165°F when inserted in thickest part, 45 minutes to 1 hour.
- 3 Remove from oven. Transfer chicken to cutting board; let rest 10 minutes. Cut into 8 equal pieces and arrange over top of vegetables in roaster. Top with tomatoes and olives (if using). Dollop with tzatziki and sprinkle with herbs (if using). Serve with lemon wedges.

Fancy cookware (without the price tag!)

You can get three PC® Enameled Collection pieces for less than the cost of one name-brand \$400 cast-iron Dutch oven. Winning.



1. PC[®] Enameled Cast Iron Braiser 3.5 Quart, \$79.99 ²¹²¹⁵⁹⁴⁴ EA

Excellent for braising, poaching and searing the main course.



2. PC® Enameled Carbon Steel Stock Pot 12 Quart, \$49.99 21341784_EA

Big batches of soup are a cinch when your stovetop arsenal includes this deep and sturdy number.



3. PC[®] Enameled Cast Iron Grill Pan, \$49.99 20903625_EA

Get perfect grill marks on everything from steaks to fish to blistered peppers on the wide pan's grooved base.

37 YEARS AND COUNTING: MEET CANADA'S ICONIC COOKIE TIN

Back in 1984, we set about to make what we wanted to be the best assortment of tinned biscuits in the world. At a leading European manufacturer's plant, we worked with the biscuit makers to pick our favourites. When we were finished, the biscuit company declared: "This assortment has more chocolate than any of our other assortments. It's definitely our best." And the PC® Luxury Biscuit Assortment was born, giving you yet another reason to shop our stores-we're "worth switching supermarkets for," if you remember our iconic '80s tagline.

More than 35 years later, these treats are just as enticing, and customers continue to gift a tin to hosts, teachers and dog walkers, creating new generations of European biscuit lovers. In fact, no holiday party is complete without a box open on the table, leaving you to choose your favourite—will it be a praline or dark chocolate cookie?



PC® Luxury Biscuit Assortment, 1kg \$12.49 20967801_EA

"Nothing is sweeter than brightening someone's day."

"When the PC® Luxury
Biscuit Assortment shows up,
the festive season starts. It's
special knowing that so many
of us share this Belgian cookie
tradition. Last year, a customer
came in seeking a tin for a gift
basket they were assembling
for a couple affected by
COVID-19. The last tin in the
store was one I had put aside
for a raffle. I found a raffle
replacement because nothing
is sweeter than being able to
brighten someone's day."

-MARCEL FOGAH Store Manager, Loblaws®



Do you have a long list of stocking stuffers you need to buy? You've got this. Just grab a cart and roll through everyone on your list as you shop.

1. PRESIDENT'S CHOICE CHILDREN'S CHARITY BEAR

Serving more than cuddly looks, these plush bears are a two-in-one gift, with \$1 from every purchase donated to President's Choice Children's Charity to feed kids and teach them how to cook

2. PC® HOT CHOCOLATE BOMBS

Just pour steaming hot milk over this chocolate bomb and

watch as it bursts open to reveal a coffee-house-level treat with bobbing marshmallows.

3. JOE FRESH BEANIES AND MITTS

Everyone in the family is getting new mitts and hats in their stockings. We've got cozy knit patterns for all—plus lined accessories for the kids to keep them extra warm.

4. PC° SOFT GRIP COOKIE DOUGH SCOOP

This scoop delivers perfectly uniform cookies for the baker on your list. In return, they will provide cookies as thanks.

5. PC[®] CANDY COATED MILK CHOCOLATE EGGS

This holiday favourite is red, white, icy blue and green candy shells coating smooth milk chocolate.

Available in a 200-gram pillow pack or 650-gram stand-up pouch.

6. PC° BLACK LABEL LEMON SOUR MIX - COCKTAIL MIXER

A great addition for the mixologist's bar cart, this sour blend is refreshing and pleasantly tart.

7. PC[®] STAINLESS STEEL TALL THERMAL TUMBLER

For those on the go, these durable mugs are a must-have. The double wall keeps beverages hot-hot or cold-cold, while the easy-pop tab snaps shut, making it leak-resistant.

8. QUO BEAUTY™ SEQUIN SCRUNCHIE

The iconic hair tie of the '80s has triumphantly returned for a victory lap. Not just for holding back your hair, this festive dazzler also acts as wrist candy.

9. LIFE AT HOME™ 3-WICK CANDLE IN FESTIVE SPICE

A rich, cozy scent that's as nice to look at as it is to waft. After a combo? There are so many candles to choose from in-store, including Hot Chocolate, Buttered Rum, Vanilla Cheer and Cedared Wreath.

10. QUO BEAUTY™ ALL THAT SHINES LIP GLOSS SET

Packed with eight lip glosses in a spectrum of neutral to bold, this sweet gift is wrapped like a candy, because, let's be real, it is a true treat.

Find six more stocking stuffer ideas on pc.ca.

White Chocolate Ginger Turmeric Nut Squares

Prep time: 15 minutes

Ready in: 1 hour, 15 minutes

Makes: 16 squares

1 batch Basic Cookie Dough, room temperature (see recipe on page 5) 2 bars white chocolate, chopped ½ cup PC® Turmeric-Seasoned Mixed Nuts

1/4 cup PC® Tart Montmorency Cherries Whole Sweetened Dried Fruit, roughly chopped 3 tbsp crystallized ginger, chopped

1 Preheat oven to 350°F. Line 8-inch square metal baking pan with parchment paper, leaving 1-inch overhang on 2 opposite sides. Press cookie dough into bottom of pan to make crust.

- **2** Bake until centre appears dry and light golden, 17 to 19 minutes. Let cool completely.
- **3** Place chocolate in microwave-safe bowl. Microwave in 20-second intervals, stirring between each, until melted and smooth, about 1 minute total. Pour over top of cooled crust, spreading evenly to cover surface.
- 4 Sprinkle with nuts, cherries and ginger. Refrigerate until chocolate is set, about 10 minutes. Using parchment, lift out onto cutting board and cut into 16 squares.





ASK KA

Q: Hey, Kat, what are some foodie gifts to give to a host?—Terrilyn

A: You've come to the right place because we have lots of options. You can make really fun gift sets based on the host's interests.

A baker will love our new PC° Soft Grip Cookie Dough Scoop, PC° Soft Grip Balloon Whisk and PC° Soft Grip Spatula with either the PC° Gingerbread Cookie Baking Mix or PC° Shortbread Cookie Baking Mix.

For the entertainer (and cheese lover), grab our new PC® Oversized Acacia Wood Cutting Board, plus a selection of our amazing cheeses, like the PC® Original Soft Unripened Goat's Milk Cheese or PC® Triple Crème Brie Cheese.

Then you need crackers—try our PC® Mini Pita Crackers— White Cheddar Flavour. Finally, add the PC® Tamari— Flavoured Almonds and PC® Black Label Honey Comb in Wildflower Honey for an instant cheese board.

If you're visiting a cocktail enthusiast, combine some of our barware, like the PC® Shiny Gold Cocktail Shaker, PC® Moscow Mule Cup, PC® Stemless Wine Glasses, along with the PC® Shiny Gold Metal Tray. Throw in a syrup—we love the PC® Black Label Lemon Sour Mix—Cocktail Mixer—and our PC® Black Label Lemon & Ginger Sicilian Soda. Add a bow!

Finally, this gift works for someone with a sweet tooth or kids: the PC° Hot Chocolate Bombs, PC° Chocolate and Egg Nog Almond Medley and PC° Candy Coated Milk Chocolate Eggs. Just put them in one of our Life at Home™ Cookie Tins, and the wrapping is done, too.



П

FROM PC® FINANCIAL

Collect the most PC Optimum™ points this season



With a PC Money[™] Account and a PC[®] Mastercard[®], the points will flow!

It's easy to spend more than normal around the holidays. Those charcuterie boards, hostess gifts and festive cocktails don't come free! But think of it as savvy shopping when you use your PC Money Account or PC Mastercard, because purchases mean plenty of points anywhere you shop, in-store or online. In fact, did you know that PC Financial cardholders earned 20% more points during the month of December* and collected more than 40 million worth of points over 2020? Shop now to collect and save as many points as you can, then redeem them in January—a great reward, all for you!

Here are five ways to maximize that spend-now, save-later life with the PC Money Account™ and PC® Mastercard®.

1. BUY WHAT YOU NEED, WITH NO MONTHLY OR ANNUAL FEES

What do the PC Money™ Account and PC® Mastercard® have in common? There are no monthly fees and no annual fees and both earn you points with every purchase you make.

2. RUN ERRANDS, RACK UP POINTS

At this time of year, the grocery runs never stop—but that means the points don't stop either. Collect even more points—up to 30 points for every dollar you spend—when you shop using your PC* Mastercard* credit card at any of our stores, including: Loblaws*, No Frills*, Real Canadian Superstore*, Your Independent Grocer*, Atlantic Superstore*, Provigo*, Maxi*, Zehrs* and Fortinos* stores. Plus, use your PC* Mastercard* at Esso** and Mobil™ stations in Canada and you'll earn at least 30 points per litre¹ when you fill up the tank.

3. STUFF THOSE STOCKINGS AT SHOPPERS DRUG MART® AND PHARMAPRIX® STORES

Almost every dollar you spend rounding out your holiday shopping means rewards: up to 25 points with the PC Money™

Account and up to 45 points with the PC*

Mastercard™2. From skin-care gift sets to sweet treats, you can cover off everyone in your life. Do this on 20 times the Points

Days—when you can earn 20 times the usual 15 points per dollar earned by all **PC Optimum**™ members—by paying for your purchases with your **PC Money**™ **Account** or **PC**™ **Mastercard**.

4. PRO TIP: LOAD AND STACK

First, be sure to download the PC Optimum™ app (if you haven't already) and load your offers every Thursday by opening the app. Offers are exclusive and personalized based on your shopping habits, which means you'll earn points on items you're likely to buy anyway. Every time you shop, two simple moves are key: scan your PC Optimum™ app and pay with your PC Financial™ card. How easy is that?

5. TAKE THOSE WELCOME OFFERS

If you're not already a cardholder, sign up for any PC Financial® card and get a sweet welcome in the form of bonus points—plus exclusive perks, like points offers and redemption offers.

For general information and full details of features and points earning for PC Financial® products, visit **pcfinancial.ca**.





GUEST EDITOR JANN ARDEN

One of the biggest things for me now that my parents are gone, my memory swings back to having them in the room, having their presence. My dad was the turkey cooker. He also made the stuffing and the gravy. I remember waking up Christmas morning—back in the day people cooked turkeys for 10 hours—and my dad would be in the kitchen, melting a pound of butter for the dressing, and he'd pour half a gallon of milk over the bread crumbs.

I've been vegan for five years, and I make a full-blown vegan Christmas dinner every year. I get plant-based stuffed "turkey" cutlets, and with a pile of mashed potatoes, green bean salad, stuffing, delicious gravy that's super easy to make—there are tons of PC" options for plant-based gravy—no one notices anything is missing, and my friends always leave dazzled.

But I'm not all-or-nothing about it. I have a couple of friends who come over from the UK, and I make them a little hen. They don't want to do plant-based, it's just not for them. I think you have to meet people halfway. If someone says to me they're doing one plant-based day a week, I think that's awesome. If we can think about how we feed ourselves in those terms, everyone wins. And the PC* brand, I say this very earnestly, I think has the most plant-based options available, and they should be incredibly proud of that—I'm proud of that.



The tastiest cheese stick: PC® Halloom Cheese Sticks in Za-atar Herbed Batter

Meet this season's new party favourite.

If mozzarella sticks had a cool, worldly cousin, it would be our new PC* Halloom Cheese Sticks in Za-atar Herbed Batter.

This compulsively snackable phenomenon begins with halloom, a semi-soft, unripened cheese that's common in Middle Eastern cuisine, where it's often pan-fried or grilled.

Besides being salty and delicious, halloom has a high melting point—meaning it stands up to all kinds of heat—and a distinctive chewy squeak. It's not normally breaded and deep-fried—so we went there.

Inventive apps-with-a-twist are kind of our thing, and these halloom bites are the latest in a long line. Take our star of last holiday, our cheesy, tortillachip studded PC* Beef & Cheese Loaded Nacho Bites—we've nailed the you've-got-to-try-this formula.

The tempura-style batter on PC* Halloom Cheese Sticks in Za-atar Herbed Batter is supremely light and crisp, seasoned with herbaceous za'atar and bright, citrusy sumac—spices that nod to

Middle Eastern cuisine and make these bites uniquely tasty. But the really cool part is the inside: the cheese, it stays put. There's no oozing on the tray when you heat them in the oven, and every bite is marked with a crunch first, squeak next.

This is not a diss on PC[®] Mozzarella Cheese Sticks— they are beloved precisely for their gooeyness. Besides, there's plenty of room for two excellent deep-fried cheese bites in the PC[®] appetizer family!

"I think mozzarella sticks are pretty amazing," says PC* Product Developer James Cranston, laughing. But he insists that PC* Halloom Cheese Sticks in Za-atar Herbed Batter are their own thing. "Halloom is a different type of cheese—it's saltier, and not as stretchy. And it holds its shape better."

Settle it with a taste test.
We have a feeling PC* Halloom
Cheese Sticks in Za-atar
Herbed Batter might just
squeak by.



Prep time: 15 minutes

Ready in: 35 minutes

Serves: 8 (as a snack or side)

Enjoying small snacks over wine with friends and family is one of my favourite ways to dine," says PC® Test Kitchen Chef Carrie Rau, who was inspired to shake up the traditional holiday potato side dish by giving it a Spanish tapas twist. Rau—who's also a sommelier—suggests serving these vegan loaded potatoes with your holiday main dish and a Spanish red wine.

1½ lb mini red potatoes, cut in half 1½ tsp + 2 tbsp vegetable oil, divided ¼ tsp each salt and black pepper 1 small clove garlic, finely grated or pressed

1/4 cup PC® Plant Based Mayo-Style Spread

Dash each white wine vinegar and hot sauce

1 pkg frozen PC[®] Plant Based Chorizo Style Crumble

1½ cups jarred arrabbiata pasta sauce3 green onions, thinly sliced

- 1 Preheat oven to 400°F. Line baking sheet with parchment paper. Toss together potatoes with 1½ tsp oil and the salt and pepper in large bowl. Spread evenly on prepared baking sheet. Bake until tender and golden, 20 to 25 minutes.
- 2 Meanwhile, stir together garlic, mayostyle spread, vinegar and hot sauce in small bowl. Stir in about 2 tsp water as

needed to make sauce thin enough to drizzle. Set aside.

- 3 Heat remaining 2 tbsp oil in large nonstick skillet over medium heat. Add frozen chorizo-style crumble; cook, stirring frequently and breaking up any larger pieces, until golden and cooked through, 6 to 8 minutes. Transfer to plate and cover to keep warm.
- 4 Wipe out skillet; add pasta sauce and heat over medium heat, stirring occasionally, until hot, about 2 minutes. Spread sauce in bottom of large serving platter. Layer half of the chorizo-style crumble, all of the potatoes and the remaining chorizo-style crumble over top. Drizzle with mayo mixture and sprinkle with green onions.

HOW THE PC®
4-HOUR FIRELOG
CREATES HOURS
OF PICTUREPERFECT FLAMES,
NO STOKING
REQUIRED

Nothing makes for a cozier holiday scene than the roar of a real, wood-burning fire. But who wants to deal with constantly stoking a flame? Answer: no one. That's why we made the PC® 4-Hour Firelog: a crackling mood-setter that's one of the longest-lasting firelogs on the market.

The PC® 4-Hour Firelog starts as a mix of sawdust collected from cabinet and furniture makers and crushed pecan shells. Molasses and waxes bind it all together into a log that requires no stoking, no kindling. Just light one log at a time and you get four hours of a flickering fire with that pleasing wood-burning smell. With six logs per pack, you're looking at up to 24 hours of holiday cheer, perfect for slow mornings in, a romantic dinner atmosphere or even a quiet night alone, after all that holiday bustle.



PC® 4-Hour Firelog, 2.17kg \$4.99 21029139_EA



When you've got a wide range of dietary preferences to cater to, ditch the main course and head straight for the freezer and deli aisles. An appetizer-only party means everyone will have something to nosh on—and all you need to do is slide the apps from the oven. Aim for 12 to 15 individual pieces per person, and include at least three types of appetizers, ideally one from each of "The Basics" here.

MEAT AND SEAFOOD

These will keep your guests full in the absence of a main course, so you'll want to offer at least one option. For chicken-lovers, try PC® Gochujang Sweet & Spicy Chicken Bites. Skewered PC® World of Flavours Korean Meatballs mean mess-free eating, while anything seafood—PC® Breaded Butterflied Shrimp, PC® Pacific White Shrimp with Mild Cocktail Sauce, PC® Bacon-Wrapped Wild Sea Scallops—is sure to impress.

BREADED AND PUFF PASTRY BITES

Think: PC® Mozzarella Cheese Sticks or PC® Plant Based Mozzarella-Style Sticks and PC® Halloom Cheese Sticks in Za-atar Herbed Batter and PC® Ready Veggie Carrot, Parsnip & Beet Fries. Flatbread is a great option here as well–simply cut PC® Chicken, Bacon & Carmelized Onion Flatbread into triangles or fingers to serve a larger number of people.





ASK KAT

Q: Hello, Kat, could you help me plan a plant-based holiday menu?—Shelly

A: Yes! We have a lot of new additions to our plant-based line, which makes this elegant menu a breeze to make.

For a starter, serve our PC® Plant Based Fishless Bites with a plant-based aioli made with our PC® Plant **Based Mayo-Style** Spread, some lemon juice and hot sauce. We also have the new PC® Plant Based Mini Sausageless Rolls, and a variety of dips you can serve with crackers. The PC® Plant Based Mexican Spice Sunflower Seed Dip is amazing.

Our new PC® Plant **Based Cauliflower** and Chickpea Pie is a great option for the main (and fuss-freejust heat and serve). For sides, try our Vegan Patatas Bravas recipe on page 19, which is a fun twist on classic roast potatoes. Pair it with steamed green beans tossed with olive oil and toasted nuts, a grain salad or even a simple green salad.

DIPS AND DIPPERS

Fill the empty spots between the big-ticket items with dips (can't go wrong with PC® Kimchi Hummus), crackers (you'll love PC® Mini Pita Crackers), chips and sliced veggies.

GLUTEN-FREE AND PLANT-BASED OPTIONS

Level-up your spread with additions that will satisfy alternative diets, like PC® Plant Based Mini Sausageless Rolls, PC® Plant Based Fishless Cakes, PC® Gluten Free Spinach and Goat Cheese Beet & Cauliflower Flatbread or PC® Gluten Free Bruschetta Cauliflower Flatbread.







Kimchi and hummusyou bet we did

Welcome to the remix! We've fused the best of both worlds for a bold, Korean-inspired twist on a Mediterranean classic.

Kimchi and hummus—in one dip?! You read that right. Meet PC* Kimchi Hummus, the hummus you won't be able to get enough of.

Stick with us: yes, it's an unexpected flavour combination, but it's exactly what you've come to expect from us. Our PC® World of Flavours Butter Chicken Lasagna is definitely in the fusion hall of fame (as well as being a Friday night fave). And who can forget yuzu, especially when its bright citrus flavour combined with coffee to make PC® Sparkling Cold Brew Coffee Yuzu Citrus Flavour, an irresistible morning brew. So, daring to meld spicy, tangy kimchi with creamy, nutty hummus—well, it's just what we do.

It was PC® Product Developer Brittany Huschka who had the genius idea to combine the crunch of our new PC® Kimchi with the crowd-pleasing creaminess of our wildly popular PC® Hummus. Throw in a dash of roasted sesame oil for umami and a glug of rice vinegar for acidity, and PC® Kimchi Hummus was born.

"The kimchi gives you that crunch from the daikon radish and the cabbage, and you get that little zing of sourness from the fermentation," Huschka says.

But prepare yourself for some lively debate: Do you stir it in, or take a bit of the topping with a scoop of the hummus? "Some people are firmly mixers, but I don't think there's a right way," Huschka says diplomatically.

But you've been warned: One scoop and you won't be able to stop. Just ask Huschka, a self-confessed obsessive fan: "I eat a lot of dips, but this is the one I can't get enough of."





This candy board takes everything entertainers love about a charcuterie board—that it's impressive but requires no more effort than opening some packages—and puts a fun spin on it, all in four easy steps.

1. CHOOSE A BOARD

You want a large board, like our PC® Oversized Acacia Wood Cutting Board. Pick something in a muted shade that will let the candy pop.

2. PICK A HERO CANDY

Choose the most eye-catching (or crowd-pleasing) candy—maybe PC® Candy Coated Milk Chocolate Eggs—to be the centrepiece of your board. Pour any loose candies into one large bowl or two medium-sized bowls, so they're contained and easy to refill.

3. GO SALTY

Add a few larger bowls to anchor the board and fill them up with salty goodies, like pretzels and plain chips, like PC® Original Thick Cut Rippled Potato Chips, to offset the sweetness of the candy.

4. FILL IN THE BLANKS

You want the board to look overstuffed, so fill every inch with a variety of shapes—candy canes, PC° The Decadent° Chocolate Chip Cookies—and textures, like chewy PC° Fudge Collection Three Festive Flavours with crisp fresh fruit and sour candy. Add height with small bowls piled high with PC° Chocolate & Egg Nog Almond Medley and PC° Milk Chocolate Toffee Hazelnuts.



Smocked-hem velvet top and velvet wide-lea pants



There are so many things to love about hosting: cooking up a storm, setting a festive table, and creating just the right vibe with lighting and music. But squeezing into formal wear? Nope. Hard pants and stiff waistbands went out of style in 2020 and they haven't been missed.

Chic-but-relaxed is the dress code, and the loe Fresh holiday collection more than delivers. You'll totally forget you're not swaddled in sweatpants as the compliments roll in.

Hosting a casual gettogether? Turn lounge luxurious with a soft, matching velvet set layered over a gold sequin cami-just enough sparkle to catch the light. A slinky slip dress is another easychic look. Finish it with a pointed-toe, block-heeled bootie and a cozy cardi draped over your shoulders and act like this is how you swan around the house on any average Tuesday.

The bonus with every outfit: you can grab that sequinned cami and cozy cardi with your crackers and cheese in-store or online-it's all part of your hosting checklist, after all.

PYJAMA PARTY

When the options for the whole family are this cute, you'll be tempted to give every occasion a slumber party theme. Or, you know, just have them ready to slip on the moment your last guest walks out the door.

of your holiday entertaining checklist!

Shop Joe Fresh products at joefresh.com or the Joe Fresh store nearest to you.



"We always have ice cream with the black cake-this year we'll have it with PC® The World's Best Egg Nog Ice Cream." EGG NOG -Sasha \$399 Watch the video PC[®] The World's Best Egg Nog Ice Cream, 946ml 21397724_EA



GUEST EDITORS SASHA + DEDDY

SASHA: When it comes to the holidays, one of my biggest memories is the gathering of family and friends. We're very much a hosting family. That's how I always grew up. And everybody always wants to break into the ham.

DEDDY: And the drinks.

- **S:** Yes, the sorrel! Sorrel is a very traditional Jamaican drink that we have during the holiday season. Everybody waits all year-round to start making it. It's a bit of an acquired taste—some people compare it to hibiscus.
- **D:** I like sorrel with rum, nice and cold with ice.
- **5:** We also love egg nog! My mother is the queen of egg nog. She always makes sure we have it. She also makes Jamaican rum cake or black cake. Mommy's got the baking hands of magic. But there's a PC* dessert that me and my sisters are obsessed with: the PC* Red Velvet Cheesecake—I should have shares in that product! Deddy will love the PC* Caramel Pecan Cluster New York-Style Cheesecake—he's a chocolate guy.
- **D:** I'm a sweet tooth guy.
- **S:** We'll drink sorrel with dessert course. And always ice cream with the black cake.
- **D:** I love vanilla.
- **S:** Rum and raisin is very much a Jamaican choice; that's what most guests want. But, obviously, this year we'll have it with PC® The World's Best Egg Nog Ice Cream—it'll go so good with it!

The season-defining flavour: PC® Egg Nog collection Can't get enough of our legendary PC® Egg Nog? We've put the flavour everywhere* (*in all the foods you want flavoured with egg nog) PC[®] Chocolate & **Egg Nog Covered Almond Medley**

That moment you're doing basic grocery shopping, list in hand, when you see it: the season's first egg nog display, lit-it seems—by brilliant sun. Or maybe the store's fluorescents are just shining brighter. Everything is different now. The holidays are alive.

Being the maker of PC° The World's Best Egg Nog is a power that comes with great responsibility. We know this flavour is intrinsic to the holidays—to your holidays. Not only does it have to be consistently delicious—delivering creaminess and a hint of spice—but it also has to satisfy even the most insatiable egg nog obsessives. But what about the folks who can't get enough egg nog to drink? What if we gave them egg nog-flavoured foods and egg nog powder to sprinkle on non-egg nog-flavoured foods? Two words: collection time.

"Why didn't we do this sooner?!" muses Kathlyne Ross, vice-president of product development and innovation at Loblaw Companies Ltd. For the past year and a half, Ross' team has busied itself like egg nog elves—innovating and testing every delicious spinoff for our signature egg nog flavour. You're going to love what they came up with.

The innovation Ross is most excited about—and we'd bet a carton you'll be, too: PC° The World's Best Egg Nog Ice Cream. Like a cup of our famous egg nog, it's got all the creaminess, notes of rum and spice, but frozen, with a swirl of cinnamon-nutmeg running through it. It's not enough to steam egg nog for a frothy seasonal latte—you need a sprinkle of new PC° Egg Nog Spice **Seasoning Blend** to finish it off. This mix goes beyond nutmeg to include other

"This is the best."

"The PC® The World's Best Egg Nog is the only egg nog we purchase. We've tried all the others, but this is the best. Smooth. I can neither confirm nor deny that a dollop of spiced rum or brandy is occasionally added."

-ANNE HICKEY customer, at Real Canadian Superstore[®]



PC® The World's Best Egg Nog, 1L \$2.99

20104019_EA

complementary flavours in the mix, like cinnamon and vanilla and subtle bourbon notes. If there were ever an ideal egg nog carrier, it's PC° Fudge Collection Three Festive Flavours. Developed by one of our chefs, our unique recipe puts egg nog front and centre, spiced and spiked with a hint of rum, carefully calibrated to bolster egg nog's warm, aromatic notes.

Need more? Our PC° Chocolate Covered Almonds are now sharing the bag with egg nog-flavoured white chocolate-covered almonds. Like last year's PC° Chocolate and Ruby Cocoa Almond Medley, this new mix is all about the play between flavours—cocoa notes bouncing off creamy, spiced ones.

This is the season for full egg nog saturation. And it's about time.

Rum and Egg Nog Ice Cream Floats

Prep time: 5 minutes Ready in: 20 minutes Serving size: $\frac{1}{2}$ of recipe (about 1 $\frac{3}{4}$ cups)

This throwback recipe captures PC* Test Kitchen Chef Marc Ruston's childhood love of egg nog. "It was only around for a few weeks every year, so as a kid I would drink as much of it as I could during the holidays," he says. No wonder he was eager to use the new PC* The World's Best Egg Nog Ice Cream in another one of his childhood favourites:

4 scoops PC® The World's Best Egg Nog Ice Cream (about 11/3 cups total)

ice cream floats.

1/4 cup white rum, optional 1 can PC® Sparkling Water, Vanilla Cherry Soda Flavour, chilled 2 tbsp syrup from PC® Black Label Amarena Cherries in Flavoured Syrup, plus 4 cherries, divided

- **1** Freeze 2 large serving glasses for 15 minutes.
- 2 Scoop ice cream into chilled glasses, dividing evenly. Top with rum (if using) and slowly pour sparkling water over top, dividing evenly.
- **3** Let stand until ice cream starts to melt. Drizzle in cherry syrup and top with cherries, dividing evenly.



3 ways with PC® Egg Nog Spice Seasoning Blend

The flavour of the season needs to be everywhere!

There's no equivalent flavour to pumpkin spice for the holidays. So, we made one: Our PC® Egg Nog Spice Seasoning Blend. We mixed a sprinkle of nutmeg and a dash of cinnamon to give you this cozy combination.

1. CINNAMON BUNS

Take this classic breakfast, but give it an extra-festive spin. Swap out half of the cinnamon used in your favourite bun filling with PC® Egg Nog Spice Seasoning Blend.

2. CHOCOLATE CHIP COOKIES

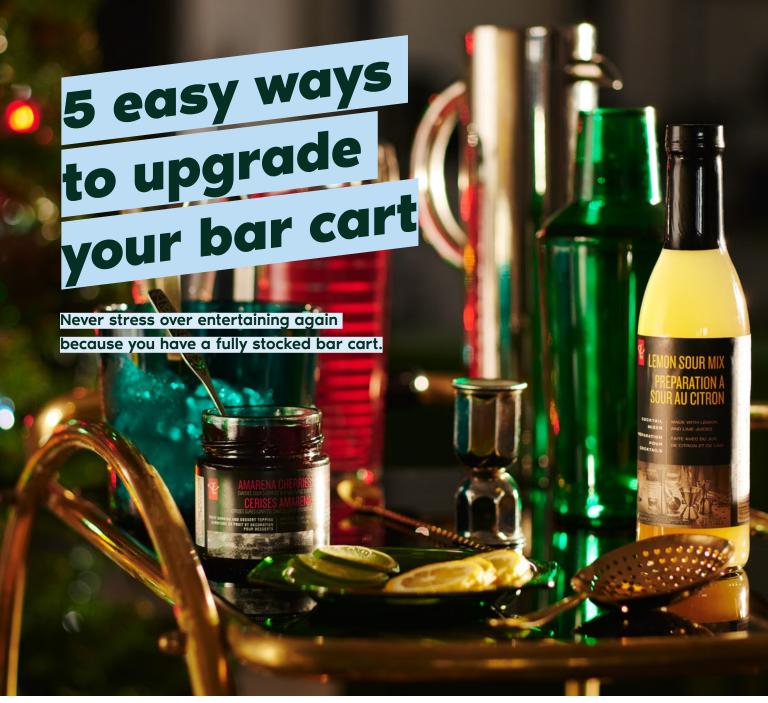
Add about 2 tsp to the recipe when you add the sugar for that seasonal flavour boost. It's also delicious in pound cake or added to buttercream frosting.

3. EGG NOG SPICE LATTE

Sprinkle a little PC® Egg Nog Spice Seasoning Blend on your next homemade latte or specialty coffee drink. Go all-in and use PC® The World's Best Egg Nog instead of cream or milk.

EGG NOG

PC[®] Egg Nog Spice Seasoning Blend, 53g \$5.99 _{21400741_EA}



There is one guarantee during the holidays—unexpected guests. But you are going to be totally calm, cool and collected and serve them a refreshing cocktail.

1. GLASSWARE

Now is a great time to refresh your bar glasses. Stemless options, like PC* Stemless Red Wine Glasses and PC* Stemless White Wine Glasses, are our go-to because they're less likely to topple over and can be used for cocktails. Copper mugs like PC® Moscow Mule Cups are also a stylish addition.

2. COCKTAIL SHAKER

When a guest asks for a drink shaken, not stirred, you will be up for the task. The PC® Shiny Gold Cocktail Shaker properly emulsifies drinks with more than one ingredient, and when ice is added, chills the drink before you pour.

3. MIXERS

These are the non-alcoholic components of your mixed drinks. A tonic like PC® Black Label Sicilian Tonic Water is a must, but have at least one flavoured soda on-hand, like PC® Jamaican Style Ginger Beer.

4. SYRUPS

This is where the fun starts. Simple or flavoured syrups, like PC® Black Label Simple Syrup, PC® Black Label Lemon Sour Mix—Cocktail

Mixer and PC® Black Label Vanilla Bean Syrup add sweetness and extra layers of flavour to drinks.

5. GARNISHES

The finishing touch to your cocktail, garnishes allow you to really show off your bartending skills. Our Rum and Egg Nog Ice Cream Floats (recipe on page 27) just wouldn't be complete without PC® Black Label Amarena Cherries in Flavoured Syrup to tie it all together.



This really is the cherry on top

Cherries aren't just for sundaes. At least not when you have a bottle of PC® Black Label Amarena Cherries in Flavoured Syrup on hand.

Ever had an amarena cherry? These dark cherries are candied and packed in syrup using a traditional method from Modena, Italy. The result is a deeply sweet and rich cherry that is delicious in dessert or a drink. Or straight from the jar. Typically, you'd find them in specialty shops, until our PC® Black Label Amarena Cherries in Flavoured Syrup arrived on the scene.

SWEETEN YOUR DRINKS

Make next-level Old-Fashioned cocktails (or any cocktail or mocktail, really) by swapping out simple syrup for a spoonful of syrup from the cherries. You can also use these cherries in any cocktail that calls for a maraschino cherry, but you'll want more than the requisite single cherry.

TOP DESSERTS

Top your next trifle or chocolate mousse with the PC® Black Label Amarena Cherries in Flavoured Syrup, and don't forget to drizzle a little of the syrup on top, too. Our best hack: buy store-bought chocolate cupcakes and finish with cherries and syrup.

BEDAZZLE CHOCOLATE BARK

Drain the cherries well, then chop and use to garnish a chocolate bark recipe. They'd be dynamite paired with almonds and pretzels.



Sparkling Honey Ginger Bee's Knees

Prep time: 5 minutes

Ready in: 15 minutes

Serves: 1

This Prohibition-era cocktail of gin, honey and lemon is making a comeback, and PC® Test Kitchen Chef and sommelier Carrie Rau is here for it. "I wanted to jazz it up a bit for the holidays, so I added PC® Black Label Lemon & Ginger Sicilian Soda to give it celebration-worthy bubbles."

1 tbsp honey ice cubes 3 tbsp gin

- 2 tbsp PC® Black Label Lemon Sour Mix -Cocktail Mixer
- $\frac{1}{4}$ cup to $\frac{1}{3}$ cup PC® Black Label Lemon & Ginger Sicilian Soda

- 1 Stir honey with $1\frac{1}{2}$ tsp hot water in small glass until dissolved. Let cool completely, about 10 minutes.
- 2 Fill cocktail shaker halfway with ice. Add gin, lemon sour mix and 1 tbsp of the honey mixture (discard remaining or reserve to make another cocktail). Close lid and shake vigorously until the outside of the shaker feels cold, about 20 seconds.
- 3 Pour into cocktail glass over ice and top up glass with soda.

Tip: Serving a crowd? Make a large batch of the honey mixture ahead, then cool and refrigerate in a jar with a tight-fitting lid for up to 2 weeks.



It's been quite a year. Especially for kids. Don't they deserve a totally awesome holiday party, too? Duh! So, set up their very own hot chocolate bar. Hot chocolate is always on-trend, but this year it's all about the new, the unexpected and the totally over-the-top. You're welcome kids. And we'll make it easy for you to pull off, with this threestep guide that lets you sip your cocoa and revel in being the coolest parent ever.

THE HOT CHOCOLATE

Have a few options on offer: PC® Ruby Hot Cocoa Mix for the adventurous, PC® The Decadent® Chocolate Chip Cookie Flavoured Hot Chocolate Mix for a classic-with-a-twist and PC® Hot Chocolate Bombs for extra fun. Prepare the hot chocolate mixes ahead and keep them warm in carafes. Notice we said "mixes," not "homemade hot chocolate"—make things easier on yourself here!

TOPPINGS

You'll need classic whipped cream and mini marshmallows, but ice cream in hot chocolate is a real game-changer. Try PC° The World's Best Egg Nog Ice Cream or PC° Peppermint Hot Chocolate Ice Cream. (Tip: set the tub in a bowl of ice to keep it cold.)

SPRINKLES & DRIZZLES

This is where the real magic happens. Keep in mind kids will likely add a bit of everything to their mugs, so you may want to rein it in to three or four of the options below to avoid any serious sugar crashes.

- Candy, such as chopped PC[®]
 Candy Coated Milk Chocolate
 Eggs, candy canes and coloured sprinkles
- Chopped chocolate-covered nuts, such as PC® Chocolate & Egg Nog Almond Medley
- Chopped cookies, such as PC® The Decadent® Chocolate Chip Cookies
- Chocolate and butterscotch sauce
- Spices, such as PC[®] Egg Nog Spice Seasoning Blend



A show-stopping twist on hot chocolate is here

Our new PC® Hot Chocolate Bombs make a rich and indulgent treat that we think is even better than the homemade version.

Last year, you saw those trendy hot chocolate bombs on social media, and thought, 'That's a fun way to create some holiday magic for the kids!' You bought all the ingredients (after spending hours scouring the Internet for those moulds), watched five online tutorials and then gave up when you just could not get that chocolate to temper. Bah humbug!

This year, we've come to the rescue with our no-DIY PC* Hot Chocolate Bombs that we think are even better than homemade originals. We skipped the hot chocolate powder found in most "bombs" and amped up the cocoa in the chocolate shell itself to give you the most chocolate in every sip. "Instead of a milk chocolate, we've used chocolate that has 50% cocoa solids," explains PC* Product Developer Laura Sliapnic. "This means that when you pour the milk over, it makes a really rich and creamy hot chocolate."

PC® Hot Chocolate Bombs, 3 Chocolate bombs x 30g ²¹³⁹⁷³⁷⁹_EA

When it comes to milk, 2% works best, but you can also use an almond or oat beverage. Then simply pour it over the bomb and enjoy the silence as your kids enjoy the spectacle of marshmallows bobbing to the surface as you stir.

The PC* Hot Chocolate Bombs, which come in a pack of three, also make fantastic stocking stuffers, host gifts or thoughtful little somethings for teachers, coaches or white elephant presents.

Your hot chocolate needs this mug

You can't throw a hot chocolate party without adorable mugs, plates and bowls.

Searching for the perfect partner for your barista-inspired PC® Hot Chocolate Bombs? Look no further than the Life at Home" Oh What Fun! collection, a nod to holiday seasons of yore.

Life at Home™ Oh What Fun! Coffee Mug

Is there a more festive way to enjoy a melting chocolate bomb than in a mug that's decorated with raccoons in sweaters?

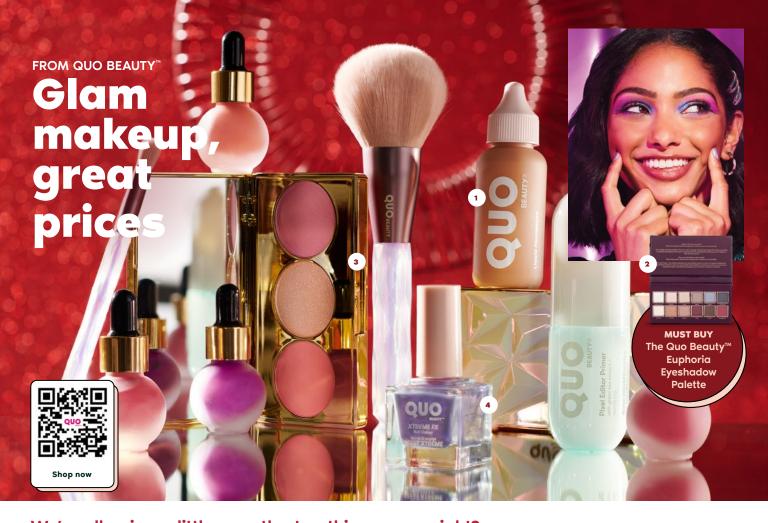
Life at Home™ Oh What Fun! Side Plate

But why stop there? Serve PC® The Decadent® Chocolate Chip Cookies on the whimsical collection's side plates festooned with pine trees or candy canes.

Life at Home™ Oh What Fun! Serveware

For a DIY hot chocolate bar, load these snowflake-embossed crimson bowls with whipped cream, crushed candy canes, mini chocolate and toffee chips, syrups and sprinkles, and invite guests to assemble their own creations.





We're all going a little over-the-top this season, right? The Quo Beauty™ holiday collection makes it easy to bring the shimmer.

There's an energy in the air this season that's just begging for more—more decorations, more light, more sparkle. The Quo Beauty™ holiday collection was made for this—it's easy, accessible makeup that's also special enough to party. Bring the shine in four simple steps.

1. APPLY A LIGHT BASE

Spread a pea-sized to a quarter-sized pump of Quo Beauty™ Pixel Editor Primer over your face to help smooth the skin and blur pores for a makeup-ready canvas. Dab buildable Quo Beauty™ Liquid Foundation where you need it and use a brush to blend. Perfect any spots with high-coverage Quo Beauty™ Miracle Cover Concealer.

2. CUSTOMIZE YOUR EYES

The beauty of the **Quo Beauty™ Euphoria Eyeshadow Palette** from the Holiday collection is that you can go as dramatic—smoky eyes for a party—or low-key—neutrals for day—as you'd like. Finish the look with **Quo Beauty™ Pump Up The Volume Mascara** and use the **Quo Beauty™ Brow Kit** to lightly fill and shape your brows for a quick polish.

3. FLUSH CHEEKS (AND LIPS)

The ultra blendable **Quo Beauty™ Pretty Prismatic Face Palette** does double duty.

Apply with clean fingers to melt a wash of colour onto the apples of your cheeks and your lips, or use the **Quo Beauty™ Mistletoe Magic Brush Set** to apply. For a natural glow, **Quo Beauty™ Glow Drops Serum Blush** hydrates, while adding a luminous flush of colour.

4. FIND YOUR LIGHT

Holiday twinkle lights will play off these simple finishing touches: a weightless gloss from the Quo Beauty™ Mini Gems Glossy Lip Trio in one of three pretty shades and Quo Beauty™ Xtreme FX Nail Colour in Galactic, to flash a little sparkle as you accept all your holiday gifts.

Shop Quo Beauty™ products at shoppersdrugmart.ca or the Shoppers Drug Mart® store nearest to you.





GUEST EDITOR KAYLA GREY

I have a big Jamaican family. I'm first-gen Canadian, so that big meal together is what we look forward to.

We would have all the traditional dishes: turkey, ham, pasta salad, potato salad, coleslaw. We'd also have our Jamaican flair in there: oxtail, curry goat, roti, rice and peas, regular rice, duck bread—a dense type of Jamaican bread you put butter on and use it to scoop up everything else. My grandfather usually prays before we start eating and he goes on for a very long time. So, at one point we're kind of opening our eyes a little bit, looking at the table, strategizing where we want to go first. It's all part of the tradition.

The prep for all this would start the night before. My grandfather would drive my grandmother up to her sister's—my great aunt's house—and she'd show up with her marinated bags of chicken. The sisters would have a sleepover, and chat and prep on Christmas Eve, then get going as soon as they woke up the next morning. They did not play around. And we're talking about women in their 70s. This was their thing. They loved to feed us and make us happy. I feel like they got more enjoyment out of it than we did.

I moved out when I was 15, and my friends have really been my chosen family. And so for those who might not be as fortunate as I am, my door is always open. I want my new house to be a place where we can all gather and love on each other and laugh and even cry if we need to. And food is the perfect opener for all that. It connects us in unimaginable ways.

Roast turkey, no drama

Love turkey but not the commitment? PC® Butter-Infused Stuffed Turkey Crown is here to save you.

Turkey: you love to eat it, but could do without the drama. The day-before brine, the next one spent hovering by the oven, basting, timing and temperature taking, all to never know for sure that—despite all this coddling—what you bring to the table won't be dry and overcooked. Beyond that, there are the leftovers. So. Many. Leftovers. A turkey-and-stuffing sandwich is brilliant on day two, but this bird quickly wears out its welcome.

Our new PC* Butter-Infused Stuffed Turkey Crown is the opposite of all this—not intimidating, not time consuming, easy and succulent. And we stand by it—if you're not satisfied, we'll give you your money back.

What even *is* a turkey crown though? It's a turkey with the wings, legs and back removed— a cut that makes for a more manageable bird, perfect when you don't want to go full roast, or for families that lean more white than dark meat. Turkey crowns are big in England (we assume the royals are fans), thought it isn't as common on this side of the pond—but we think it should be.

Our version of this clever bird is filled with traditional stuffing, flavoured with onion, sage, thyme and rosemary (there's an unstuffed version, too).

But that may be the only traditional thing about this turkey. First, its smaller size—between 2.5 kg and 3.5 kg, which feeds six to eight people (lean on leftovers)—means it cooks more quickly. Expect to need between 4.5 to five hours of cooking time, compared with seven or eight hours for a bigger bird. What's more, there's no days-long defrosting process—this bird is ready to cook from frozen.

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TURKEY COON

TURKEY COON

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PC® Butter-Infused Stuffed Turkey Crown 21400947_EA

Do you like a little turkey with your butter? Kidding. But not kidding. Our turkey crown is infused with Normandy-style butter, supremely creamy with a hint of tang that adds richness and savouriness throughout the white meat—not a dry, bland turkey breast in sight. This top-secret butter infusion is another time-saving measure—this turkey doesn't need a brine or constant basting to stay juicy, says PC® Product Developer Taylor Hoch. It just is.

"Yet another reason our turkeys are almost foolproof."

These are the easy vibes you want when you're cooking for the holidays, for sure, but you also want easy on any given Sunday night. "I call this the 'everyday turkey," Hoch says. "It's great for people who love the taste of turkey and want it outside of the holidays. You might typically roast a chicken because it's smaller, but you can comfortably cook this up for family dinner anytime. It's convenient—and you'll get that throwback holiday flavour."

HOW OUR NO-FUSS HAM STOLE THE SHOW

The PC® Boneless Spiral Sliced Hickory Smoked Ham with Brown Sugar Glaze Pouch is the culmination of a long journey in ham excellence for the PC® product team.

Our bone-in ham has long been the table's most valuable player when it comes to texture (always succulent, never rubbery). We wondered how could we emulate that in an easy-to-prepare, heat-and-serve boneless option? We took everything we knew about curing, cooking and smoking, then applied it to our boneless variation to create a product so foolproof that anyone can cook the perfect ham—you just need to turn on the oven.



PC[®] Boneless Spiral Sliced Hickory Smoked Ham with Brown Sugar Glaze Pouch, \$7.49/lb, \$16.59/kg

21306158_EA





Count yourself lucky if there happens to be great Korean takeout in your neighbourhood, or maybe you slow cook your own spicy-sweet short ribs like a boss—but we think that every kimchi-curious person should be able to pick up a great jar of it on their regular grocery shop. This is just one reason we created the new PC° Koreaninspired collection.

"We're fortunate enough to see what foods are trending, and take people on that journey and introduce them to new flavours," says Kathlyne Ross, vice-president of product development and innovation at Loblaw Companies Ltd. "Our goal is to pay respect to the culture and the food."

Korean cuisine is more than a list of iconic flavours; it's also about how those ingredients—sesame oil, soy sauce, garlic and ginger, *doenjang* (fermented soybean paste) and *gochujang* (red chili paste)—play with one another. It's a collision of flavours (sweet, salty, tangy, spicy), textures (crunchy, saucy, chewy, tender) and temperatures (sizzling rice topped with spicy sauce and chilled, vinegary *banchan*) that keeps you coming back for more.

The new PC° Korean-inspired collection delivers layered, authentic Korean flavours in PC° products' signature money- and time-saving style, with easy appetizers, thoughtful mains you can build a feast around and speedy meal solutions.

A true standout: The new PC* Kalbi Beef Short Ribs uses a cut of beef popular in Korean cooking that requires low and slow cooking for maximum tenderness—so we got that part out of the way. Within minutes on the grill or in your oven, these fully cooked, gochujang-marinated ribs become juicy and caramelized.

Naturally, there's kimchi—with a twist. In North America, kimchi is commonly a mixture of fermented and spiced tender Napa cabbage or cubed daikon radish. Our **PC*** **Kimchi** combines both for a best-of-both-textures experience that's zingy without entering mouth-burning territory.

PC° Gochujang Sweet & Spicy Chicken Bites are our finger-food take on trendy Korean fried chicken. Lightly fried, then baked for exquisite crunch, they come with sweet-sticky-spicy gochujang sauce and toasted sesame seeds.

A mashup of two culinary traditions, PC° World of Flavours Korean Pork Belly Roast is crispy Asian pork belly meets comforting Sunday roast. It's an oven-ready main that delivers bright Korean flavours with a crispy, almost bacon-like exterior.

Next, meal solutions that go from freezer to table in 30 minutes or less, including the PC* Spicy Korean-Style Sauté Kit with Pre-Cooked Rice & Sauce, the PC* Korean-Style Stir-Fry Meal Kit, and PC* World of Flavours Korean Meatballs.

Did you think we'd forget a snack? The ridges on PC* World of Flavours Korean Barbecue Flavoured Rippled Potato Chips are loaded with the same sweet, smoky, spicy notes that cut across this collection.

There's no one way to describe Korean food, and there's no one way to eat it—so enjoy it all!



PC® Kalbi Beef Short Ribs, 500g 21394197_EA



3 ways with PC® Kimchi

In South Korea, kimchi is a staple at every meal (even breakfast). But if you're new to this fermented veg, here are three ways to try it.

A jar of PC® Kimchi packs a flavour punch—spicy, sweet and sour. We've combined both cabbage and daikon radish in our kimchi to give you a mix of crunch and tenderness in every bite. You can go simple and serve it over a bed of rice or noodles. But if you're feeling creative, these ideas are waiting for you.

1. KIMCHI GUACAMOLE

"Holy guacamole!" is right. Hold the lime and garlic, and add some finely chopped **PC® Kimchi** to mashed avocado for your next batch of guac.

2. KIMCHI + CHEESE

Don't sleep on this pairing—kimchi is incredible with cheese. We love it in grilled cheese sandwiches or spooned over gooey cheesy nachos (Korean nachos, anyone?)—just be sure to chop it up a bit before using.

3. KIMCHI SALAD DRESSING

Don't throw away the liquid left at the bottom of the jar! Add it to homemade vinaigrettes (we love one-part lemon juice to three-parts safflower oil, plus a dash of honey and some minced garlic), or stir into mayo or aioli for a twist on pulled pork, egg salad or grilled cheese sandwiches.



Our PC* product team is always on the lookout for trends—please see those viral hot chocolate bombs we upped the chocolate factor on. We couldn't resist when a whipped frenzy took over the Internet last year after a Korean You-Tube star asked for a custom coffee order of instant coffee and sugar.

cups of Dalgona coffee and loved the froth, but wanted more substance. Like a cake! So, we made one—meet the PC* Dalgona Coffee Cake. The PC* product team has taken the best attributes of this delightful drink to create an airy, threetiered dessert that sandwiches light-textured, delicate coffee-flavoured whipped frosting between fluffy coffee-syrupsoaked layers of vanilla sponge cake. Finished with an elegant

dusting of cocoa, the ethereal cake is impressive and a guaranteed crowd-pleaser. Say, for New Year's Eve? Cake is the best way to ring in the new year.

Teens will dig the social connection; adults will love the intense coffee flavour that's infused into every bite of this refined dessert.

You will love that it's ready to serve, which means no messing around with whisks for you.
Cue the fireworks.



ASK KAT

Q: Hey, Kat, what should I serve at a dinner party when someone is gluten free? —Pamela

A: The good news is, many holiday dishes are naturally gluten free (turkey, ham, mashed potatoes, cranberry sauce). It's appetizers and desserts that you must worry about.

For apps, we have two new frozen flatbreads:
PC° Gluten Free
Spinach and Goat
Cheese Beet &
Cauliflower Flatbread and PC° Gluten Free Bruschetta
Cauliflower Flatbread. Slice them into fingers or small triangles and you've got an impressive appetizer.

Dessert is just as easy-hit the bakery aisle, where you will find all our gluten-free treats, like cupcakes, cookies and cakes. If you like making pie, you can take your favourite recipe and just swap in our frozen PC® Gluten Free Pie Crust. Or use our recipe for Gluten Free Almond Frangipane Pear Pie on pc.ca.





Kalbi Short Rib Ssam with Sesame Pickles

Prep time: 25 minutes

Ready in: 45 minutes

Serves: 4

Ssam—which means "wrapped"—is a Korean family-style meal of meat served in lettuce leaves with rice and condiments. Here, PC® Test Kitchen Chef Diana Colman swapped out the pork for tender PC® Kalbi Beef Short Ribs, conveniently pre-seasoned and ready to cook.

Sesame Pickles

1 tbsp rice vinegar 1 tsp granulated sugar 1 tsp sodium-reduced soy sauce ½ tsp toasted sesame oil (or regular sesame oil) 2 mini cucumbers, thinly sliced 1 tsp sesame seeds, toasted

Ssam

1 pkg frozen PC° Kalbi Beef Short Ribs, thawed 1 cup dry sticky rice, rinsed 1 head Boston lettuce, leaves separated and larger leaves torn in half (14 to 16 leaves) 3 radishes, halved and thinly sliced 2 green onions, thinly sliced ½ cup PC° Kimchi ½ cup PC° Memories Of° Seoul Gochujang Chili Sauce

- 1 Sesame Pickles: Stir together vinegar, sugar, soy sauce and sesame oil. Add cucumbers. Let stand 10 minutes. Add sesame seeds. Set aside.
- 2 Ssam: Preheat oven to 425°F. Remove thawed ribs from packaging and separate ribs. Arrange in single layer on parchment

paper–lined baking sheet. Bake on middle rack, turning once, until browned and cooked through, 17 to 19 minutes.

- 3 Meanwhile, combine rice and 1½ cups water in small saucepan. Bring to a boil. Stir, cover and simmer on low until all water is absorbed, about 12 minutes. Remove from heat and let stand, covered, 5 minutes.
- 4 Transfer ribs to cutting board; cut between each rib bone to make about 2-inch-long pieces. Trim away bones.
- **5** Place ribs, rice, sesame pickles, lettuce, radishes, green onions, kimchi and gochujang in separate bowls or serving dishes. To assemble, place ribs in lettuce leaves and top with rice, pickles, garnishes and sauces of your choice.

Introducing our easiest holiday seafood dish ever

Our new easy-to-make bake is ready for your family celebrations.

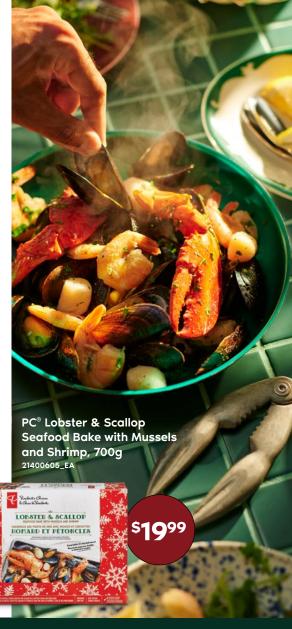
You love seafood, but you hate the complicated prep work. Scallops are too easy to overcook, you're never sure how long to steam mussels, and those hard lobster shells are just straight up intimidating. Should you just give up on your seafood dinner? Of course not! We've taken all the difficult prep and timing guesswork out of the equation, leaving you with a tray of delectable seafood that's ready to go straight into the oven. Set sail—destination Impress Everyone—with our new PC® Lobster & Scallop Seafood Bake with Mussels and Shrimp, made for every holiday celebration.

In every bake, there are mussels, shrimp, two lobster claws and scallops. Yep, in one dish—no need to trudge through the snow to multiple stores to get all your seafood. Or spend \$100 on your ingredients. Get everything in one dish for less than \$20.

Now sit back and relax, while we do all the work for you: sprinkle the herb pack over the foil tray. Add the scallops, mussels and shrimp. Place lobster claws in the tray and then place the butter pucks on top. You're done! Grab a glass of **PC® The World's Best Egg Nog** because you're ready to celebrate.

When you pull the tray out of the oven, that "butter and garlic richness will be the first thing you smell," explains PC® Product Developer James Cranston. The scallops are lightly poached in the butter as it melts, Cranston says, meaning they're perfectly cooked and not overdone. If you've ever accidentally made rubbery scallops because you cooked them 30 seconds too long, you know what an achievement it is to get them right. Don't worry about cracking the two lobster claws (sourced from Nova Scotia, of course). We pre-scored it for you, so it just slides right out.

"This is a fuss-free entertaining dish that's an indulgent one-pot meal for the family to enjoy," says Cranston.



3 hassle-free ways to serve seafood and seafood alternatives.

You want to serve seafood, but it's a lot of work! Behold our all-flavour, fuss-free lineup for every occasion.



PC® Breaded Butterflied Shrimp, 400g \$12.99 20080117_EA

At a party

PC® Breaded Butterflied Shrimp are an effortless hors d'oeuvre with zero prep-work and baked from frozen. You're going to need a few boxes.



PC® Organics Smoked Atlantic Salmon, 100g \$13.99 21403379_EA

At brunch

Elevate bagels and cream cheese, or eggs and English muffins, with buttery kiln-smoked and hand-trimmed PC® Organics Smoked Atlantic Salmon.



PC° Plant Based Fishless Cakes, 170g, \$3.99 21398258_EA For your plant-based quest

Our PC® Plant Based Fishless
Cakes are so flavourful, everyone
will be putting them on their plate.
Made with jackfruit, they come
breaded and spiced like traditional
crab cakes. Pair with PC® Plant
Based Mayo-Style Spread or
PC® Plant Based Mexican Spice
Sunflower Seed Dip.



You just need 20 minutes to get dinner on the table with these ideas.

MONDAY

Mondays are rough. Make it easier on yourself by getting a hot, delicious meal on the table ASAP, no chopping required. You heard that right—no prep! Our PC* Korean-Style Stir Fry Meal Kit has everything you need, right in the bag: fluffy, long-grain rice, tender crisp vegetables—including strips of bell pepper, mini corn, snap peas and water chestnuts—and grilled chicken, all with a sweet and spicy gochujang sauce. Take that, Mondays.

TUESDAY

It's only Tuesday, and you're already rushing, well, everywhere. But the kids still need to eat (and you do, too). That's when you reach into the freezer for PC* Eggplant Parmesan.

This ready-to-cook comfort classic is full of radiatori pasta, crisp breaded eggplant chunks and a zesty tomato sauce, topped with gooey mozzarella and Parmesan cheese. Serve with a simple green salad and garlic bread for a delicious, "This seems fancy for a Tuesday!" kind of meal.

WEDNESDAY

Inject some mid-week fun with finger foods you can whip up in 20 minutes. Tear up some pitas to serve with PC* Kimchi Hummus, alongside a platter of PC* Halloom Cheese Sticks in Za-atar Herbed Batter and PC* Breaded Avocado Bites. The real showstopper will be your PC* Ready Veggie Carrot, Parsnip & Beet Fries: crispy, with a hint of sweetness: these

carrot, parsnip and beet fries come chopped, peeled, seasoned with sea salt and ready to bake. Eat your veggies, kids!

THURSDAY

Put a twist on pizza night with PC* Gluten Free Spinach and Goat Cheese Beet & Cauliflower Flatbreads. Not only do they taste like you made them yourself, but these flatbread "pizzas" are made with a unique blend of beets and cauliflower that gives the bread base its vibrant colour. Topped with mildly tart goat cheese, tender spinach and onions, this flatbread can also easily double as a great movie night snack.

FRIDAY

Celebrate the weekend with our one pan PC* Lobster & Scallop

Seafood Bake With Mussels and Shrimp. Tender mussels, shrimp, scallops and lobster claws in a velvety herb and butter sauce feel fancy, but requires basically no work on your end—we've prepped and scored every succulent piece of seafood for you. All that's left to do is warm a fresh, crusty baguette in the oven to sop up all that delicious sauce and celebrate the fact that you made it through the week.



PC[®] Korean-Style Stir Fry Meal Kit, 907g \$14.99

21364291_EA

"For dessert, I die for good cheesecake. The \$**Q**99 PC® Plant Based Cheesecake-Style Dessert is our absolute favourite. We make strawberry compote to put on top. It's so simple, yet amazina!" -Omar PC® Plant Based Chocolate Cheesecake-Style Dessert, 540g 21247024_EA



GUEST EDITORS MATT + OMAR

MATT: Being queer and growing up in a religious family in North Carolina, the holidays could be quite stressful. We would always go to my grandma's house, where it was all southern food—green bean casserole, sweet potatoes with marshmallows, pecan pie. And even when I didn't feel the most comfortable being myself in front of my family, the food was always there as a comfort. That has influenced our food traditions today and how we host our chosen family.

OMAR: I don't practise Islam anymore, but I grew up Muslim and didn't eat traditional Christmas foods. As a kid, I would get really jealous that all my friends were eating delicious dinners. So every year, my mum would make a beautiful spread of South Asian food—homemade naan, curries, samosas. It smelled incredible. We've brought those foods into our holidays together, from our very first Christmas.

M: We had a massive tree in our 500-sq-ft apartment—there was no space! We grabbed curry from the Indian place next door and watched the Grinch—and you probably fell asleep.

o: I probably did.

M: I'm always the one who wants to cook for people. Being plant-based, you learn to cook more creatively when the main dish isn't a big roast. We do the green bean casserole and the samosas.

©: And for dessert, I die for good cheesecake. The PC* Plant Based Cheesecake-Style Dessert is our absolute favourite. We make strawberry compote to put on top. It's so simple, yet amazing!

The dramatic dessert: **PC®** Chocolate **Caramel Pecan Cluster New** York-Style Cheesecake PC® INSIDERS REPORT

Want a taste of caramel, pecan and chocolate in every bite? You got it (we made it).

For your next dessert spread, there are just two simple steps to pulling off an incredibly silky, deliciously layered chocolate cheesecake: defrost and impress.

It's no secret: we know cheesecake. With decades of experience and a long menu of flavours—plain, amaretto, pecan pie, cherry topped, obviously egg nog and more—our cheesecakes are famous for a reason. And they're all based on what was unofficially named the best cheesecake in the world in 1982. Unofficial because, although the recipe won, its inventor—a chef named Arthur Paul Keller, who worked at the historic Warwick Hotel in New York—refused to pay the \$50,000 fee to claim the title. Instead, his creation found fame in the hands of Dave Nichol, the visionary behind many classic President's Choice® products.

"He was always looking to launch the next big thing," says PC* Product Developer Aneta Rybak, who was told the story by the cheesecake's original manufacturer. "When he tasted it, Nichol said, 'We have to have it." And so, the first PC* New York-Style Cheesecake hit the shelves in 1983—and the base recipe hasn't changed since.

To achieve the signature texture of a PC° New York-Style Cheesecake, they're baked in a giant *bain-marie*, a hot water bath designed to bake the cake slowly for creamy uniformity—no cracks allowed! We may keep adding new flavours, but it's always made exactly the same way.

Our latest, the PC° Chocolate Caramel Pecan Cluster New York-Style Cheesecake, is more than a flavour—it's a full-on experience. This rich, chocolate cheesecake sits on top of a chocolate cookie crumb base and comes topped with thick caramel studded with hunks of milk chocolate and pecan pieces. Rybak's team essentially took our PC° Chocolate Caramel Pecan Clusters—a classic holiday treat—and imagined them into a cheesecake. In every bite you'll get sweet, tangy, nutty notes through cookie, creamy, gooey and crunchy layers. This cake has height, heft and serious holiday-stopping power.

"We wanted this cake to be impressive, with a look and flavour you'd usually find in restaurants," Rybak says.

And, like all of our other frozen cheesecakes, it's a thaw-and-serve situation—a formula we perfected long ago, so that you can have this incredible dessert on your table tonight.





PC® Chocolate Caramel Pecan Cluster New York-Style Cheesecake, 600g 21395368_EA

Egg Nog Tres Leches Cake

Prep time: 30 minutes

Ready in: 14 hours, 15 minutes (includes overnight soaking)

For this festive twist on a tres leches cake, PC° Test Kitchen Chef Charmaine Baan swapped out the sweetened condensed milk normally doused over the cake for egg nog, but the best part: "For some crunchy fun, I topped it with PC° Chocolate & Egg Nog Almond Medley!"

Cake

cooking spray

2 cups all-purpose flour 2 tsp baking powder ½ tsp salt 6 large eggs, room temperature, whites and yolks separated, divided 1¼ cups granulated sugar 1 cup 2% milk, divided 3 cups PC® The World's Best Egg Nog

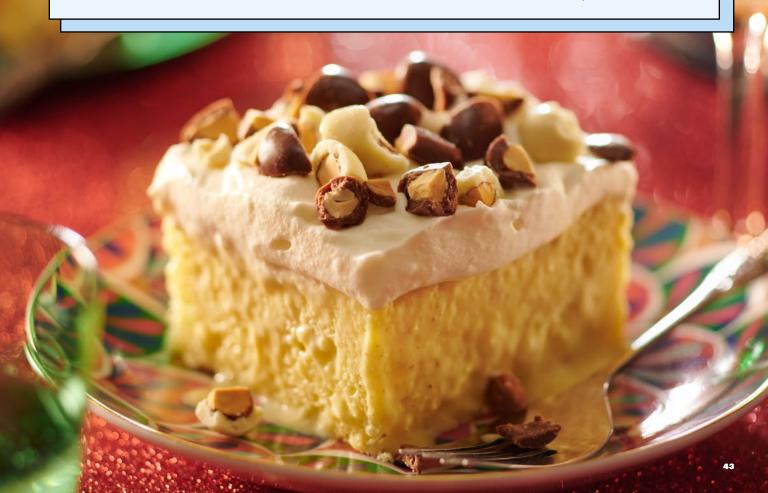
Icing

1½ cups 35% whipping cream ½ cup icing sugar ½ tsp pure vanilla extract 1 cup PC® Chocolate & Egg Nog Almond Medley

- 1 Cake: Preheat oven to 350°F. Mist 13 x 9-inch glass baking dish with cooking spray.
- **2** Whisk together flour, baking powder and salt. Set aside.
- 3 Beat egg whites in separate large bowl on high speed until soft peaks form. Gradually beat in granulated sugar until medium peaks form. Add egg yolks; beat until combined.
- **4** Add half of the flour mixture to egg mixture; mix on low speed just until combined. Beat in $\frac{1}{2}$ cup milk until combined; add remaining flour mixture and beat on

low speed just until combined. Scrape into prepared baking dish.

- **5** Bake until golden brown and toothpick inserted in centre comes out clean, 26 to 28 minutes. Let cool completely.
- **6** Using fork, poke holes all over surface of cake. Combine egg nog with remaining ½ cup milk in separate bowl; pour over top of cake. Poke more holes all over surface of cake and run tip of sharp knife along edges of cake, letting egg nog mixture seep down between cake and baking dish. Cover and refrigerate overnight for liquid to soak in, or up to 3 days.
- 7 Icing: Beat whipping cream in separate large bowl until soft peaks form. Add icing sugar and vanilla; beat until stiff peaks form. Spread over cake. Chop half of the almonds; sprinkle chopped and whole almonds over cake. Cut into 16 pieces.





Challenge accepted.

1 Mix the dough, roll it out and cut into shapes with festive-themed cookie cutters, like gingerbread people, mittens or stars. You'll need two of each type of cookie for every sandwich.

- 2 Bake the cookies and let them cool.
- 3 Filling time! "Make sure the ice cream is soft enough to spoon out on a cookie sheet, then let it firm up a bit in the freezer," says Watts. "Use the same cookie cutters you used earlier to cut out the ice cream filling."
- 4 After that, it's time for some shape-matching: star top cookie + star-shaped ice

cream + another star cookie on bottom = festive fun for all.

5 Put in the freezer for at least four hours, preferably overnight. Left plain or decorated with icing, gumdrops and other candies, the ice cream sandwiches are better if they're made ahead, giving the ice cream's cinnamon and rum flavours a chance to meld with the warm spices in the gingerbread cookies. And that's how you amp up your gingerbread cookies.



THE PEOPLE'S PINT: PC® CANDY CANE CHOCOLATE FUDGE CRACKLE™ ICE CREAM

The idea was inspired by PC® executive Dave Nichol's favourite ice cream as a kid-vanilla with chunks of candy cane. We wanted to bring the gourmet flavours of ice cream shops to our stores and create a new classic. So, we did. PC[®] Candy Cane Chocolate Fudge Crackle™ Ice Cream first hit the shelves in 1993, and we knew we had something special. Nearly 30 years later, it's our top-selling ice cream-despite only being available two months of the year. Customers count down the days, some go to multiple stores to buy as much as they can and fans home from abroad race to the store to fill their craving. There's even one customer in Quebec who clears out our entire freezer section (and then fills their home freezer) so they have enough to last the whole year.



PC® Candy Cane Chocolate Fudge Crackle™ Ice Cream, 1.5L \$6.99 20810224_EA

"It brings people together."

"PC® Candy Cane Chocolate Fudge Crackle™ Ice Cream is a staple item in my family during the holidays, along with hot chocolate, pictures with Santa and Christmas movies. It's one of those those iconic President's Choice® products that we look forward to all year long."

-MIKE KHOURY, Owner, No Frills®

"This ice cream brings people together. I've seen it. A few years ago, a customer came in looking for the minty treat for her brother, who was visiting from the U.S. We were out, and so were the surrounding stores. I took her information and called around, driving to pick it up at a neighbouring location. I was happy to do it, but the thank-you card and hug when the customer returned were extra special."

> -BELINDA WILSON, Store Manager, Atlantic Superstore

You love a gingerbread cookie, and so do the kids. But this year you want to make the most epic treat—without all the work. Done! We give you Gingerbread Egg Nog Ice Cream Sandwich Cookies. It's an ice cream sandwich with PC® The World's Best Egg Nog Ice Cream between two freshly baked gingerbread cookies made with our PC® Gingerbread Cookie Baking Mix. Premade mixes are your friend—they're delicious, and you don't need to chill the dough. "It's very easy," says PC® Test

Kitchen Chef Gilean Watts.



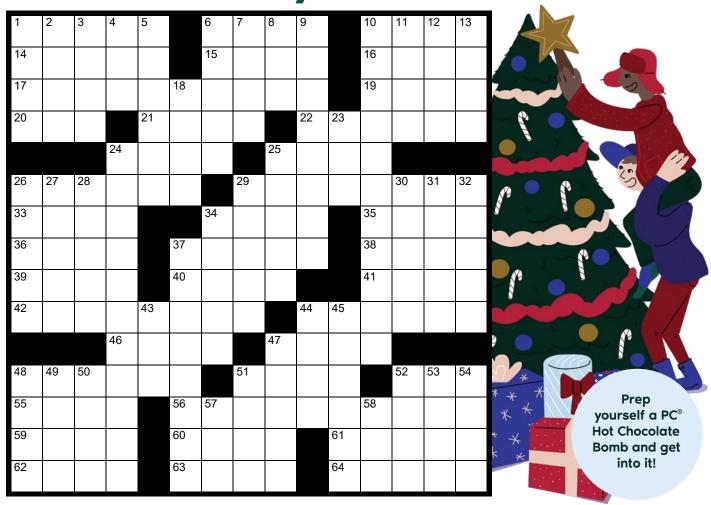
be any old brownie, either," she explains. "To be a little extra, these needed texture, and that's where crunchy PC® Tamari-Flavoured Almonds come in."

cooking spray 1 cup all-purpose flour $\frac{1}{4}$ tsp each baking powder and salt 1/2 cup PC® Plant Based Semi-Sweet Chocolate Chips 1/2 cup hot prepared coffee

1/3 cup PC® Tamari-Flavoured Almonds, roughly chopped

- 1 Preheat oven to 350°F. Mist 8-inch square glass baking dish with cooking spray and line with parchment paper, leaving 1-inch overhang on 2 opposite
- 2 Whisk together flour, baking powder and salt in bowl. Set aside.
- 3 Place chocolate chips in separate large heatproof bowl; pour hot coffee
- 4 Scrape into prepared baking dish, spreading evenly. Microwave remaining $\frac{1}{4}$ cup almond butter until warm, about 15 seconds. Drop almond butter by the spoonful over top of batter, spacing dollops evenly apart. Sprinkle with almonds. Run skewer through batter to make swirled pattern.
- 5 Bake until toothpick inserted in centre comes out with just a few crumbs attached, 35 to 40 minutes. Let cool completely. Cut into 16 squares.

Holiday crossword



ACROSS

- Olympic gold, e.g. Dutch artist Mondrian
- 10 Downhill glider
- Less than 90 degrees, in geometry
- "...happily_ _after" Bronte heroine Jane
- PC[®] Chocolate
- Caramel Pecan Cluster New York-Style ____
- ___Émirates 19 United _
- 20 See 28-Down
- 21 Stretch across
- 22 Most reliable
- 24 High schooler
- 25
- Normandy town
- Nail down
- Firm, squeaky cheese with a high melting point
- 33 Wife, in Latin
- Accessory for Frosty 34
- 35 Apothecary's measure
- Spices holder

- Drainage pits
- Like Hubbard's cupboard 38
- 39 Arctic ice sheet
- lliad city 40
- M*A*S*H star Alan 41
- "Nobody panic!" 42
- Invites to enter
- 46 Pros and _
- 47 Plant used as a lotion inaredient
- 48 Matched up, as socks
- 51 Rude person
- 52 CBS forensic show set in Vegas
- 55 Therefore
- 56 A buttery holiday cookie
- 59 Skier's delight
- 60 Rope fibre
- Like a haunted house 61
- 62 Unable to choose
- Village People hit 63
- Commercials on the tube

DOWN

- Speed-of-sound number
- 2 Canyon reverberation
- Four-hand piano piece 3
- Had a snack
- 5 Antilles
- Key ingredient in 17-Across 6
- Dog studier Pavlov
- Cartoon shriek
- Bridge supports
- A new PC® product packed with mussels, scallops,
 - shrimp and lobster Instrument for Orpheus
- 12 Memorable times
- 13 Money owed
- 18 Fencing sword
- The whole enchilada 23
- Bird for roasting with wings 24 and legs removed
- Overly sentimental
- 26 Hangs 10
- Glorify 27

- Classic wintertime beverage,
- served 20-Across Words mouthed
- to a TV camera
- Russian mountain range
- Tuesday, in Toulouse 31
- "That is to say..."
- Knits in reverse
- Awaits orders
- British miler Sebastian
- 44 Oodles
- Frozen dessert 45
- 47 Main artery
- 48 Nuisance 49
- Pisa's river
- Composer Stravinsky
- Autumn pear
- Actor Michael of Juno 52
- 53 Uttered
- Midmonth day
- Meat often studded with pineapple rings or cloves
- Increase, with "up"

PC HEALTH

One app, health support all season long (and points!)

Family gatherings, endless cookie baking, stocking stuffer shopping—the holidays are meant to be full of joy, but they can also be pretty exhausting. Make everything a bit more manageable by looking after yourself and your family with the help of the *PC Health* app—and earn PC Optimum™ points while you're at it. It's a win-win.

1. TAKE A MINDFUL MOMENT

The mental health programs in the app—not to mention points incentives!—will help you keep good self-care habits. Try Self-Care Basics, a three-week program focused on relaxation and meditation. Taking five minutes to practice mindfulness every day can earn you up to 420 PC Optimum™ points when you complete the three-week program.

2. TALK TO SOMEONE

If you'd like to speak with a health-care provider, you can use the *PC Health* app to get the help you need without leaving



your living room. The platform allows you to get virtual care with a number of health professionals, including doctors, registered nurses, mental health therapists and more. You can even try a free 15-minute meet and greet with a therapist to explore if therapy is right for you.

3. STAY STRONG AGAINST COLD + FLU SEASON

This year, cold and flu season hits different—so make the 7-day Beat the Cold & Flu Season program your secret weapon. Plus you'll be rewarded for your newfound knowledge with 20 PC Optimum™ points a day. Need live help? Get free advice from nurses and dietitians, whether you have questions about your symptoms or want tips on superfoods to include in your diet.

4. FIND FOOD BALANCE

Cookies and egg nog on rotation are delicious—but not quite a complete diet. For balance, the *PC Health* app offers a variety of

diet and health programs full of meal-planning tips and new food ideas. Sign up for the month long Nutrition and Healthy Eating health program, which will reward you 20 PC Optimum™ points per activity for things like having a big kale salad for lunch. (Or bookmark it for the new year!)

5. MAKE SHOPPING EASIER

In the Shop, you'll find vitamins and workout gear from Wellwise and Shoppers Drug Mart™, alongside products and services like virtual meditation classes, adaptogenic coffees, and all-natural personal care products from exciting new health and wellness brands. Plus, you'll earn 20,000 PC Optimum™ bonus points with your first eligible purchase of \$50 or more—making it a great place to tick some of those hard-to-buy-for people off your gift list.

Need more self-care?

Download the *PC Health* app today.

Spend \$50 or more on your first eligible purchase after all discounts are deducted and before taxes and shipping costs in a single transaction in the PC Health Shop and earn 20 000 PC Optimum* bonus points. Excludes purchase of pharmacy-related products and services, and all non-PC Optimum* program participating third party products and services, as well as any other products and services we determine from time to time in our sole discretion. Points will be earned by using code "PCO" at checkout. Points will appear in PC Optimum* count in four to six weeks after purchase. Offer is only available to registered PC Optimum* users. To register as a PC Optimum* in member, visit proprimum*.co. Membership is free. Use your PC id to sign in on PC Health app. Each registered PC Health app account ("Account") must have a unique email address. Limit of one offer per Account. Account must be active at time points are awarded. We are not obligated to award on errors or misprints. No cosh value. Offer may be modified or cancelled without notice.



POST-TOBOGGANING

Warm up after a day of sledding with this nostalgic snack combo.

- PC° Hot Chocolate Bombs
- PC° Chocolate Covered Nuts & Raisins Collection
- Spiced Egg Nog Snickerdoodles (recipe at pc.ca)

BOARD GAME NIGHT

Catch up the old-fashioned way surrounded by friends, family and loads of tasty nibbles.

- PC* Gluten Free Bruschetta Cauliflower Flatbread
- PC[®] Halloom Cheese Sticks in Za-atar Herbed Batter
- Carrot sticks and ranch dressing
- PC* Holiday Selection Sliced Cheesecake

POTLUCK

Whether you're hosting or attending, these winning dishes will get you on the nice list.

- PC° Kalbi Beef Short Ribs
- Farro and vegetable salad
- White Chocolate Ginger Turmeric Nut Squares (see recipe on page 15)

NIBBLES FOR DROP-IN GUESTS

Surprise! Have these hosting essentials on-hand for when Aunt Barb is just "passing by."

- PC* Blueberry Soft Unripened Goat's Milk Cheese
- PC* Mini Pita Crackers-White Cheddar Flavour
- PC° Winter Blend Dark Roast Coffee
- PC* Fudge Collection Three Festive Flavours

ROAD TRIP TO GRANDMA'S

Whether it's 20 minutes or 4 hours, these road treats will keep the kids happy (and quiet) in the back.

- PC° Ruby Hot Cocoa Mix
- PC° Maple-Flavoured Trail Mix
- PC* Chocolate & Egg Nog Almond Medley
- Apple slices

HOLIDAY DINNER FOR TWO

Serve a glass of your favourite white wine and our easy seafood bake for an extra-special meal. Then, top it off with grown-up ice cream floats.

 PC* Lobster & Scallop Seafood Bake with Mussels and Shrimp

- · Baby spinach salad
- Baguette
- Rum and Egg Nog Ice Cream Floats (see recipe on page 27)

FAMILY MOVIE SNACKS

Cue up the classics and get cozy on the couch with this mix of new flavours and familiar favourites.

- PC° World of Flavours
 Korean Barbecue Flavoured
 Rippled Potato Chips
- Buttery popcorn
- PC° Candy Coated Milk Chocolate Eggs
- PC° Cranberry Ginger Ale

NEW YEAR'S EVE PARTY

Retro pineapple cocktails, Korean-inspired bites and a show-stopping cake mean you're ringing in the new year in style.

- Spiced Pineapple and Cherry Rum Cocktail (recipe at pc.ca)
- PC* World of Flavours Korean Meatballs
- PC° Kimchi Hummus
- · PC° Traditional Naan
- PC° Dalgona Coffee Cake



ASK KAT

Q: Hi, Kat, I am having a small gathering this holiday and need a small dessert to serve. Any suggestions?—Tanya

A: A great option is our PC® The World's Best Egg Nog Ice Cream topped with a shot of espresso or coffee to make an affogato. Or you can make our Rum and Egg Nog Ice Cream Floats recipe, found on page 27-just remove the rum if this is an all-ages gathering. You might have a leftover tub of ice cream in your freezer, but that's never a problem in my home.

We also have lots of smaller frozen desserts, like our PC® Profiteroles, PC® Mini Eclairs and PC® Profiteroles Chocolate Enrobed that you can put on a tray for guests to graze on throughout the night. Again, any leftovers just go in the freezer for New Year's (or a quiet night when a sweet craving hits).



Did you spot it?

Our front and back cover are filled with our fave classic and new holiday items. How many did you find?

- 1. The original Insiders Report™
- 2. PC® Cola
- 3. Georgie girl
- 4. PC® The World's Best Egg Nog Ice Cream
- 5. PC® Kimchi Hummus
- President's Choice Children's Charity Bear
- 7. PC® Kalbi Beef Short Ribs

- 8. PC[®] Lobster & Scallop Seafood Bake with Mussels and Shrimp
- 9. PC® Dalgona Coffee Cake
- 10. PC® Gingerbread Cookie Baking Mix
- 11. PC® Ruby Hot Cocoa Mix
- 12. PC[®] Chocolate Caramel Pecan Cluster New York-Style Cheesecake
- 13. PC® Hot Chocolate Bombs
- 14. PC[®] Halloom Cheese Sticks in Za-atar Herbed Batter

- 15. PC® Enameled Cast Iron Roaster 4.9 L
- 16. PC[®] Butter-Infused Stuffed Turkev Crown
- 17. The original Insiders Report™ white sweatshirt
- 18. PC® train set
- 19. PC[®] Chocolate & Egg Nog Almond Medley





Meet Amélie

When we decided to bring back the printed PC® Insiders Report™ Holiday edition, we knew it had to include the iconic illustrations of the original, but with a fresh twist. That's where Amélie Tourangeau came in. The Montreal-based illustrator and co-founder of Studio Conifère describes her work as "joyful" and "kind of quirky" and was just who we needed to bring the pages (and Georgie Girl) to life. So, how did she create such an intricate cover with so many tiny details to discover? "I thought back to my childhood family parties—eating food, enjoying the moment—and then tried to add some funny elements all over," Amélie explains of her process. After working on this project, she began looking forward to her own holiday gathering, where they have brunch (with PC® plant-based options) and watch a movie, while still in their pyjamas. Amélie loves hearing people's reaction to her work, so please take a minute and share your thoughts with her on Instagram @amelietour.







SAVE \$1 when you buy any one (1) of the participating products listed.

- PC[®] Gingerbread Cookie Baking Mix, 500g
- 2. PC[®] Mini Pita Crackers -White Cheddar Flavour, 142g
- 3. PC[®] Gochujang Wing Sauce, 350g
- 4. PC[®] Candy Coated Milk Chocolate Eggs, 200g
- 5. PC[®] Butter Puff Pastry, 450g or PC[®] Phyllo Pastry, 454g



Valid November 11, 2021 · November 25, 2021

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Save S1 when you buy any one (1) of the participating products listed before applicable taxes at any participating Loblaw banner store where President's Choice® products are sold. S1 will be deducted from the total purchase amount before sales taxes are applied. Limit one coupon per family and/or customer account. No cash value. Coupon must be presented to the cashier at time of purchase. Cannot be combined with any other coupons or promotional offers.









Shopping list



Pantry

PC® Hot Chocolate Bombs

PC® Gingerbread Cookie Baking Mix

PC® Egg Nog Spice Seasoning Blend

PC[®] Mini Pita Crackers -White Cheddar Flavour

PC® Gochujang Wing Sauce

PC® Candy Coated Milk Chocolate Eggs

Frozen

PC® The World's Best Egg Nog Ice Cream

PC® Butter-Infused Stuffed Turkey Crown

PC® Kalbi Beef Short Ribs

PC® Halloom Cheese Sticks in Za-atar Herbed Batter

PC® Butter Puff Pastry

PC[®] Phyllo Pastry

Bakery

PC[®] Chocolate Caramel Pecan Cluster New York-Style Cheesecake

Seafood

PC[®] Lobster & Scallop Seafood Bake with Mussels and Shrimp

Deli

PC® Kimchi Hummus

Basic Cookie Dough

½ cup unsalted butter, softened

¹/₃ cup each granulated sugar and packed brown sugar

1 large egg, room temperature 1 tsp pure vanilla extract 1 ¼ cups all-purpose flour 1 tsp cream of tartar ½ tsp baking soda ¼ tsp salt

- **1** Beat butter, granulated sugar and brown sugar in large bowl using electric hand mixer on medium-high speed until creamy and light in colour, 2 to 3 minutes. (Alternatively, beat in bowl of stand mixer using paddle attachment.) Beat in egg and vanilla, scraping down side of bowl as needed. Set aside.
- **2** Whisk together flour, cream of tartar, baking soda and salt in separate bowl. Add to butter mixture; beat on low speed just until combined.
- **3** Use immediately, or cover and refrigerate for up to 3 days. Bring to room temperature before using.

Now you've got the dough, head to pc.ca/insidersreport
to make the Spiced Egg Nog Snickerdoodles, Chocolate
Egg Drop Cookies or the White Chocolate Ginger
Turmeric Nut Squares.

Rum and Egg Nog Ice Cream Floats

4 scoops PC® The World's Best Egg Nog Ice Cream (about 1-1/3 cups total)

¹/₄ cup white rum (2 oz), optional 1 can PC® Sparkling Water, Vanilla Cherry Soda Flavour, chilled 2 tsp syrup from PC* Black Label Amarena Cherries in Flavoured Syrup, plus 4 cherries, divided

- **1** Freeze 2 large serving glasses for 15 minutes.
- **2** Scoop ice cream into chilled glasses, dividing evenly. Top with rum (if using) and slowly pour sparkling water over top, dividing evenly. (Tip: The drinks will foam up, so slowly go back and forth between glasses to avoid overflowing.)
- **3** Let stand until ice cream starts to melt, about 1 minute. Drizzle in cherry syrup and top with cherries, dividing evenly.

Try this: Spoon a layer of whipped cream over the floats before adding the cherries.

Watch the video on pc.ca/insidersreport.

Kalbi Short Rib Ssam with Sesame Pickles

Sesame Pickles

1 tsp price vinegar
1 tsp granulated sugar
1 tsp sodium-reduced soy sauce
½ tsp toasted sesame oil
2 mini cucumbers, thinly sliced
1 tsp sesame seeds, toasted

Bo Ssam

1 pkg (500 g) frozen PC® Kalbi Beef Short Ribs, thawed 1 cup dry sticky rice, rinsed 1 head Boston lettuce, leaves separated and larger leaves torn in half (14 to 16 leaves) 3 radishes, halved and thinly sliced 2 green onions, thinly sliced ½ cup PC* Kimchi ½ cup PC* Memories Of* Seoul

Gochujang Spicy Chili Sauce

- **1** Sesame Pickles: Stir together vinegar, sugar, soy sauce and sesame oil in bowl. Stir in cucumbers. Let stand 10 minutes. Stir in sesame seeds. Set aside.
- **2** Bo Ssam: Preheat oven to 425°F. Remove thawed ribs from packaging and separate ribs. Arrange in single layer on parchment paper-lined baking sheet. Brush all over with any excess sauce from packaging. Bake on middle rack, turning once, until browned and cooked through, 17 to 19 minutes.
- **3** Meanwhile, combine rice and 1½ cups water in small saucepan. Bring to a boil. Stir, cover and simmer on low until all water is absorbed, about 12 minutes. Remove from heat and let stand, covered, 5 minutes.
- **4** Transfer ribs to cutting board; cut between each rib bone to make about 2-inch-long pieces. Trim away bones.
- **5** Place ribs, rice, sesame pickles, lettuce, radishes, green onions, kimchi and gochujang in separate bowls or serving dishes and arrange on your table. To assemble, place ribs in lettuce leaves and top with rice, pickles, garnishes and sauces of your choice.

Watch the video on pc.ca/insidersreport.

Vegan Patas Bravas with Garlic Aioli

1 1/2 lb mini red potatoes, cut 1/4 cup PC® Plant Based in half Mayo-Style Spread $1\frac{1}{2}$ tsp + 2 tbsp vegetable oil, Dash each white wine vinegar divided and hot sauce 1/4 tsp each salt and black 1 pkg frozen PC® Plant Based pepper Chorizo Style Crumble 1 small clove garlic, finely 1½ cups jarred arrabbiata grated or pressed pasta sauce 3 green onions, thinly sliced

- **1** Preheat oven to $400^{\circ}F$. Line baking sheet with parchment paper. Toss together potatoes, $1\frac{1}{2}$ tsp oil and the salt and pepper in large bowl. Spread evenly on prepared baking sheet. Bake until tender and golden, 20 to 25 minutes.
- **2** Meanwhile, stir together garlic, mayo-style spread, vinegar and hot sauce in small bowl. Stir in about 2 tsp (10 mL) water as needed to make sauce thin enough to drizzle. Set aside.
- **3** Heat remaining 2 tbsp oil in large nonstick skillet over medium heat. Add frozen chorizo style crumble; cook, stirring frequently and breaking up any larger pieces, until golden and cooked through, 6 to 8 minutes. Transfer to plate and cover to keep warm.
- **4** Wipe out skillet; add pasta sauce and heat over medium heat, stirring occasionally, until hot, about 2 minutes. Spread sauce in bottom of large serving platter. Layer half of the chorizo-style crumble, all of the potatoes and the remaining chorizo-style crumble over top. Drizzle with mayo mixture and sprinkle with green onions.