

Dearborn and Boar's Head... Tradition and Excellence.

NEW JERSEY'S ONLY You choose **Boar's Head** for its quality and longstanding tradition of excellence. For those same reasons,



Boar's Head selected Dearborn Market as a **Boar's Head Deli of Distinction** in 2002 - one of only nine in the entire country. The Boar's Head Deli of Distinction is a coveted honor given only to delis that meet

Boar's Head exacting standards and share their commitment to quality, excellence and superior product handling. As a **Boar's Head Deli of Distinction**, you can always be certain that Dearborn Market carries a full complement of **Boar's Head** products including the very latest products that aren't available elsewhere. Dearborn also features a full service butcher shop and seafood, plus our own store-made salads and delicious prepared foods.

Visit us soon!



Red, White and Blue Potato Salad Perfect for Fourth of July

INGREDIENTS

Potato Salad

- 3 lb mixed baby red, white and blue potatoes
- 1 tsp salt
- 3/4 cup sliced celery
- 1/3 cup sliced scallions
- 1 1/2 Tbsp chopped fresh tarragon

Hot Bacon Dressing

- 6 slices thick-sliced bacon, cut crosswise into thin strips
- 1 1/2 tsp all-purpose flour
- 1 Tbsp sugar
- 1/2 tsp each salt and freshly ground pepper
- 2 tsp mustard
- 1/3 cup white balsamic or cider vinegar
- 1/4 cup water
- 3 hard-cooked large eggs, peeled

PREPARATION

1. Potato Salad: Put potatoes and salt in a large pot; add cold water to cover. Bring to a boil, cover and simmer 15 to 20 minutes until tender. Drain in colander. Let stand until cool enough to handle, but still warm. Quarter potatoes and place in large serving bowl with celery, scallions and tarragon; toss.

2. Hot Bacon Dressing: Meanwhile, cook bacon in large skillet over medium heat until crisp. Remove with slotted spoon to a paper-towel-lined plate. Pour off all but 3 Tbsp drippings. Whisk flour, sugar, salt and pepper in same pan until smooth. Add mustard, vinegar and water; bring to a boil over medium heat, whisking until slightly thickened. Pour over potato mixture; toss with bacon pieces and chopped hard-cooked eggs. Serve warm.

3. To make ahead: Wrap the potato salad, dressing, cooked bacon and eggs separately and refrigerate overnight. To serve, bring salad to room temperature. Microwave bacon and dressing briefly to warm, then stir into salad with chopped eggs.

Dearborn is your Grilling Headquarters

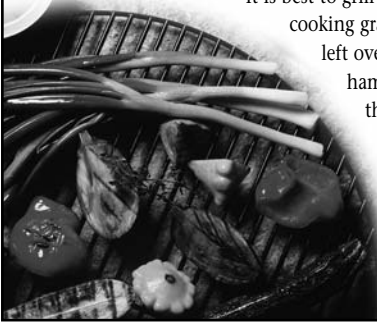
When you shop at Dearborn, grilling becomes more creative. Our wide range of marinades and dry rubs are a perfect complement to our fresh cut meats, poultry and seafood. Our butchers are always happy to provide custom cuts, provide grilling tips and help you decide how much you'll need. But grilling doesn't end in our deli. Fresh grilled vegetables and fruits (yes, fruits!) have become very popular side dishes at the finest barbecues. Grilled zucchini, eggplant and red peppers are the perfect side dish to grilled meats. Grilled fruits, like pineapples, mangos, figs and peaches, add sweetness and color to any plate and beautifully complement the taste of grilled meat. Grilled fruit can also be combined with ice cream as a refreshing summer dessert.

It is best to grill fruit over medium heat on a very clean cooking grate. Nothing will ruin the flavor of fruit like left over drippings from the last batch of hamburgers you made. So, make sure to clean the grate before using. To keep the fruit from sticking to the grill, lightly spray them with cooking oil or brush them with melted butter. Many oils, like olive oil have too strong of a flavor for fruit, so pick something that will compliment but not overpower it. Experiment and have fun!



Summer Salads Spice Up The Menu

Looking for some great salads to add zest to your next family dinner or backyard barbecue? Look no further than Dearborn's Deli. We have a great selection of store-made seasonal specialties that will make family and guests rave. Try our bacon horseradish potato salad or our creamy cucumber salad. Our Olive and Antipasto Bars are loaded with great summertime choices. Plus, we also have the very best cole slaw, macaroni salad and potato salad - all store-made and delicious. To see some of the great seasonal choices in our deli, stop back soon or visit dearbornmarket.com.





Local Produce

Did you know that there are still many Monmouth County Farms that provide abundant local produce during the summer. While we carry fresh produce from around the country and around the world, nothing matches the taste of produce that was picked this morning and on your table tonight. This is the time of the year when we can enjoy that right here in New Jersey!

We choose nearby operations, like Di Gregorio Farms, to reduce our carbon footprint and ensure same day freshness. Choose from a wide variety right now in our produce department.

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|------------|-----------|-----------|-------------|
| Sweet Corn | Scallions | Dandelion | Coriander |
| Tomatoes | Escarole | Radishes | Swiss Chard |
| Peppers | Peaches | Arugula | Kohlrabi |
| Eggplant | Leeks | Dill | Chicory |
| Romaine | Basil | Parsley | |

Check Out Coupon 3 for a Great Offer!

This Month at Dearborn July

SUPER THURSDAY SPECIALS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Veal or Pork Kabobs - made to order!	Trumpet Vines in Bloom	Try Dearborn's Own Salad Dressings	Let Dearborn cater your next party	4 1/2" Geranium Plant FREE (Limit 2) <small>Min. \$20.00 purchase required</small>	SAMPLING Summer Fruits & Desserts ² Try Some Cool and Unusual Fruits - Donut Peaches	Boar's Head Sampling ³
SAMPLING Summer Seafood ⁴ INDEPENDENCE Day! Open Until 1pm Coupon 1	SAMPLING Summer Seafood ⁵	Boar's Head Sampling ⁶ Senior Citizen Discount - 10%	SAMPLING Summer Seafood ⁷	Dearborn's Extra Large Eggs .99¢ doz. (Limit 2) ⁸	SAMPLING Summer Seafood ⁹ Crepe Myrtle in Bloom	Boar's Head Sampling ¹⁰
SAMPLING Grilled Meats ¹¹ Coupon 1 & 2	SAMPLING Grilled Meats ¹² Chase Trees in Bloom	Boar's Head Sampling ¹³ Senior Citizen Discount - 10%	SAMPLING Grilled Meats ¹⁴ Try Some Cool and Unusual Fruits - White Flesh Peaches	¹⁵ All Gallons of Milk \$2.79 ea.	SAMPLING Grilled Meats ¹⁶	Boar's Head Sampling ¹⁷
SAMPLING Dishes with Fresh Herbs ¹⁸ Coupon 3	SAMPLING Dishes with Fresh Herbs ¹⁹	Boar's Head Sampling ²⁰ Senior Citizen Discount - 10%	SAMPLING Dishes with Fresh Herbs ²¹ Try Some White Cherries	Dearborn's Homemade Fresh Mozzarella \$5.99 lb. ²²	SAMPLING Dishes with Fresh Herbs ²³ Try Some Cool and Unusual Fruits - Red Flesh Plums	Boar's Head Sampling ²⁴
SAMPLING Grilled Specialties ²⁵ Coupon 4	SAMPLING Grilled Specialties ²⁶ Attract Butterflies With Our Butterfly Bushes	Boar's Head Sampling ²⁷ Senior Citizen Discount - 10%	SAMPLING Grilled Specialties ²⁸	Dearborn's Sausage (hot or sweet) \$2.99 lb. ²⁹	SAMPLING Grilled Specialties ³⁰ Beautiful Fountains and Statuary	Boar's Head Sampling ³¹

Open every day Monday thru Friday, 9am - 7pm, Saturday, 8am - 6pm & Sunday, 8am - 5pm • 2170 Highway 35, Holmdel, NJ • 732-264-0256

COUPON 2

FREE lb. Boar's Head American Cheese
with the purchase of 1 pound
Boar's Head EverRoast Chicken

Limit 1 per customer. While supplies last. Min. \$20.00 purchase required, not including product on sale. May not be combined with other offers.



Offer Good July 11th - 17th, 2010
One coupon per customer

COUPON 4

FREE lb. Boar's Head Imported Swiss Cheese
with the purchase of a pound
of any one Boar's Head cold cut

Limit 1 per customer. While supplies last. Min. \$20.00 purchase required, not including product on sale. May not be combined with other offers.



Offer Good July 25th - 31st, 2010
One coupon per customer

COUPON 1

Garden Center Sale
50% off
on selected Nursery and Pottery items

Limit 1 per customer. While supplies last. No additional purchase required. May not be combined with other offers.



Offer Good July 4th - 17th, 2010
One coupon per customer

COUPON 3

FREE Bunch Herb
Local Grown Parsley, Basil, or Dill

Limit 1 per customer. While supplies last. Min. \$15.00 purchase required, not including product on sale. May not be combined with other offers.



Offer Good July 18th - 24th, 2010
One coupon per customer