

the **thymes**

First Alternative
NATURAL FOODS CO-OP

Advertising Rates

Distribution: 2,500 full-color print copies are published quarterly and available free at both Co-op locations and dozens of local businesses and offices (delivered mostly by bicycle!) The online edition includes links to advertiser websites and is regularly shared with our thousands of social media followers and Co-op Connection e-mail newsletter subscribers.

Seasonal Publication

Spring March - May
Print-ready art deadline: February 15

Summer June - August
Print-ready art deadline: May 15

Fall September - November
Print-ready art deadline: August 15

Winter December - February
Print-ready art deadline: November 15



Ad Size	Cost/Issue
1/8 page	\$200
1/4 page	\$350
1/2 page	\$600
Full page	\$1,000

Radichio and Other Chicories

Bitter is better when it comes to these wintry greens

From our coffee to our IPAs, Oregonians are sweet on bitterness, which explains the growing popularity of radichio and other chicories. Local farmers are growing more, restaurant chefs are expanding their lists, and our Owners and shoppers are gobbling them up.

These leafy relatives of lettuce are a late fall to winter crop that grows very well here in the Pacific Northwest. Flavors vary from variety to variety, but they all share a pleasing bitterness and crisp/crunchy texture that makes them a perfect complement to bold flavors. Strong, pungent cheeses, like the award-winning blue cheese of Rogue Creamery, are a great pairing, as are rich, roasted nuts, like La Mancha Ranch & Orchard and Maraball Farm hazelnuts. Just about any traditional lettuce-based salad can be enhanced with the bitter, crunchy addition of some radichio or frisee. (Find more pairing options to the right.)

Here are a few of the chicories we expect to see this winter at the Co-op, along with some fun facts and ideas for enjoyment. Look for them along with other fresh, local, organic veggies at the Co-op.

Radichio: The common chigge (hey-GH-jah) variety of the Italian chicory has tightly packed burgundy-colored leaves with white ribs. Other varieties we may see from local growers this winter include tennis, which looks like a long slender version of chigge, or castelfranco and bianco both of which grow in looser heads with splashes of the deep red radichio coloring on their cream-colored leaves.

Frisee: The bright and lacy leaves of frisee may look like they belong under the sea, but where they're really at home is in your next salad. It couldn't be easier—just hold the tightly packed bunch by its base and start chopping. The finely cut leaves will add a crisp body and bright flavor to any salad.

Escarole: The mild child of the chicory family, escarole has broader, less curly leaves along with a more mild—but still bitter—flavor. Features-wise it's the closest to a traditional lettuce. Its broader leaves add some versatility as well. Use them to make gluten-free wraps or as a burger bun alternative.

Preparation...

The bitter flavors of radichio and other chicories will mellow with heat. Try sautéing, roasting, or frying them, especially in fatty oils or butter which will further mellow the flavors.

And Pairing Notes.

Bitterness is one of the five basic tastes. Here's some ideas on pairing bitter chicories with the other primary tastes.

Sweet: Candied nuts and fruits, honey, syrup or molasses, and winter veggies.

Sour: Wine- and vinegar-based dressings, cured meats, bottomless, or sour cream.

Salty: Hard cheeses like Parmesan and Romano, capers, and more cured meats.

Umami: (AKA Pungency) Anchovies, alliums, ripe cheeses like blue, smoked meats, and cheddar.

Pairing ideas courtesy of Organically Grown Company



Chicory rounds, clockwise from top: Radichio (chigge) and tennis varieties, escarole, and frisee.

The Arts Center

DECEMBER In the Galleries:

ALWAYS HERE
December 9, 2022 - January 21, 2023
Reception: Friday, December 9, 5:30 - 7:30 PM

What We Hold On To: Jeff Gunn
November 22 - December 31, 2022

JANUARY In the Galleries:

Howland Community OPEN
Drop-off Day: Saturday, January 28, 12 - 4 PM

Last Night!
January 10 - February 11, 2023

46th Birthday Party Celebration
Saturday, January 21, 2023

FEBRUARY In the Galleries:

Howland Community OPEN
January 31 - March 12, 2023

Reception: Thursday, February 16, 5:30 - 7 PM

June Senders
February 14 - March 18, 2023

Monthly Creative Connections:

• 1st Thursday Artist Meetups, 5:30 - 7 PM

• 2nd Saturday Arts Days, 1 - 4 PM (all ages)

• 3rd Thursday Gallery Arts Walks, 4 - 7 PM

• 4th Tuesday Craft Nights, 5:30 - 7 PM

@ The Library & C3 Community Center

The Arts Center
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Rates effective 2024 and are subject to change.