

ASG

ASSOCIATED SUPERMARKET GROUP

GOOD NEIGHBOR

El Buen Vecino

FREE
ISSUE
APRIL/MAY
2017

Spring

is Here.



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WHAT IS GOOD NEIGHBOR?

Recognizing the Importance of the Community

“Good Neighbor” is a program of community events and partnerships geared towards fostering and strengthening the neighborhoods served by our supermarkets. Recognizing the importance of the community, the Good Neighbor program reaches out to many non-profit organizations and government agencies to provide programs in the areas of education, art, health and wellness. With the help of our sponsors, the Good Neighbor program has grown into a nationally recognized community program.

Reconociendo la Importancia de la Comunidad

“El Buen Vecino” es un programa de eventos y esfuerzos comunitarios que tiene como objetivo fortalecer los vecindarios que sirven nuestros supermercados. Reconociendo la importancia de la comunidad, el programa de El Buen Vecino se ha unido a organizaciones sin fines de lucro, así como agencias gubernamentales para proporcionar programas en las áreas de educación, arte, salud, y bienestar social. Con la ayuda de nuestros patrocinadores, el programa de El Buen Vecino ha crecido hasta recibir reconocimiento a nivel nacional.

PROUD SUPPORTERS OF THE GOOD NEIGHBOR PROGRAM



A SPECIAL THANK YOU TO OUR SPONSORS



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WE APPRECIATE YOU!

By Jenny Mero

Customers are our lifeblood. Without you, we would not exist. It's precisely why the Associated Supermarket Group family; Associated, Compare Foods, Met Foods, and Pioneer Supermarkets make sure you feel how thankful we are for your loyalty and business.

Take it from Bill Fani, owner and operator of Met Foods stores in Staten Island, "Customer Appreciation days give the consumer that personal, home feel." 2017 is shaping up to be a busy and exciting year when it comes to customer appreciation and building relationships with the communities where you find our stores. Jenni Jorge, who serves as VP of Operations for her family's 24 Compare Foods supermarkets, is proud of these efforts. "The Good Neighbor program and customer appreciation days lets consumers know you care, that you're involved, and that you're really growing roots in that community."

Don't miss the customer appreciation day at your local store. Follow our banners on social media and make sure you join us for the many customer appreciation events we have planned this year.

“
**Customer
Appreciation
days give the
consumer
that personal,
home feel.**
”

- Bill Fani, Store Owner



Customer Appreciation Day
Compare Foods
Passaic, NJ



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Healthy Cooking Can Taste Great Pork & Chicken Paella

MAKES 4 TO 6 SERVINGS

2 Tablespoons Olive Oil
 1 pound boneless, skinless chicken thighs, excess fat removed, cut into 2-inch pieces.
 1 Pound baby back ribs, cut into ribs, then chopped across the bone into 2-inch pieces
 6 ounces hard Spanish-style chorizo, thinly sliced
 1 medium red bell pepper, cored, seeded, and ribbed, cut into thin strips
 1 medium green bell pepper, cored, seeded, and ribbed, cut into thin strips
 1 medium yellow onion, chopped
 4 garlic cloves, finely chopped
 1 cup long-grain brown rice
 1 10-ounce can diced tomatoes with chiles
 3 tablespoons tomato paste
 1 teaspoon saffron threads, crumbled
 2 ½ cups reduced-Sodium chicken broth
 ½ cup frozen peas, thawed
 ½ cup fresh flat-leaf parsley leaves, finely chopped
 kosher salt
 Freshly ground black pepper
 1 lemon, cut into 6 wedges

PREPARATION:

1. Heat 1 tablespoon of oil in a large nonstick skillet or paella pan over medium-high heat. In batches, add the chicken and ribs cook, turning occasionally, until browned, about 8 minutes. Transfer to a large bowl.
2. Add the chorizo, red and green peppers, onion, and garlic and cook, stirring occasionally, until the onion softens, about 6 minutes. Add the rice, diced tomatoes, tomato paste, and saffron to the skillet and mix well. Return the chicken and ribs and cook, stirring occasionally, about 5 minutes. Meanwhile, bring the broth to a boil in a medium saucepan. In five or six additions, stir the boiling stock into the rice, cooking and stirring until the broth is almost completely absorbed before adding more, until you get to the final addition.
3. Reduce the heat to low and cover tightly. Simmer until the rice is tender and the liquid is absorbed, about 45 minutes. Stir in the peas and parsley and cook until the peas are heated through, about 1 minute. Season with salt and pepper.
 Serve hot with the lemon wedges.

Source: ADA Healthy Cooking 2017

Healthy Cooking Tour

with the American Diabetes Association

By Jenny Mero

Don't think healthy food can be delicious?

We're going to prove that theory wrong with this recipe.

2017 is the year of healthy cooking for ASG stores. ASG-GN teamed up with Chefs Frank Maldonado and Jeff Vaden to show off their skills in the kitchen and demonstrate lots of yummy recipes on our Healthy Cooking Tour: Flavor for Your Health / Sabor Para Tu Salud. Both chefs have some serious credentials: Maldonado has launched menus at restaurants, including New York's Sazon, and he was Jorge Posada's personal chef (yes, the former Yankees catcher); Vaden was a finalist on the Food Network's Next Star and runs Soul Luxe Caterers. Together, they helped ASG-GN prove that healthy food can be tasty.







Chicken Breast with Chipotle

MAKES 4 SERVINGS

- 1 Tbsp prepared mustard
- ¼ tsp salt
- ¼ tsp black pepper
- 4 4-oz boneless, skinless chicken breast halves
- 1 Tbsp olive oil, divided
- 1 cup sliced mushrooms
- ½ cup half-and-half
- ¾ cup low-fat, low sodium chicken broth
- 2-3 chopped, seeded chipotle chiles or to taste
- 2 garlic cloves, minced



PREPARATION:

1. Mix mustard, salt, and pepper and spread over chicken breasts. refrigerate chicken for at least 1 hour.
2. Heat ½ Tbsp oil in a large skillet over medium-high heat and sauté mushrooms for 4-5 minutes, stirring constantly. Remove mushrooms from skillet and keep warm. Heat remaining ½ tbsp oil, add chicken, and brown for 15-20 minutes, turning once.
3. Meanwhile, combine half-and-half and broth in small saucepan over medium-low heat. Add chiles and garlic and bring to a simmer. Cook for 10 minutes or until mixture thickens slightly, stirring constantly. Place mixture in blender and blend until smooth.
4. Place chicken on a serving platter, pour sauce over chicken, top with mushrooms, and serve.

Source: ADA Healthy Cooking 2017

For more information about the American Diabetes Association, visit www.diabetes.org



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IN THE COMMUNITY

NEW YORK RAIDERS LITTLE LEAGUE BASEBALL

By Jenny Mero

Armando Peña knows all too well that his role as a baseball coach has a much more profound effect than just the field. He's been coaching little league for 35 years, but you can add life coach and motivational speaker to this particular role. Sure, the players on his Bronx-based team, the Raiders, have celebrated some successful seasons, but in the process they learn more than just about the game.

We caught up with Armando as he geared up for the start of baseball season to talk to Good Neighbor about what he loves about coaching, what he's learned, and which snacks he thinks parents should send with kids to games.



Good Neighbor: Why do you coach?

Armando: I enjoy working with the children and the community. I feel the sport enforces great discipline for the children and helps them stay focused in school.

Good Neighbor: What is one of the best memories you have as a coach?

Armando: Receiving the 2016 Roberto Clemente Award for Service to the Youngsters and the Community. I was the first Latino to receive this distinguished award in NYC.

Good Neighbor: How do you connect with your players?

Armando: We bond over the game and life. I try to be very understanding and encouraging to them. We teach them that no one can take their dreams away from them, but that it takes a lot of hard work to achieve those goals and that they must stay focused on school.

Good Neighbor: What lesson have you learned as a coach?

Armando: I have learned to be more understanding, patient, and caring with the children and the parents.

Good Neighbor: What are the best snacks for players to bring to a game?

Armando: Good snacks would be water, juice, fruit, granola bars, and sandwiches. It's important to avoid anything that's too heavy or greasy.

Good Neighbor believes that Armando and his team are representative of our values of community service and progress--and it is precisely why we've sponsored the team the last four years. Go, Raiders!



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