



# MARKET C H A T



News from Capitol Market  
September 2011  
Growing Since 1997

“what’s  
growin’  
n?”  


## Second Saturdays

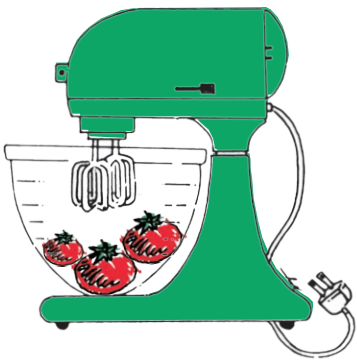
Saturday, September 10th  
Make your very own bookmark. Details in  
the article on page 2.

Expect to see a colorful variety of  
**mums and pansies**  
arriving this month!

Holl’s  
**Busy 5 get 1 Free**

Gourmet Frozen Pops that is...  
See the story, bottom right of this page.

Get it  
**On Your Calendar!**



**Oct. 5** – Market Mixer Fundraiser 6-8  
Food • Chocolates • Savor  
Friends • Festivities • Mingle  
Wine • Music • Beer

For tickets or to become a sponsor  
please call Tammy at 304.344.1905.

**Oct. 8** – The Great Pumpkin Party 11-1

**Oct. 20** – Trick or Treat at the Market!

## Teaser!

Look forward to a new indoor “shop”  
opening Oct. 1st. Just in time for the  
Market Mixer and we aren’t telling.  
We want to surprise YOU!



## The Wine and Cheese Shop

by Dare Rogers, Charleston Fresh Foods Examiner

Greetings dear friends. If you have a great fondness for the Capitol Market as I do, then you will love this article. I recently had a chance to talk with Scotty Scarberry, who does the purchasing (except for beer), for the Wine and Cheese Shop, located inside the Market.

A typical day for Scotty starts with setting goals for the shop. Delegating tasks to his employees, checking inventory, inspecting food to check expiration dates, making sure all of his products are displayed for customer convenience, conversing with suppliers, and tirelessly attending to various administrative issues.

In warm weather there must be plenty of fresh mozzarella, because according to Scotty, ‘Everyone wants their Caprese.’

In case you didn’t know, they carry a lot of fresh food. Dozens of different types of cheese, of course; prosciutto, pepperoni, Serrano, Nicoise Olives, and much more!

‘Unless there is a lot of wine that needs to be stocked on a given day,’ Scotty spends time portioning out cheese and offering samples and advice to customers.

Scotty’s philosophy on gourmet food is marvelous. He says ‘I really enjoy the challenge of gourmet food.’ Scotty creates an ‘air of tasteful . . . . . Continue reading the article at: [www.examiner.com/fresh-foods-in-charleston/the-wine-and-cheese-shop-at-the-capitol-market](http://www.examiner.com/fresh-foods-in-charleston/the-wine-and-cheese-shop-at-the-capitol-market)

## Holl’s Monthly Indulgences

Here at Holl’s, we offer a special treat each month. The Amaretto truffle is our September feature; a mouth-watering blend of sweet Swiss milk chocolate, fresh cream, honey, finely milled almonds and a splash of Amaretto, we think this is a truffle you are sure to love.

## From Ted @ The Wine & Cheese Shop!

We have a tasting scheduled for September 18th at 2 PM of Greek wines. I just recently tasted several of these wines with the staff and we were so excited about them we felt we needed to do a tasting!

We are tentatively planning a tasting for the Sunday, September 25th as well. Call the shop for details.

As we approach the fall, lots of new wines, cheeses and beers are starting to come in. Check us out on Facebook at [www.facebook.com/thewineshop](http://www.facebook.com/thewineshop) to keep abreast of new stuff as it arrives!



## Thanks Dare

Thank you to Dare Rogers for being such a Market fan and contributing two articles for *Market Chat*, above and on page 2!

Dare, born and raised in the Midwest and now residing in Charleston, WV is a newcomer to Charleston Fresh Foods Examiner. Dare has a bachelor’s degree in education and a passion for writing. He has been preaching good health through the eating of fresh foods to friends and family for twenty years now.

## Holl’s Gourmet Frozen Pops

Try Holl’s Gourmet Frozen Pops — our refreshing treat for summer. In true Holl’s tradition these amazing frozen Pops are made from only the freshest, all natural ingredients. Choose from sweet, refreshing fruit pops or rich creamy truffle pops.

Buy any 5 flavors and get 1 FREE -- keep them in your freezer for a sweet treat anytime.

Mix It Up!



You Are Invited!  
Help Freshen Our Face &  
Improve Our Space

Sponsorship Opportunities are still available.  
Be a part of a fun night out on the town and grow  
YOUR Capitol Market.  
Just call Tammy at 304.344.1905.

## CAPITOL MARKET MIXER

Mixer Admission is \$50 a person • \$60 at the door •  
\$30 of your admission cost is tax deductible  
Wednesday, October 5, 2011 • 6 p.m. to 8 p.m.  
at the Market 800 Smith Street, Charleston

All proceeds grow Capitol Market  
[www.capitolmarket.net](http://www.capitolmarket.net) • 304.344.1905



*Pumpkins, mums & pansies are coming!*

## Projects for 2012 Planned!

Good things are happening between now and the end of 2012 as we celebrate 15 years in 2012 and prepare for the next 15 years!

We have four major projects desperately needing our attention and our goal is get to it and get it done.

The top four priorities are:

- Public Restroom renovations! Yes, newly remodeled RR for all! We are preparing for a January 2012 demolition with a February 2012 unveiling! I know it's kind of weird to get excited about restrooms but this is going to be beyond fun!
- Major repairs to the outdoor pavilion. It's leaking and we must take care of our hard working WV farmers! Obviously this project is weather dependent and will take several weeks or months to complete but we are committed to stop the leaks!
- Market doors... oh my! These entry doors have taken a beating over the years; which is a good thing because customer traffic is up over previous years! Plus, shopping carts are brutal on the doors when folks use the cart to open a door! We are planning to replace a few doors and refurbish the rest! Hang in there with us! It might be a little messy around here but it will be good in the end!
- Heating and Cooling! Oh my! Yes, we are preparing to install a much larger HVAC system in Hall 1 to handle the load! We must keep temps cool. Keeping the wine cool and produce cool and of course YOU cool is important!
- Other project goals over the next 12 months will include gate repairs, sealing and striping parking lots, shade awning installation for farmers, repairing pavilion drains, and upgrading pavilion electrical needs.

We have a plan and a planned budget and will continue to provide you updates as we move forward completing our "To Do List".

## Prepare and Freeze

Fresh Pumpkin Easily: from the FarmersAlmanac.com

Don't let that fresh pumpkin decorating your porch go to waste. With just a little effort, you can get a generous amount of nutritious fresh pumpkin for all your favorite pumpkin recipes.

The following instructions will show you how to prepare fresh pumpkin for pies, pancakes, bread and other uses. ↗

### Capitol Market Directory

Capitol Roasters	344-4900
Johnnies Fresh Meats	342-0224
West Virginia Marketplace	720-2244
The Purple Onion	342-4414
The Fresh Seafood Company	343-3134
The Wine & Cheese Shop	343-9463
Soho's Italian Restaurant	720-7646
Holl's Swiss Chocolatier	1-800-842-4512

### To Prepare Fresh Pumpkin for Baking and Other Uses

- Cut a pumpkin in half and then into fourths.
- Use a large spoon or scoop to remove the seeds, and set aside (Seeds are edible and nutritious too. Save for roasting.)
- Place the pumpkin skin-side down in a roasting pan. Add a little water to cover the bottom of the pan and cover.
- Place in a 300°F oven. The pumpkin will take about 1 hour to bake, unless you are working with a small one.
- Test the center of the pumpkin for softness with a knife. When the pumpkin is done, it will slice easily.
- Remove pumpkin from the oven when it's ready and uncover. Allow to cool slightly to the touch.
- Cut the fleshy part away from the hard outside shell. Chop the fleshy part into 2" to 3" inch chunks.

If the pumpkin will be used solely for pies or breads, process the pumpkin cubes in a blender or food processor until smooth. Store pumpkin in the freezer for future use. Freeze in storage containers or pressure-can in pint-canning jars.

### To Freeze Fresh Pumpkin

You can enjoy baking your favorite pumpkin pies, pumpkin bread, pudding and pancakes just by freezing your fresh pumpkin. Here's how: Once the fresh pumpkin has been cooked and processed in a food processor, measure quantities for your favorite pumpkin recipes, usually 1 to 2 cup portions.

- Measure pumpkin into freezer storage bags.
- Label contents, date and quantity and store in freezer until ready to use.

### To Defrost Frozen Pumpkin

Fresh frozen pumpkin defrosts nicely and should be ready to use in only an hour after removing from the freezer. To expedite the thawing process:

- Rip plastic freezer bag open and place pumpkin on a glass pie pan in the microwave.
- Defrost 2 to 3 minutes or until soft.
- Use defrosted pumpkin for any recipe that calls for pumpkin. It's a great substitute for the canned product.

## WV Marketplace

by Dare Rogers,  
Charleston Fresh Foods Examiner  
August 13, 2011



Greetings Charleston. Imagine a place where you could buy WV products from all over the state, without spending a fortune in time and gas. Impossible you say? Maybe with a time machine, or a jet helicopter; right? Or maybe if you order them online?

There is a way! It is right in our backyard! It's called the WV Marketplace. Conveniently located in the Capitol Market, 800 Smith Street, in Charleston.

I recently caught up with fresh food expert, Claire Wegman, to find out about all of the great products available. Although Claire has only worked at the WV Marketplace for 7 months, she has many years of experience in retail. (continued, next column)

### Directions • Contact • Hours

I-77/I-64 Exit 100 Capitol & Smith Streets  
Charleston, West Virginia  
We're a WIFI HOT SPOT 304 344 1905  
www.capitolmarket.net

### Market Gardening/Growing Season Hours

April - November  
Monday through Saturday: 9 am to 6 pm  
Sunday: Noon to 5 pm

## August Calendar Winners

8/1	Robin Spencer
8/2	Laura Ellis
8/5	Wendy Ellis
8/6	Peggy Miller
8/8	Jeremy Hill
8/10	Mary Wolfe
8/11	Charlie Loeb
8/12	Holly Harper
8/15	John Strickland
8/16	Brian Harper
8/19	Louise Catlin
8/20	Janet Clark
8/21	Laura Wellstead
8/23	Mabel Pribby
8/24	Beth Cipoletti
8/25	Chris Harmon
8/28	Neil Varney
8/29	Lee Ann Browning

(WV Marketplace cont.)

With a degree in textiles and retail merchandising, it's plain to see Claire loves what she does. What a great job; helping people and talking about food!

A typical day consists of . . . . .

Continue reading the article at:  
[www.examiner.com/fresh-foods-in-charleston/wv-marketplace](http://www.examiner.com/fresh-foods-in-charleston/wv-marketplace)

Stay in touch with the Market on  
**facebook**

## Second Saturdays

September 10th

Join the Clay Center at the Market from 10 am to Noon on Saturday the 10th and create your very own bookmark.

It's back to school time and there are sure to be lots of books to read! Make your own bookmark to keep your place and jazz up your books.

We will use pre-cut strips of cardstock for the base of the bookmarks and will decorate them with markers. We will finish by "laminating" them with heavy duty packing tape, punching a hole in the top and tying a strand of yarn through the hole.

They really turn out cute. What fun!



**CAPITOL MARKET**

**Experience it. Inside & out.**

a 501(C)3 non-profit corporation