

# CENTRAL MARKET'S SIGNATURE SCAVENGER HUNT

## *Introduction*

Welcome to Central Market, a destination fresh market ... *the* place for people who are passionate about food. Our shelves are stocked with delectables from as close as Fredericksburg and as far away as Tanzania...and every place in between. With our **Signature Scavenger Hunt**, you are about to discover a surprise around every corner!

This fun, educational and delicious culinary adventure will lead you through the store's 75,000-square-foot food emporium, which is designed to involve our customers in a serpentine-flow, full-view, European-style market experience. Our goal is to exceed customer expectations with the most creative ideas, the finest imported and domestic products and superior customer service.

## *How does the **Signature Scavenger Hunt** work?*

The self-guided tour allows you to walk through the store at your own pace, so take as much time as you would like. Questions about fun and unique facts about Central Market are featured on the following pages of this booklet. Your mission, should you choose to accept it, is to travel through the store and learn the answers to these questions. Do not hesitate to introduce yourself to any of Central Market's partners – they are our best asset and can help in many ways. Central Market's partners can answer any questions, give you detailed information on our various products, and provide you with samples of our delicious food.

Once you are finished visiting each of the departments and have answered all of the questions, please return to the main entrance to pick up an answer sheet from the information desk.

Central Market ...a surprise around every corner!

## **Produce**

Over 18,000 square-feet of Central Market is dedicated to fresh produce. We have more than 800 varieties of fresh produce from around the world, including up to 150 varieties of organic fruits, vegetables, peppers and in-season herbs, as well as 35 fresh juices squeezed on-premises daily. Just like an outdoor farmer's market, produce is brought in daily and selected for peak taste and freshness. We are proud to feature an abundance of Texas-grown items.

1. Define the Signs:

- a. Yellow signs at Central Market indicate the product is:
  - b. Blue signs at Central Market indicate the product is:
  - c. Purple signs at Central Market indicate the product is:
2. Central Market provides ready-to-go recipe kits in the “Prepless Gourmet” section of the produce department. How much is the “Old Fashion Spaghetti Kit”?
  3. How long will the freshly squeezed juice at Central Market stay fresh?
  4. Are customers required to price their own produce?

### **Seafood & Market departments**

You won't find fresher or better seafood and meats anywhere in the city than at Central Market. Our 75-foot long state-of-the-art seafood cases display 100 varieties of saltwater fish, freshwater fish and shellfish. On the Market side, discover steaks, chops, roasts and racks as well as homemade sausages, natural chickens, bison, veal, emu and more. Have a question or a special request? Not a problem...our Seafood manager John Butler and Market manager Brian Cooke and their staff are ready to help.

5. What are the three main ingredients used to make Central Market's popular green sausage?
6. HACCP is a government-regulated program designed to ensure safe, wholesome and properly labeled seafood. What does the acronym HACCP stand for?  
  
**H**\_\_\_\_\_ **A**\_\_\_\_\_ **of Critical C**\_\_\_\_\_ **P**\_\_\_\_\_
7. Why are farm-raised New Caledonia shrimp darker than other shrimp in the seafood case?
8. What nickname do true Central Market aficionados use when referring to the aisle where the Meat Market, Seafood department and Rotisserie are located?

### **Rotisserie & Boiling Pot**

Our in-house Rotisserie roasts a variety of meats daily and also will cook any of your meat and seafood purchases to-order! Ask the Central Market partner with whom you are

working to take your selection to the Rotisserie. Finish your shopping and return to the Rotisserie to pick up your product before you check out!

9. When customers purchase meat or seafood at Central Market, they can request that the Rotisserie cook their selection. How much does this service cost?

10. Where are the fresh tamales at the Rotisserie made?

11. How much does it cost to purchase two additional sides with any one meat purchase at the Rotisserie?

### **Wine & Beer**

Our cellar is stocked with over 2,700 varieties of excellent domestic and imported wines, all organized by region. Central Market also features over 400 varieties of beers, from American microbrews to hard-to-find imports. Let our Central Market experts answer questions and offer suggestions for the finishing touch on your next meal.

12. How many continents are represented in the Central Market wine department?

13. What is the case wine discount at Central Market?

### **Healthy Living**

The Healthy Living department features an extensive selection of natural and preventative health care products including homeopathic remedies, herbal products and aromatherapy, as well as natural hair, skin and body care products including oils, lotions, soaps, bulk bath salts and dental and baby care.

14. What is flax seed oil commonly used for?

### **Specialty Grocery**

More than 13,000 of the finest products from around the world and around the corner can be found on our specialty grocery aisles, whose basic categories are Specialty/Gourmet, Natural/Organic, Locally Made and Unusual. Our selection includes more than 150 different mustards, 140 varieties of olive oil, 250 salsas, as well as vinegars and more than 50 varieties of barbecue and pasta sauces.

15. What makes butter “European Style”?

16. What frozen potato product, made by the creator of Terra Chips, uses only Yukon Gold Potatoes and real olive oil?

17. What two pastas sauces are shipped directly to Central Market from two famous New York Italian restaurants?

18. What is Ajvar and what is the country of its origin?

### **Bulk Foods**

Get the scoop on more than 650 items in our Bulk Foods department, including flours, pastas, grains, candies and more than 40 varieties of freshly roasted coffees, as well as teas, dried beans and fruits, and a comprehensive selection of spices. Measure and buy only the amount you want!

19. Where does Central Market's local honey come from?

20. Where can customers find cooking instructions for product in the Bulk Foods department?

### **Bakery**

We make all of our breads (90 varieties), tortillas and desserts in-house, with a staff that works 24 hours a day to make sure you have the freshest and best product available. Take a moment to watch our partners operate our state-of-the-art French deck ovens and the tortilla press.

21. Joesph Schmidt truffles are made in \_\_\_\_\_, where the climate and humidity are ideal for chocolate making.

22. Name the five varieties of Central Market tortillas made fresh each day.

### **Cheese & Deli**

Sample from over 600 varieties of domestic and international cheeses. We specialize in handcrafted cheeses, a rare method that makes our selections richer, more flavorful and distinctive. Our deli offers a mouthwatering array of deli meats including Central Market's signature roasted items, smoked salmon, pâté, a 50-variety olive bar, and more.

23. The cheese wall is organized by \_\_\_\_\_:

24. Where does Neal's Yard Dairy find its cheeses and why are their cheeses so special?

25. What country does Pannonia Smoked Ham come from?

### **Cafe on the Run**

Pressed for time? Every day, more than 30 chefs make homemade meals-to-go from fresh products throughout the store for busy people who crave both fresh, delicious meals and convenience. Our Cafe on the Run features everything from chef-prepared salads, sandwiches, fresh pastas, sauces, casseroles, seafood entrées, dozens of appetizers and a fresh-made dips and spreads bar.

26. What ingredients are used in a California Connection sandwich?

27. Name two items that can be added to your salad at the salad tossing station.

### **Floral**

Our European-style flower market looks as beautiful as its aroma! We offer a vast variety of cut flowers, gloriously fresh and available by the stem or the bunch...and affordable enough to make flowers a lovely addition to every day!

28. What is the name of the farm that provides Central Market with our exclusive Texas specialty-cut wildflowers?

### **General Information:**

29. What is *Chef's Connection*?

30. What is a "Foodie" and how are they identified in the store?

31. What two departments are located on the second floor of the store?

32. Where in the store is the catering desk located?

33. How much does it cost to use the Central Market community room?

34. How many short cuts are there at Central Market?