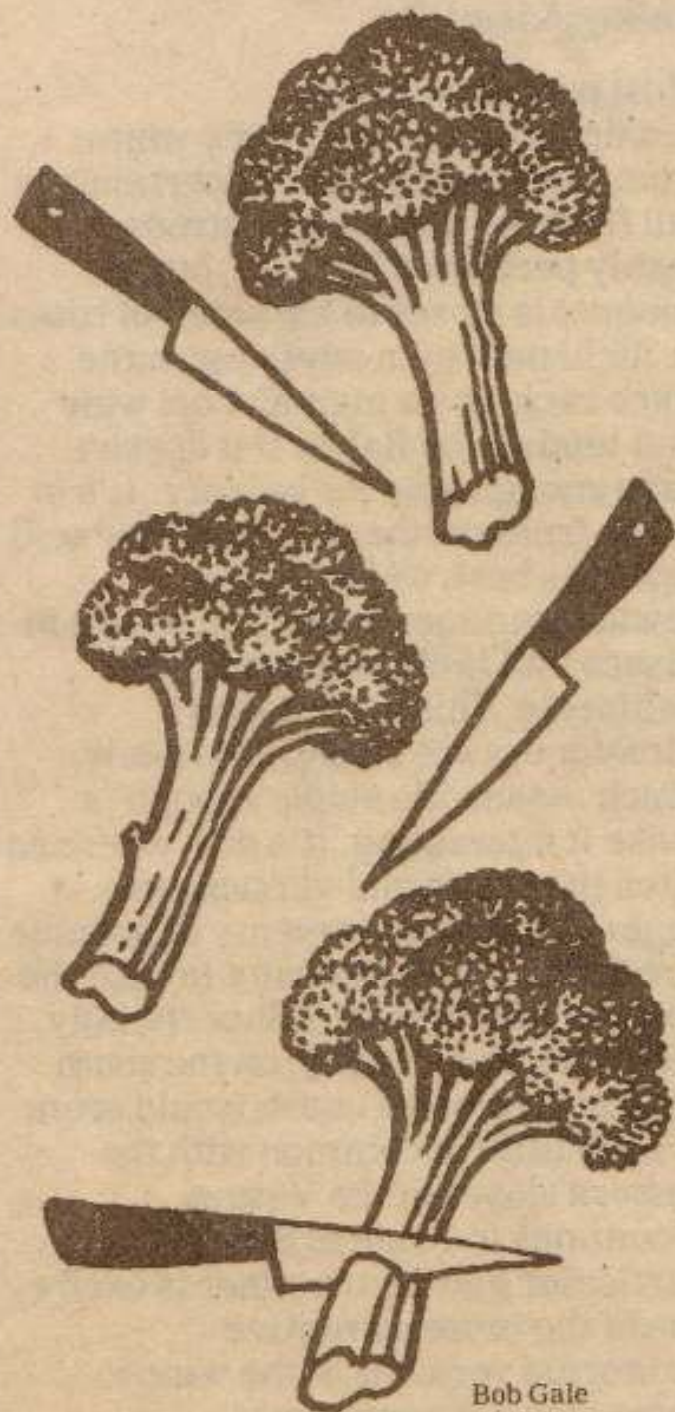


BUY OF THE WEEK



BROCCOLI

Brighten cold-weather menus with broccoli, now available for 89 to 99 cents a bunch. If you blanch it to use in a salad, add the dressing at the last minute, because acidity can dull the bright green.

Ice Cream in Riverhead

Ice cream buffs may want to add Snowflake Ice Cream Shoppe, 1152 West Main Street, Riverhead, L.I., to their list of places to go for a cone or a sundae. The shop won a blue ribbon at last month's international dairy

show in Anaheim, Calif., for its vanilla. This is a super-premium ice cream, with 16 percent butterfat.

Stuart Feldschuh, who used to work on Wall Street, bought the shop three years ago from Herb Kunitz, the original owner. Mr. Feldschuh said, "I studied how to make ice cream scientifically at Rutgers and places like that, but I really learned how to do it from the old-timers."

Variations on Caviar

Balducci's, 424 Avenue of the Americas (Ninth Street), has some unusual caviars produced by Carolyn Collins in Chicago. They are relatively inexpensive and can be used to make some interesting hors d'oeuvres. Smoked whitefish caviar, called Chicago Golden, is smoky indeed and a trifle too salty (\$5 an ounce). Better are the smoked black bowfin, also called choupigue, and the spicy jalapeño bowfin (both \$10 an ounce), excellent on sour cream or cheese on bread or a cracker.

Balducci's has tasting samples for those unfamiliar with these products.

For Jack Horner

Those planning to prepare plum pudding for Christmas may be interested in some accessories from Sur la Table, a cookware shop in Seattle. They have porcelain pudding charms from France to be baked into the pudding for good luck. The charms can also be used in the traditional French galette des Rois (Kings' cake) for Epiphany. A set of four charms is \$10. The shop also sells porcelain pudding basins in sizes from 2 to 10 cups, \$2.95 to \$9.95.

Another Christmas item is a serious but child-size baking set that includes sifter, rolling pin, bread pans and other equipment for \$19.95.

Orders can be placed by calling (800) 243-0852 from noon to 9 P.M. (Eastern time) Monday through Saturday, and 3 to 8 P.M. Sunday. Shipping charges are extra.

Bubbly Questions

The Champagne News and Information Bureau in New York has a toll-free line to answer questions about French Champagne until Dec. 31: (800) 833-7346, weekdays from 9 A.M. to 5 P.M., Eastern time; New York State residents should call (212) 949-8475 collect.