

# the whole deal™



how to feast fabulously yet affordably, save beans by learning to cook and party on without parting with too much cash

## Mambo Sprouts

Smart shoppers know where to go for natural product coupons... Mambo Sprouts! And here they are with loads of other wallet-smart shopping tools.

Meals for Four...  
or One or Two or  
Entertaining on a Budget



15 Budget Recipes  
Including 3 from  
Martha Stewart!

Make sure to tune in to "The Martha Stewart Show" weekdays to see Martha making these and other great recipes live.

More than  
**\$40**  
in coupons  
inside!



sure deal!

**32 whopping ounces of organic creamy soup for \$2.99**

Our 365 Everyday Value® Soup hits the spot for wholesome food at a wholesome price. We love old-fashioned, home-style cooking. But we also love modern conveniences, such as boxed soup that tastes almost as good as homemade...and the box itself! That's right, the packaging allows you to have creamy delicious soup waiting patiently in your pantry for the moment you crave it. Then you can enjoy a bowlful and leave the box in the fridge for another bowl on another day.

Any boxed soup can do that you say? Ah, but look at these ingredients. All are organic, from the cream to the veggies to the seasoning. This is rare, and the quality doesn't stop there. Our soups were formulated for the gourmet palate with complex flavors—deep and creamy without being overbearing. Nor is the price overbearing! You get four cups of soup for about 75 cents each. That's a full 32 ounces of **365 Everyday Value® Organic Creamy Portobello, Tomato Basil or Garlic Chicken Soup** for just \$2.99.

# hello bargain hunters

welcome to value shopping at whole foods market®, really!

We admit it. We're just learning that people really do want to know how hard we work to bring you the best available products at the best possible prices. There's no denying that quality costs, but when we get a deal, you do, too. And when something is worth a few extra cents, we can tell you exactly why. "The Whole Deal" is all about giving you the whole story, so you'll know just how to get the most bang for your buck without sacrificing the benefits of natural and organic foods.

## How to Squeeze Us Relentlessly for What we're Worth

**Sales.** We have more than 1000 items on sale at all times and we make the signs bright and colorful so you can't miss 'em.

**Volume Discounts.** We offer discounted pricing on many items when you buy a full case or more than a certain amount at once—a real advantage during party season. Ask for details.

**Coupons.** Natural and organic companies have coupons, too. In fact, there are loads of coupons in the middle of this newsletter!

## What the Heck is a "Sure Deal"?

Everywhere you go these days, people are talking about what a great deal they got on something or another. Well, that's kind of what these are, something-or-others that people are talking about—our customers, our Team Members, shopping sleuths. They're not overstock sale items or discontinued deep discounts. Instead, they're high-quality products where you get more of the good stuff for less than you think. Sure deal.

## 15 Budget Recipes

Some are for One, Some for Two or More, but Who are We to Stop You from Exploring them All?

- Classic Pot Roast...p.3*
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- Martha's Roasted Autumn Harvest Salad...p.5*
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- Party-Time Pimiento Cheese...p.12*
- Roasted Butternut Squash with Sage & Cranberries...p.26*
- Apple Cranberry Crisp...p.27*

Still hungry? Search our new, improved recipe database at [wholefoodsmarket.com](http://wholefoodsmarket.com)!



## sure deal! organic cream cheese at \$2.49

We're counting our blessings around here, and one of them is that we managed to find an organic cream cheese to include in our everyday value line. Yes! And because it is from a small cooperative of family farms, that helped clinch the deal.

Naturally, being organic, they never treat the cows with rBST, a synthetic growth hormone, and the cows eat only organic feed. So have your cheesecake—or dip or bagel—and eat your organics, too. An 8-ounce package of **365 Everyday Value® Organic Cream Cheese or Neufchatel** costs only \$2.49.

Special diet symbols accompany each recipe:



DAIRY FREE



GLUTEN FREE



VEGETARIAN



VEGAN

# catch the slow-cooker boat to savings and feed a crowd without going overboard

## 3 Reasons Why We Have to Agree that Slow Cookers Save Money

- 1 It's perfect for less-costly, flavorful cuts of meat, which like "low and slow" cooking to tenderize them.
- 2 Dinner is ready when you get home, which helps avoid the "don't feel like cooking, let's just go out to eat" scenario.
- 3 You can take advantage of low-priced, long-cooking, nutritious beans and grains that you may not have time to prepare otherwise.

## What We've Learned—the Hard Way—about Using a Slow Cooker

**Too much and things might get messy.** Aim for about  $\frac{2}{3}$  full to avoid bubbling spillage. If most recipes require filling your cooker close to full, you might need to invest in a bigger pot.

**Too little and things might get messy!** This isn't a hard and fast rule, but fill the pot at least half way or liquid can steam off leaving a dry, brown crust. Yuck! Make extra and freeze it.

**Too juicy? Turn up the heat.** If your dish is near done and is more liquid than you want, remove the lid and turn the heat to high for the final half hour. It will thicken up nicely and spread the aroma of home cooking.

## here's the deal...

### ...about volume discounts.

When we don't have to spend time to open a case and stock items individually, you don't have to spend as much money on those items. Ask about case and volume discounts on most products in the store.

## Classic Pot Roast DF

2 TB 365 Everyday Value® All-Purpose Flour  
salt and freshly ground black pepper  
1 tsp dried thyme  
1½ lbs boneless beef chuck roast,  
trimmed of excess fat  
3 TB canola or extra virgin olive oil  
3 carrots, peeled and cut into 1" pieces  
(about 2 cups)  
2 365 Everyday Value® Organic Russet  
Potatoes, peeled and cut into 1" pieces  
2 small onions, cut into wedges  
2 cloves garlic, minced  
15–16 oz reduced-sodium beef broth  
1 6-oz can tomato paste

On a plate, combine flour, salt, pepper and thyme. Dredge meat in flour, coating all sides. Heat oil in a large saucepan and brown meat on both sides, turning once, about 7 minutes total. Meanwhile, place carrots, potatoes, onions and garlic in a 5–6 quart slow cooker. Top with browned roast. Pour 2 TB water into the pan you browned the roast in, scrape up bits and add that rich liquid to the crock pot along with the beef broth and tomato paste. Cover and cook on low-heat setting 8 to 10 hours or on high-heat setting 4 to 5 hours. Serves 6.

\$2.40 per serving\*

*Per serving (about 10oz/296g-wt.): 320 calories (110 from fat), 12g total fat, 2.5g saturated fat, 50mg cholesterol, 540mg sodium, 26g total carbohydrate (4g dietary fiber, 7g sugar), 27g protein*

## Chickpea and Lentil VT Bangladesh Stew

2 TB 365 Everyday Value® Extra Virgin Olive Oil  
1 medium onion, chopped  
3 medium chile peppers, chopped  
4 cloves garlic, chopped  
2 tsp garam masala  
¼ cup sesame seeds  
2 15-oz cans 365 Everyday Value® Garbanzo Beans (chick peas)  
½ cup dried red lentils  
1 28-oz can tomato puree  
2 cups vegetable stock  
¼ cup pitted black olives  
½ cup yogurt

Heat olive oil in a pan and sauté the onions. Add peppers, garlic, garam masala and sesame seeds and cook until peppers begin to soften. Combine everything except the yogurt in the slow cooker and cook on low 8 to 10 hours. Add yogurt about 15 minutes before serving. Serve with warm naan or another bread. Serves 6.

\$2.48 per serving\*

*Per serving (about 15oz/429g-wt.): 250 calories (90 from fat), 10g total fat, 1g saturated fat, 5mg cholesterol, 680mg sodium, 33g total carbohydrate (8g dietary fiber, 9g sugar), 11g protein*

\*We make a darned good effort to estimate the cost of ingredients used in each recipe, but small regional and market variations are 100% guaranteed!

# learn to cook and you'll learn to save!

Make sure to tune in to  
"The Martha Stewart Show"  
weekdays to see Martha making  
these and other great recipes live.

The first step to saving money on meals and eating great, healthy food is to learn to cook! But what if you don't know where to begin? To get you started, we've asked Martha Stewart to teach us how to roast vegetables—a great technique for taking advantage of autumn's bounty. Martha contributed a few budget-conscious recipes, too, from her new book, *Martha Stewart's Cooking School*.

## Pan-Roasted Chicken DF GF

from Martha Stewart

Pan-roasting is frequently practiced in restaurants, as it allows chefs to get a nice crust on the meat and then quickly finish it in the oven. Choose quick-cooking vegetables and other accompaniments, such as the grape tomatoes here, so that everything is ready at once.

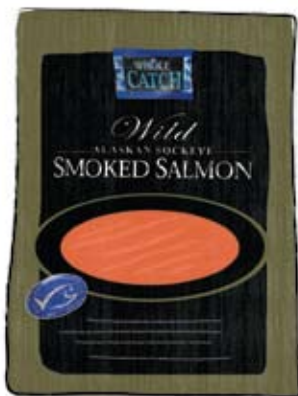
- 1 pint grape tomatoes
- 16 large black olives, such as Kalamata, pitted and halved
- 3 TB capers (nonpareil), drained and rinsed
- 3 TB olive oil
- 4 skin-on boneless chicken breast halves (about 6 oz each), rinsed and patted dry
- Coarse salt and freshly ground pepper

**Prepare sauce:** Heat oven to 475°F. Toss tomatoes, olives, capers, and 2 tablespoons oil together in a bowl. **Sear chicken:** Season both sides of chicken with salt and pepper. Heat a large ovenproof skillet over high heat until shimmering, about 1 minute. Add remaining tablespoon oil and heat until hot but not smoking. Place chicken in skillet skin side down, and cook until deep golden brown, about 4 minutes. Use tongs to flip chicken, then add tomato mixture to skillet. **Roast:** Transfer skillet to oven and roast chicken until cooked through and tomatoes have softened, 15 to 18 minutes. **Serve:** Transfer everything to a platter, or divide chicken among plates and spoon some tomato mixture over the top. Serves 4.

\$4.39 per serving\*

Per serving (about 8oz/218g-wt.): 270 calories (140 from fat), 16g total fat, 2.5g saturated fat, 65mg cholesterol, 660mg sodium, 5g total carbohydrate (1g dietary fiber, 2g sugar), 27g protein

\*We make a darned good effort to estimate the cost of ingredients used in each recipe, but small regional and market variations are 100% guaranteed!



## sure deal! wild caught cold-smoked salmon for \$5.99

Sometimes the mild, creamy flavor of farmed salmon is just fine. But we know that when it comes to entertaining and creating impressive appetizers or brunches, going "wild" is absolutely necessary. The deep red color and rich flavor of wild Sockeye salmon smoked according to Pacific Northwest tradition can't be beat...unless it also earned the Marine Stewardship Council (MSC) seal, that is.

Our smoked Sockeye salmon proudly wears the MSC seal certifying that it comes from sustainable, well-managed fisheries. All that care and flavor and tradition, yet we keep the price as low as we can so everyone can go wild when they need to. A 4-ounce package of **Whole Catch™ Wild Caught Smoked Sockeye Salmon** is only \$5.99.

# LEARN TO COOK

## How to Roast and Bake Vegetables

from Martha Stewart

Roasting is one of the best ways to impart intense flavor to vegetables, producing crisp browned exteriors and tender, moist interiors. It's a favorite technique of many chefs, as it consistently produces such satisfying vegetable dishes. For best results, cut vegetables into uniform pieces to ensure even cooking. Lightly coat them with oil to add flavor and to promote browning (and to keep them moist), and sprinkle with salt and pepper before cooking. Herbs and zest can also be used to season; if the oven is very hot or the cooking time is long, these should be added toward the end to keep them from burning (or use whole sprigs or stems, which can also be removed easily after roasting). Spread the vegetables in an even layer on a rimmed aluminum sheet pan, sturdy rimmed cookie sheet, or shallow roasting pan. Don't overcrowd the pan, or the vegetables won't brown properly.

The terms *roasting* and *baking* are often used interchangeably, yet for vegetables, baking usually refers to those that are cooked in the oven while left whole, rather than chopped first (think also of a baked potato as opposed to roasted potatoes). Vegetables are also considered baked when they are hollowed out and stuffed with savory fillings. There are also gratins and tians; these baked vegetable dishes exemplify ways to (literally) build layers of flavor. The difference between the two is that a gratin contains cream or other liquid to bind all the vegetables, while a tian does not. Other than that, the technique is similar: Thinly sliced vegetables are neatly arranged in an overlapping fashion and then baked, with or without a bread-crumbs topping, until golden and tender.

### Roasted Autumn Harvest Salad DF GF VT VG

from Martha Stewart

Just as a salad of chilled marinated vegetables feels right for spring, warm roasted vegetables make a splendid salad in the fall. The goal is similar for both: take seasonal produce, cook them to coax out their flavors and soften their texture, then toss each component separately in dressing before artfully arranging on a platter. You could even apply this formula to a summer salad of grilled vegetables, including eggplant, bell peppers, tomatoes, and zucchini.

The recipe calls for roasted shallots, parsnips, carrots, and beets, but other root vegetables would also be lovely, such as turnips, winter squash (butternut, acorn, or pumpkin), Brussels sprouts, or sweet potatoes and other tubers. Toasted spiced pepitas (hulled pumpkin seeds) would make a nice addition, as they would contribute welcome notes of heat and crunchiness. Grated sharp Cheddar cheese would add protein and another layer of complexity.

#### For roasted vegetables:

*¼ cup extra-virgin olive oil*

*8 baby red or golden beets or 4 medium beets, scrubbed and trimmed*

*8 shallots, peeled and cut in half if large*

*4 medium parsnips (about 1 lb), peeled and cut into 3" lengths (halve the thicker end pieces lengthwise)*

*6 long carrots, scrubbed well or peeled, halved lengthwise*

*Coarse salt and freshly ground black pepper*

*2 TB fresh rosemary leaves (from 2 sprigs)*

#### For salad:

*2 bunches arugula, trimmed and washed well (6 cups)*

*Shallot Vinaigrette (recipe at right)*

**Roast beets:** Heat oven to 450°F. Place beets on a parchment-lined piece of aluminum foil and drizzle with 1 tablespoon olive oil. Wrap in foil and bake until beets are tender when pierced with the tip of a knife, 30 to 45 minutes for baby beets and up to 1¼ hours for larger beets. Let stand until cool enough to handle, then rub off skins with paper towels. Cut beets in half (or into quarters or sixths if large).

**Meanwhile, roast shallots, parsnips, and carrots:** Toss shallots, parsnips, and carrots in a large bowl with remaining 3 tablespoons oil, then season with salt and pepper. Spread in a single layer on a parchment-lined rimmed baking sheet and sprinkle with rosemary, tossing to coat. Roast until tender and golden, turning vegetables over once, about 30 minutes. Transfer to a bowl.

**Prepare greens:** Wash arugula and dry thoroughly, then place in a bowl and cover with a damp kitchen towel (or damp paper towels). Refrigerate until needed (this will help crisp the leaves).

**Toss vegetables and greens with vinaigrette:** Toss parsnips, carrots, and shallots with 2 tablespoons vinaigrette. Toss beets separately with 1 tablespoon vinaigrette (to prevent their color from bleeding). Toss arugula with 2 tablespoons vinaigrette and season lightly with salt and a pinch of pepper.

**Compose salad and serve:** Line a serving platter with arugula and arrange vegetables on top. Serve salad immediately. Serves 4 to 6.

\$4.04 per serving\*

*Per serving (about 11oz/318g-wt.): 400 calories (260 from fat), 29g total fat, 4g saturated fat, 0mg cholesterol, 490mg sodium, 34g total carbohydrate (9g dietary fiber, 14g sugar), 4g protein*

### Shallot Vinaigrette DF GF VT VG

*3 TB sherry vinegar*

*½ tsp Dijon mustard*

*1 tsp minced shallot*

*Coarse salt and freshly ground pepper*

*¼ cup plus 2 TB extra-virgin olive oil*

Combine vinegar, mustard, shallot, ½ teaspoon salt, and ¼ teaspoon pepper in a bowl and whisk to combine. Whisking constantly, add oil in a slow, steady stream until oil is incorporated and mixture is emulsified. Serve immediately. Makes ½ cup.

64¢ per serving\*

*Per serving (2 Tbsp/34g-wt.): 190 calories (190 from fat), 21g total fat, 3g saturated fat, 0mg cholesterol, 160mg sodium, 0g total carbohydrate (0g dietary fiber, 0g sugar), 0g protein*

Recipes and "How to Roast and Bake Vegetables", reprinted from *Martha Stewart's Cooking School*, by Martha Stewart. Copyright ©2008. Published by Clarkson Potter/Publishers, a division of Random House, Inc. Available 10/21

\*We make a darned good effort to estimate the cost of ingredients used in each recipe, but small regional and market variations are 100% guaranteed!

# meals for one

## simple solutions for telling takeout to take a hike

### 3 Money-Saving Quick Tips

- 1 Fall for Soup.** Make your own or boost your bowl with leftovers that shouldn't go to waste: veggies, chicken, shredded cheese, tortilla chips, rice, pasta. If you cook too much, freeze individual portions.
- 2 Deep Freeze for Deep Savings.** Divide and freeze single-use portions of packaged meats (bacon, sausage, etc), big basic recipes (pasta sauce, chili, beans) and one-pot meals (homemade mac & cheese, lasagna, casseroles).
- 3 Make a "Food Circle."** Some budget-minded singles are meeting once a week, each with a big one-dish meal. They swap, fill reusable containers and head home to freeze a week's worth of homemade, heat-and-serve meals for one.

### Meals for One

#### 7-day Dinner Planner

**Monday: Twice-Baked Tex Mex Potato.** Use the recipe at right to kick off the week with a little kick. Refrigerate remaining beans in an airtight container for later in the week.

**Tuesday: Bacon-Wrapped Beef Skewers.** Cut 3 ounces of top sirloin into three pieces, season and wrap each with turkey bacon. Skewer and broil, turning once, until bacon is crispy. Use horseradish or Asian sauce for dip.

**Wednesday: Mac & Cheese.** Try a variation of the standard blue box: alfredo, cheesy herb or white cheddar. Serve with a simple salad or frozen veggies.

**Thursday: Guilt-free BLT.** Make with turkey bacon, arugula or spinach, tomatoes and whole wheat bread. Pair with 365 Everyday Value® organic creamy soup.

**Friday: No Cook Day!** Stop by our deli and take your pick—lasagna, stirfry, main course salads, etc. Unlike a restaurant, you get exactly what and how much, with no tipping.

**Saturday: Dinner out with Friends.** Go somewhere that serves large enough portions to count as two meals so you can take half away, perhaps with a plan to swap doggie bags!

**Sunday: Huevos Rancheros.** Eggs are an affordable source of high-quality protein. Top heated leftover beans with eggs your way, cheese and salsa. Serve with warm tortillas.

### Twice-Baked Tex Mex Potato GF VT

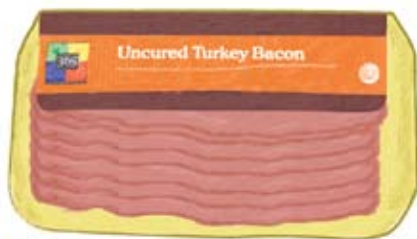
- 1 (10- to 12-oz) Russet potato
- 1 TB sour cream
- ½ cup 365 Everyday Value® Organic Refried Pinto Beans, warm
- Salt to taste
- ¼ tsp ground cumin
- 2–3 TB grated cheddar cheese
- Fresh salsa
- 1 green onion, thinly sliced

Preheat oven to 400°F. Prick potato all over with a fork and place on a baking sheet. Bake until just tender, about 1 hour; set aside until cool enough to handle. (Alternatively, microwave potato about 10 minutes until soft.) Meanwhile, preheat broiler. Cut open potato and scoop about ½ cup of the cooked flesh into a medium bowl. Add sour cream, beans, salt and cumin and mash with a fork to combine. Refill potato with bean mixture, then top with cheese and return to baking sheet or place in a small baking dish. Broil until cheese is melted and golden brown, about 2 minutes. Top with salsa and green onions and serve. Serves 1.

\$2.50 per serving\*

Per serving (1 potato/508g-wt.): 440 calories (40 from fat), 4.5g total fat, 2g saturated fat, 10mg cholesterol, 840mg sodium, 88g total carbohydrate (15g dietary fiber, 4g sugar), 15g protein

\*We make a darned good effort to estimate the cost of ingredients used in each recipe, but small regional and market variations are 100% guaranteed!



## sure deal!

### turkey bacon like no other at \$4.49

If, like many of our shoppers, you are a fan of our excellent holiday roasting turkeys, you might understand what's special about our turkey bacon. Though turkey is one thing and bacon is another, we think we've found the perfect combination.

It starts with turkeys raised on wholesome feed and without antibiotics, from suppliers that meet the strict standards you expect from us. It's got all the delicious, smoky flavor of pork bacon, yet 97% fat free(!) and cooks up in just 15 minutes in a skillet or the oven. A 12-ounce package of our **365 Everyday Value® Turkey Bacon** is a steal at \$4.49.

# meals for two

sure we show off big food, but we love to help custom fit

## 3 Money-Saving Quick Tips

- 1 Cook Up a Pot of Grains.** Save time, money and the urge to eat out by making a big pot of rice, pasta or another grain. Then it's quick and easy to broil or stirfry a little protein and lots of veggies to go along with it for subsequent meals.
- 2 Make Meat do Double Duty.** A spice-rubbed pork tenderloin, for example, makes great dinner one night then killer sandwiches the next. Always buy and cook extra meat and poultry so you have leftovers for burritos, soup, pasta, etc.
- 3 Keep Eggs on Hand.** Dinner doesn't have to be elaborate to be satisfying. Whip up an omelet, frittata or quiche for dinner. You can keep last bits of cheese and veggies from going to waste, and eggs are a great source of high-quality protein.

## Meals for Two

### Weeknights and Sunday Brunch

**Monday: Pork Tenderloin.** Rub a pork tenderloin with Cajun seasoning, olive oil and lime juice. Refrigerate 3–10 hours. Brown all sides, roast 20 minutes at 400°F or until 160°F. Serve sliced thin with steamed veggies.

**Tuesday: Noodle Bowl.** Add cooked soba noodles to boxed miso soup and top with cubed tofu (or leftover pork), julienned veggies and grated ginger.

**Wednesday: Portabello Mushroom Supper Sandwich.** Try hearty, satisfying portobellos in the recipe at right.

**Thursday: Pasta and Sauce.** Our 365 Everyday Value® Organic Pasta is affordable, yet superb quality. Pair with a jar of Puttanesca or Vodka sauce.

**Friday: Relaxing Dinner In.** Pick up some delish dishes from our deli, placing your order by how much you want to spend...as in "I want \$3.00 worth of lentil salad."

**Saturday: Dinner Out!** To get the most out of your one meal out, select something you never make at home, perhaps a complex curry, Korean BBQ or killer chicken wings.

**Sunday Morning: Greek Yogurt Parfait.** Layer Greek yogurt with sliced pears, toasted walnuts and toasted oats. Drizzle with honey. Enjoy in a sunny window or back in bed.

## Portabello Mushroom <sup>VT</sup> Supper Sandwich

2 large portabello mushrooms, stems removed  
¼ cup + 1 TB 365 Everyday Value® Organic Balsamic Vinaigrette  
2 pieces focaccia bread, about 6x6" each  
2 slices provolone cheese  
2 jarred roasted red peppers, drained well  
handful arugula leaves

Marinate the mushrooms at room temperature in ¼ cup vinaigrette 20 minutes. Broil mushrooms about 3" from the broiling element 6–7 minutes per side, until lightly browned. Halve the focaccia or roll horizontally, and place the cheese on one side of the bread. Cut the broiled mushrooms into 1"-thick slices diagonally, and arrange them over the cheese. Place the peppers over the mushrooms, and top with the arugula. If you like, sprinkle a little vinaigrette over the arugula, and close up the sandwiches. Serves 2.

\$3.56 per serving\*

Per serving (about 8oz/229g-wt.): 320 calories (90 from fat), 10g total fat, 5g saturated fat, 20mg cholesterol, 860mg sodium, 39g total carbohydrate (2g dietary fiber, 3g sugar), 17g protein

\*We make a darned good effort to estimate the cost of ingredients used in each recipe, but small regional and market variations are 100% guaranteed!

## sure deal!

### flu relief with no side effects only \$9.99

What, no side effects? That's right, and minimal effect on your wallet, too. Taken at the first sign of flu, this homeopathic remedy provides temporary relief of symptoms including fever, chills and body aches.\* It is suitable for anyone age 2 years or older and does not interact with other medications and supplements, or cause side effects such as drowsiness.

Used for more than 200 years, homeopathic medicines are regarded highly in modern-day Europe for their effectiveness and are catching on in the U.S., notably for flu relief. Pick up a pack and be prepared at the first signs of flu! A 6-dose package of **365 Everyday Value® Flu Ease** costs just \$9.99.

\* As always, when using over-the-counter medication, if symptoms are severe or persistent you should refer to your healthcare provider.



value = (organic soymilk × 12) - % off

# meals for four

## wholesome meals for happy wallets

### 3 Money-Saving Quick Tips

- 1 Pull out that Slow Cooker.** Time is the number one reason that families don't cook or eat together. Having dinner ready when you get home is not overrated. See page 3 for great recipes.
- 2 Stock Up on Sales.** Load up on long-lasting products you use often when they're on sale, especially freezables and staples, such as mac and cheese or frozen potatoes. If you have storage space or an extra freezer, use it!
- 3 Shop for 365 Everyday Value®.** It's our own brand and you won't have to look far for everyday staples and more. There are about 1500 products, all with the lowest prices and the highest standards.

### Meals for Four 7-Day Dinner Planner

**Monday: Pork Sausage Sauté.** Slowly brown chunks of pork sausage links with sliced onions. Serve with roasted potatoes and apples (or our new 365 Everyday Value® instant mashed potatoes and applesauce).

**Tuesday: Make Some, Buy Some—Chili or Hearty Soup.** Stop by Prepared Foods for one of our hot seasonal soups and chilis and make a big green salad.

**Wednesday: Spaghetti with Ragout.** Sauté garlic in olive oil with a pound of ground dark turkey. Add your favorite pasta sauce and simmer while you prepare pasta. Sprinkle with dried oregano.

**Thursday: Veggie Burgers, Baked Beans and Cole Slaw.** Burgers aren't just for summer, and there are fantastic, satisfying veggie burgers that cost less than meat.

**Friday: Pizza Night.** Check out our full selection of frozen pizzas at great prices, including our lineup from 365 Everyday Value®. No dialing necessary! Raw veggie sticks and dip will round out the meal.

**Saturday: Cook's Night Off.** Dinner out or let each family member choose a favorite item from Prepared Foods—best quality, controlled portions and no tipping!

**Sunday Family Supper: Sour Cream Chicken and Mushroom Pasta.** Gather everyone around the family table for this favorite creamy chicken recipe at right. Substitute rice for pasta if you wish and serve with green beans from the freezer.

### Sour Cream Chicken and Mushroom Pasta

*¾ lb chicken tenders*  
*¼ cup 365 Everyday Value® All-Purpose Flour*  
*sea salt and ground black pepper*  
*1 TB butter*  
*1 TB extra virgin olive oil*  
*1 cup sour cream*  
*1 cup 365 Everyday Value® Organic Chicken Broth*  
*1½ cups cleaned and sliced mushrooms*  
*1½ tsp paprika*  
*8–10 oz fettuccine or bowtie pasta*

In a clean plastic or paper bag, toss chicken pieces with flour, salt and pepper. Melt butter in a skillet with olive oil; brown chicken on all sides. Mix in sour cream, broth, mushrooms and paprika. Cover and simmer on low heat 25–30 minutes. Prepare pasta according to package instructions. Serve chicken over cooked pasta. Serves 4.

\$3.17 per serving\*

*Per serving (about 11oz/308g-wt.): 670 calories (280 from fat), 31g total fat, 12g saturated fat, 80mg cholesterol, 750mg sodium, 70g total carbohydrate (4g dietary fiber, 5g sugar), 25g protein*

*\*We make a darned good effort to estimate the cost of ingredients used in each recipe, but small regional and market variations are 100% guaranteed!*



## sure deal!

### instant gratification at 40¢ a cup: organic hot chocolate

Suffering from a mid-afternoon slump or an after-dinner chocolate craving? Got kids coming in from the cold? If you—or your microwave—can boil water, you're just seconds away from a steaming, satisfying cup of hot cocoa that won't burn your budget.

Pardon our pride, but it was a real balancing act to get the sweetness, creaminess and chocolate flavor just right, while keeping the price low with "organic" in the mix. Give it a try—Milk Chocolate or Rich Chocolate—and be prepared for instant gratification with a box of 10 packets of our **365 Everyday Value® Organic Hot Cocoa Mix** for only \$3.99.

value = ("365" organic green tea ÷ 80 bags) + ♥ + exceptional price

# entertaining on a budget

here's a helping hand so you don't spend an arm and a leg

## 3 Money-Saving Quick Tips

- 1 Bake it Yourself.** Fancy desserts can set you back, so learn how to make a signature dessert, whether it's an amazing batch of brownies or a simple apple tart. Less money and a little more labor for a lot more glory.
- 2 Go Back to the Future.** Watching your food dollar is nothing new. Many comfort foods were born in budget days. So bring back the family favorites that feed dozens on a dime—meatloaf, baked ziti, chicken casseroles, vegetarian chili. Get recipes at [wholefoodsmarket.com](http://wholefoodsmarket.com).
- 3 Get Value from Volume.** A houseful is one time you can't buy too much of a good thing. Ask about case and volume discounts in all departments. Choose recipes so you buy big on discounted and sale items.

## Entertaining on a Budget

### Weekend Menu Planner for an Onslaught of Friends & Family

**Friday Night Dinner: Home-style Comfort Meal.** Make ahead a one-pot meal that's ready whenever they arrive...regardless of travel delays: lasagna, layered potato casserole, a big pot of soup or stew. Offer plenty of cornbread, biscuits or good bread and butter.

**Saturday Breakfast: Omelet Bar.** Dub someone Chef du Jour and provide plenty of fixin's—shredded cheese, bits of cooked bacon or deli meats, cream cheese, smoked salmon, thawed frozen broccoli, lots of diced veggies. You'll use more eggs but fewer costly ingredients.

**Saturday Dinner: Beef Brisket with Carrots.** Slow braising is easy and effective for this less pricey cut of meat. The beef gets fork tender and fills the kitchen with tantalizing aromas. See our recipe at right. Serve with our new 365 Everyday Value® instant mashed potatoes and a green salad.

**Sunday Lunch: Quick Creamy Crab Bisque.** Make this delicious Southern soup quicker than you can say “frankly my dear, I don't give a damn.” Serve with crackers and leftover green salad tossed with hearts of palm and vinaigrette.

## sure deal! crab meat for \$7.99

It appears that we may have crossed the line here...a seemingly indulgent item at a price that doesn't come close to indulgence.

Premium quality, wild caught crab claws from the Blue Swimmer Crab with a taste almost indistinguishable from that of Maryland Blue Crab. Live crabs are cooked and they're steamed—vs. boiled—for better taste and texture, then hand picked under various types of lights to be as shell free as possible.

Your holiday indulgence need not be a monetary indulgence with this “little tub of love from the sea.” That's what some folks around here are calling it anyway. So go crab-dip crazy or make our bisque recipe at right. An 8-ounce tub of **Whole Catch™ Crab Claw Meat** is only \$7.99.



## Quick Creamy Crab Bisque

2 32-oz cartons 365 Everyday Value® Organic Creamy Portobello Soup

1 cup clam juice

¾ cup half-and-half

2 8-oz pkgs Whole Catch™ Crab Claw Meat, picked free of shells

¼ cup dry sherry (optional)

Using a heavy saucepan, combine all of the ingredients and bring to a boil. Reduce the heat and simmer 5 minutes. Serve with your favorite crackers and a simple salad. Serves 10.

\$2.46 per serving\*

Per serving (about 9oz/275g-wt.): 130 calories (45 from fat), 5g total fat, 1.5g saturated fat, 40mg cholesterol, 490mg sodium, 9g total carbohydrate (1g dietary fiber, 1g sugar), 13g protein

## Beef Brisket with Carrots DF

1 beef brisket (about 4 lbs)

Salt and ground black pepper

1 cup chopped onion

2½ TB extra virgin olive oil

3 365 Everyday Value® Organic Carrots, peeled and sliced ½" thick

½ cup parsley, chopped (reserve 1 TB for garnish)

1 28-oz can chopped tomatoes

2 cups beef broth (or 1 cup beef broth and 1 cup red wine)

2½ TB brown sugar

Preheat oven to 350°F. Sprinkle brisket with salt and pepper and place, fat side up, in heavy roasting pan. Sauté onions in olive oil until lightly browned, then scatter over brisket. Add carrots, parsley and tomatoes. In a small bowl, mix the beef broth and brown sugar until dissolved then pour around the brisket. Cover pan tightly. Bake 2½ hours, turning once or twice during cooking. Remove brisket from pan and cool. Trim off all visible fat and slice fairly thin, diagonally against the grain. Reduce liquid slightly in roasting pan for sauce. Serves 10.

\$3.75 per serving\*

Per serving (about 12oz/351g-wt.): 340 calories (150 from fat), 17g total fat, 5g saturated fat, 110mg cholesterol, 330mg sodium, 7g total carbohydrate (1g dietary fiber, 5g sugar), 38g protein

\*We make a darned good effort to estimate the cost of ingredients used in each recipe, but small regional and market variations are 100% guaranteed!

# how to throw a darn good party

## without throwing out the wallet

You can't blame us for trying to sell you the ranch. It's the harvest season and the holiday season, and we're excited about all the amazing foods! We do understand, though, so let us share a few tips for how to host impressive parties and big meals without spending impressive amounts of cash. Here are some ideas from the ranch hands, wink wink.



### 365 Ways to Save When all You Want to do is P-A-R-T-Y

Our 365 Everyday Value® brand is known for great prices on natural and organic foods without artificial additives, but we don't often reveal that many of them love to party! What would that do to our image? Along with everyday staples, we're talking mixers, chips and crackers, frozen pizza, even boxed wines where the law allows us the privilege of bringing that to our house party.

### Sneaky Substitutions For Saving on Party Food and Saving Face, Too

The Usual	The Alternative	How it Saves \$!
Guacamole	Black Bean Dip topped with chopped avocado	Guacamole uses 3-4 avocados. This uses just one.
Smoked Salmon Slices	Smoked Salmon Spread	Smoked salmon's strong flavor penetrates cream cheese so you don't need much.
Sliced Ham or Prosciutto on a Platter	Wrap meat slices around vegetable sticks, cut the roll into bite-sized pieces, use toothpicks	Requires less meat, controls portion size and is more filling.
Exotic Flower Centerpiece	Basket of apples, pears or winter squash	You can eat them when the party is over. See our recipes for these seasonal faves.
Antipasto Platter of Olives & Marinated Veggies	Bruschetta with Olive & Veggie Topping	Uses less, controls portions and the bread is filling.
Mini Crab Cakes	Crab Dip with Bread	Same great crab flavor but slows down the chow time.
Champagne	Cava, Prosecco or Champagne Cocktails	Spain and Italy's sparkling wines are often at a better price, or stretch the bubbly in cocktails.



### sure deal! comfortable digestion for \$5.99

You dig in to hearty chili, tailgating parties and big holiday meals. But you might not enjoy the follow-up. Fortunately, these easy tablets can give your body some help. They don't just mask symptoms; they actually include several types of enzymes to support healthy digestion of several types of foods: dairy, fat, starch, protein and sugar.

Certain enzymes may help reduce gas and bloating associated with the ingestion of high calorie, rich food. Plus, proper digestion helps you get the most nutrient value from what you eat so you're not wasting money on food that "goes right through you." Enjoy the bounty of the season with 100 tabs of our **365 Everyday Value® Simple Digestive Formula** for just \$5.99.



## Fancy Brie. Not a Fancy Price. Cocktail Nibbles for Six to Eight

When you're serving up cocktails, you need nibbles. You don't need hassle or added expense. You do need nibbles worthy of cocktails, though. Our exclusive holiday brie is the answer. And here's the fast and frugal way to make it happen. Ready? Set? Go!

Pick up a small round (350g) of our Imported French Brie\*—just look for the picture of the *bon homme* (that's "good guy" in French). It's only \$7.99 and wait 'til you see how we stretch it. Cut the brie like a pie, into 16 wedges. Place each wedge on a baguette slice—or any kind of bread, cut into presentable pieces and toasted. Then add a pretty little dollop of fruit spread, a single toasted nut, a sliver of fruit (fresh or dried), a smidge of fancy mustard, a drizzle of honey...whatever you've got around that needs using up, sweet or savory, except maybe ketchup. Voila! (That's French for "see there!")

## 3 Money-Saving Quick Tips

- 1 Save the last minute for the unexpected.** If you know company's coming, make a big batch of chili or lasagna a few weeks ahead and freeze it.
- 2 Don't shop when you're hungry,** but we can't help it if you get hungry while you're in our store...we do, too.
- 3 Keep your pantry stocked** with 365 Everyday Value® products. Having a few tried and true things in your pantry lets you be prepared to entertain for less.

\* Available late October.

## Baked Apple and Brie Canapés VT

3 tart apples, cored and sliced into eighths  
 1 TB melted butter  
 1 TB brown sugar  
 1 (350-gram) wheel Brie, sliced  
 24 baguette slices

Toss apple slices with melted butter and brown sugar. Bake or microwave until tender. Arrange the Brie evenly over the bread slices and top with the apple slices. If desired, broil briefly to melt the cheese slightly and brown the apples. Serves 6–10.

Cost per serving: \$1.71\*

Per serving (4 oz/110g-wt.): 260 calories (130 from fat), 14g total fat, 8g saturated fat, 10g protein, 24g total carbohydrate (3g dietary fiber, 6g sugar), 45mg cholesterol, 380mg sodium

\*We make a darned good effort to estimate the cost of ingredients used in each recipe, but small regional and market variations are 100% guaranteed!

## here's the deal...

...about artisan cheeses.  
 Our cheese specialists are more than happy to cut just how little you want—and give you a taste, too. Just name your amount and they'll cut to order.



## sure deal! almost a pitcher of almost organic cocktails for \$6.99

Maybe you can find an organic vodka or tequila. Maybe not. However, you can get really, really close to an all-organic cocktail—and fast—and affordably—with these fabulous mixers. The leading brand will run you about ten bucks and these are organic for less! That means they're made from the perfect proportions of organic fruit juices and organic cane sugar.

You could save more if you went "virgin" (recipes on the bottles), but either way 32 ounces of our **365 Everyday Value® Organic Cocktail Mix**—Margarita or Cosmopolitan—is only \$6.99.

value = box × (mac + cheese) – artificial additives + great pricing

...a darn good party continued  
with continued budgetary success



## How About a Little More Cheese and a Little Less Moolah-lah?

There's no hiding our renowned artisan cheeses—or the cost of producing some of them—and they're truly incredible. Often, though, you're just looking for a way to satisfy a crowd with good, wholesome food—chili, lasagna, super nachos—all with plenty of yummy cheese, right? The solution is Cheese Buys. Just look for the logo and you'll find great prices on the cheeses you need, when you need a lot of cheese!

### Swiss Cheese Onion Crostini VT

- 2–3 TB 365 Everyday Value® Extra Virgin Olive Oil
- 2 yellow or white onions, very thinly sliced (about 3 cups)
- 1 tsp dried thyme
- salt and freshly ground black pepper
- 1 large baguette, sliced on the diagonal into 12–16 slices, about ½" thick
- 2 TB 365 Everyday Value® Organic Dijon Mustard
- 2 cups grated Gruyère cheese

Preheat oven to 425°F. In large skillet, heat oil over medium-high heat; add onions. Let onions cook at least 3 minutes before stirring (they should start to brown before you move them around). Continue to cook, stirring only occasionally, about 20 minutes, until onions are well browned. Add thyme and season with salt and pepper. Spread bread slices with a little mustard. Divide onion mixture evenly over bread slices then top each with cheese. Place on foil-lined baking sheet; bake 10 minutes or until cheese is melted. Makes 12–16 pieces.

\$1.87 per serving\*

Per serving (about 2 baguette pieces/158g-wt.): 220 calories (130 from fat), 15g total fat, 7g saturated fat, 35mg cholesterol, 410mg sodium, 11g total carbohydrate (1g dietary fiber, 3g sugar), 11g protein

### Party-Time Pimiento Cheese VT GF

- 1 lb sharp cheddar cheese, shredded
- 1 small red onion, chopped
- 8–10 oz pimientos or roasted red peppers, drained and chopped
- 1 bunch green onions, chopped
- 3 garlic cloves, minced
- 1 cup 365 Everyday Value® Mayonnaise
- Ground white pepper to taste

In a large bowl, combine cheese, red onion and pimientos. In a smaller bowl, mix green onions and garlic with mayonnaise, then add to cheese mixture and blend thoroughly. Add white pepper and stir well to combine thoroughly. Let rest at least a few hours before serving. Makes 3 cups.

68¢ per serving\*

Per serving (2 Tbsp/47g-wt.): 90 calories (60 from fat), 7g total fat, 4.5g saturated fat, 20mg cholesterol, 125mg sodium, 1g total carbohydrate (0g dietary fiber, 1g sugar), 4g protein

\*We make a darned good effort to estimate the cost of ingredients used in each recipe, but small regional and market variations are 100% guaranteed!



## sure deal! 15 glasses of wine for \$10.99

Hallelujah...another reason to celebrate! We've stocked up on big bottles of better-than-decent wine so you can be well prepared to host your socks off (and afford a new pair when it's all over). The California Chardonnay is ripe and tasty with pear and citrus flavors, perfect on its own or paired with seafood, poultry or appetizers. The Merlot is soft in structure with plum, cherry, tickling tannins and the fortitude needed for red-sauced pasta, pizza or stuffed mushrooms. Either one will work with pork or turkey, thankfully.

If you shop our wine-selling stores, you can take home a 1.5-liter bottle (that's about 15 glassfuls) of 365 Everyday Value® Paul Valmer Chardonnay or Merlot for just \$10.99.

# our values aren't virtual, but our value discussion is!

[wholefoodsmarket.com/wholedeal](http://wholefoodsmarket.com/wholedeal)

There's something to be said for speaking up, airing one's views, sharing ideas. Our stores have customer comment boards. Now we're flinging open the doors of our website to allow you to talk to us and to each other. Here's a sample of customers' own tips for getting the best value when shopping our stores. Log on and share your own!

*The best investment you can make for you and your family is to **learn about how to cook**. By learning to bake from scratch everything from dinners to bread, and carefully planning our meals, I've been able to **reduce my grocery bill almost 40%**. I still only shop at Whole Foods and I buy as much organic as I can. I'm proof that it can be done without breaking the bank account.*

**-Kelly J.**

*I'm new to the world of fine cheese and have purchased several different kinds on a whim from various markets in my area only to get them home, taste them, and be somewhat disappointed. Being frugal, I would force myself to finish off what I had purchased but sometimes a particular cheese would go to waste. Here's the tip: Whole Foods has a **cheese specialist who will guide you** in the right direction and give you a sample of any cheese you'd like. Not only is this a fun way to spend a Saturday afternoon but also a **great way to save some cheddar** (sorry). You can also ask them to cut a piece of cheese down and package it as a smaller portion to accommodate your budget.*

**- Lee**

*As a broke college student and someone who believes in "you are what you eat," I have to stretch my dollar as far as it can go to make sure I can afford to eat the wholesome foods I want. My very favorite save money tip, which took me a while to master, is to **never throw away food**. 9 times out of 10 I find a way to use whatever left over food I have. Too many organic bananas? Cut them up before they go bad and freeze them for when you want them in your smoothie! Guests didn't eat enough of that fancy bread you bought? Make croutons or bread crumbs and throw them in the freezer until you need them. If you use a little bit of creativity, you'll always be able to **eat your favorite, healthy foods, stretch your grocery allowance, and avoid feeling guilty about spending a bit more on more wholesome food choices!***

**-Jenna Z.**

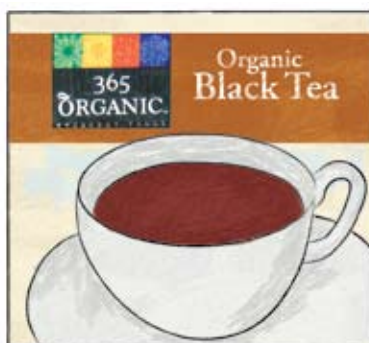
## Speak Up on Value and You Might Win a \$25 Gift Card!

Every Thursday, our Whole Story blog ([blog.wholefoodsmarket.com](http://blog.wholefoodsmarket.com)) posts a value shopping tip chosen from comments posted by our customers at [wholefoodsmarket.com/wholedeal](http://wholefoodsmarket.com/wholedeal). Through December, if your comment is selected to be featured in the Whole Story blog, we'll send you a \$25 Whole Foods Market® gift card!

## here's the deal...

### ...about food waste.

On average, households waste 14 percent of their food purchases. Fifteen percent of that includes products still within their expiration date but never opened!



## sure deal!

### 80 organic tea bags of antioxidant power only \$3.99

This could be the best deal in the store...an organic cuppa for a nickel! And, beyond refreshing, beyond warming, beyond sharing a moment with a friend, tea has real health benefits. Research suggests the antioxidants found in tea—black or green—contribute to good health by neutralizing free radicals which can damage all kinds of cells in the body.

We source our green variety from organic hillside tea estates in China, where it is hand picked and gently steamed to retain its delicate flavor, aroma and color. Our black tea is a blend from organic estates around the world—robust, lively and rich. If you're someone who enjoys a daily—or twice or thrice daily—cuppa, why not go organic? This is an 80-bag box of Green or Black **365 Everyday Value® Organic Tea Bags** for just \$3.99.

value = 100% juice ÷ 32 oz × 12 - % off

# fresh seasonal produce

we're not afraid to jump on the farm wagon to save some potatoes

"Eating in season" is touted as a great way to save, and it can be, but is not always the case due to weather, regionality and market forces. The good news is, if we get a deal, we pass the savings on to you. Watch for great pricing on fresh produce in season and always shop the sales. What's in season now? Apples and winter squash, for starters.

## Squashing the Fear of Winter Squash

Why don't we eat more winter squash? It provides great nutritional and financial value, and it's highly versatile in the kitchen. Here are the top 6 hesitations we've heard and top 6 ways to solve them.

Squashy Hesitations	Hard Squash Solutions
I don't know what to buy.	Start with one of the most popular: butternut, acorn or spaghetti squash.
I don't know how much I need.	About ½ lb per person: 2 acorn or one large butternut or spaghetti squash for 4 people
It seems too difficult to prep for cooking.	Use a sharp, heavy knife to halve it (or ask us to halve it for you), then scoop out the seeds. Microwaving 30 seconds before cutting may help.
I don't know how to cook it.	Bake unpeeled halves or peel and chunk for roasting, soups, stews or mashing.
Seasoning stumps me.	Squash benefits from salt and pepper, sage, thyme, cinnamon, ginger, butter, brown sugar, maple syrup.
I can't wait for it to cook.	It cooks quickly in the microwave, or steam chunks for mashing or add it to your slow cooker recipes.

## Roasted Butternut Squash with Sage & Cranberries DF GF VT VC

- 1 medium butternut squash
- 4 TB 365 Everyday Value® Extra Virgin Olive Oil, divided
- Salt and ground black pepper
- 2 medium onions
- 2 TB minced fresh sage
- 4 TB dried cranberries or cherries

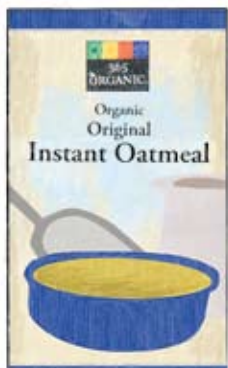
Preheat oven to 375°F. Peel squash and cut in half lengthwise. Scoop out seeds from the center and discard. Cut squash into large chunks. Coat with 2 tablespoons olive oil. Salt and pepper to taste and place on a lined baking sheet. Bake approximately 30 minutes, or until well caramelized. Peel onions and cut into large chunks. Coat with additional olive oil. Salt and pepper to taste and place on a lined baking sheet. Bake approximately 20 minutes, or until well caramelized. When squash and onions are done, toss with sage and dried cranberries. Serve immediately. Serves 4 to 6.

\$2.73 per serving\*

Per serving (about 9oz/247g-wt.): 210 calories (100 from fat), 11g total fat, 1.5g saturated fat, 0mg cholesterol, 240mg sodium, 29g total carbohydrate (6g dietary fiber, 9g sugar), 2g protein

\*We make a darned good effort to estimate the cost of ingredients used in each recipe, but small regional and market variations are 100% guaranteed!

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## sure deal!

8 days of organic oatmeal love at \$3.39

Just think, your heart's got a big job, yet it never gets a vacation! You can do it a favor, though, and make its long life a little easier. Soluble fiber from oatmeal, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. And just one package of our instant oatmeal supplies 1 gram of the 3 grams of beta glucan soluble fiber necessary per day to have this effect.

The benefits of organic might be important to you, too. Then again, maybe you just like a warm, satisfying bowl of oatmeal for breakfast, in a hurry. Whatever your motivation, a box of 8 packets of our 365 Everyday Value® Organic Instant Oatmeal, any flavor you choose, is just \$3.39.

value = clean environment + service + equitable pricing

## How 'bout Dem Apples?

The originator of the saying “an apple a day...” was right on the money. Apples are affordable, portable and healthy for daily snacking. Pick up a 5-count bag of our 365 Everyday Value® organic apples or stock up on whatever variety is on sale. Here are some ways to make the most of Fall's great apples:

- Pair with...pork, squash, bitter greens, nuts, raisins, aged cheddar, blue cheese and foods seasoned with vanilla, cinnamon, nutmeg, allspice, mace, cardamom, clove, rosemary, sage, honey, maple syrup and lemon.
- Bake a pie, tart, crumble or crisp using apple varieties that hold up to cooking, such as Golden Delicious or Jonagold, and for tartness, Granny Smith.
- Make homemade applesauce using tart-sweet varieties that break down easily when cooked, such as Braeburn, Fuji and McIntosh.
- Add to salads, either chopped or sliced, to provide crunch and a burst of sweetness that balances out bitter greens and tart dressings. If not served immediately, toss pieces with lemon juice to delay browning.

### Apple Cranberry Crisp DF VT VG

2 5-packs 365 Everyday Value® Organic apples, sliced

½ cup dried cranberries or raisins

2 TB evaporated cane juice (sugar)

2 cups Muesli cereal or rolled oats

⅓ cup whole wheat pastry flour or brown rice flour

½ cup walnuts, chopped

2 TB ground flax seeds

1–2 tsp cinnamon

6 TB canola oil

4 TB 365 Everyday Value® Organic Maple Syrup

Preheat oven to 375°F. Lay the apples and cranberries or raisins in lightly oiled 9x13" baking dish. Sprinkle with sugar. Combine remaining ingredients and press over apple mixture. Cover with foil. Bake 45 minutes. Remove foil. Bake 20–30 minutes more until golden brown. Serves 8.

\$1.65 per serving\*

Per serving (about 8oz/237g-wt.): 420 calories (160 from fat), 18g total fat, 1g saturated fat, 0mg cholesterol, 85mg sodium, 65g total carbohydrate (10g dietary fiber, 33g sugar), 7g protein

\*We make a darned good effort to estimate the cost of ingredients used in each recipe, but small regional and market variations are 100% guaranteed!



## sure deal! big ol' jug of organic apple juice at \$6.99

The natural sweetness and flavorful earthiness of simple apple juice made it one of the best-selling products in the early years of the natural foods movement. Today it remains a staple for those who believe the purest foods result in healthier minds and bodies.

Ours is indeed pure and simple. It's 100%, not-from-concentrate, fresh-pressed, organic apple juice—nothing else—blended for a perfect sweet-tart balance from a variety of seasonal apples. It's priced pure and simple, too. An old-fashioned, re-usable, glass gallon jug—with the little loop handle for easy pouring—of our **365 Everyday Value® Organic Apple Juice** runs just \$6.99.

## Everybody Loves “Three Under \$3”

### 365 Everyday Value® Glycerin Bar Soap

Nice touches for the season seem out of reach? Not this one! These bars are triple milled to last a long time. They're beautiful without artificial colors, and biodegradable with vegetable-based ingredients and no sodium laurel sulfate or sodium laureth sulfate. Glycerin is a natural humectant, drawing moisture into the skin. Grab a few for significantly less than \$3 each.

### 365 Everyday Value® Flour

'Tis the baking season and we can help make your treats higher quality without higher cost. Unlike many brands, our flours are milled from wheat grown for taste and quality, not just yield. Plus, we work with small growers to help ensure the future of their farms. Get 5 pounds of Whole Wheat or All-Purpose Baking Flour for less than \$3.

### 365 Everyday Value® Instant Mashed Potatoes

Toss aside your potato peeler—we've simplified a classic. Made with dehydrated potato flakes, our instant mashed potatoes whip up in less than ten minutes. Just add butter (or margarine), salt and pepper. You'll be amazed at how great they are when you try the Original or pre-seasoned Garlic variety for less than \$3.



## sure deal! a better bag for only 99¢

It's the perfect date: undeniably attractive, with admirable character traits and active in community and environmental issues. Kind of like Sheryl Crow, who teamed up with us on this custom design to benefit the Natural Resources Defense Council.

This reusable grocery bag—and its smaller, gift-bag size—are made to last with 80% recycled plastic bottles. They can be used thousands of times, saving the manufacturing and disposing of thousands of plastic and paper bags. You're bound to fall for them, and commit to reusing bags for a lifetime. And each time you shop, you'll be reminded how wonderful they are by getting money back at check out.

**A Better Bag** only costs 99¢ for the large and 79¢ for the small. *Get 'em while available, starting October 15th only at Whole Foods Market!*

## here's the deal...

...**about turkey.** Though it is a good value, in 2006, Turkey was the #4 protein choice for American consumers behind chicken, beef and pork. Ours is raised on a vegetarian diet with no antibiotics and complete traceability to the farm.

### Our Core Values

If you're wondering what we value most, here 'tis. And if you're wondering what we mean by any of this, get the whole story of our mission-driven history at [wholefoodsmarket.com](http://wholefoodsmarket.com).

- Selling the Highest Quality Natural and Organic Products Available
- Satisfying and Delighting Our Customers
- Supporting Team Member Excellence and Happiness
- Creating Wealth Through Profits & Growth
- Caring About Our Communities & Our Environment
- Creating Ongoing Win-Win Partnerships with Our Suppliers

### Our Whole Foods Market® Quality Standards

With thousands of passionate Team Members on staff, always looking for the next best thing, something has to guide our choices. Our Quality Standards do just that. We actually use them every day in deciding which products to place on our shelves. Here's one that really sets us apart from the crowd (you'll find the others online): We feature foods that are free from artificial preservatives, colors, flavors, sweeteners and hydrogenated fats.

### Try it. Like it. Or return it.

At Whole Foods Market, we want you to be 100% delighted with our products. We're happy to give you a taste of just about anything we can right in the store, but you are also free to give something the old college try on your home playing field. Once you make a purchase, hold on to your receipt; if you are not satisfied, bring it back!

### 3 Invaluable Ways that Value Never Sleeps at Whole Foods Market

Our stores may close at night, but our website doesn't! **Visit [wholefoodsmarket.com](http://wholefoodsmarket.com) for:**

1. "The Whole Deal" customer forum where our shoppers share their own budget tips
2. A couple thousand searchable recipes, including categories for budget, entertaining, freezable, quick and easy, special diets and gifts
3. Up-to-date sales and product features for each Whole Foods Market location

