

january / february 2010

# the whole deal



how to hone your savings radar and stay the course  
for healthy bodies and healthy budgets in 2010



## sure deal!

wholly grains, batman! it's real  
rice, and fast, for less than \$3

Our 365 Everyday Value® Organic Cooked Rice is like a dynamic duo for healthier home-cooked meals. You don't have to live in a cave or go incognito to eat grains every day with superhero pride and ease. In just a couple of minutes, you can simply heat and serve whatever portion you need from a resealable bag in your freezer.

For authentic natural flavor in a flash, choose Organic Jasmine Rice. For quick, unadulterated whole grains, choose Organic Brown Rice. Either way, a big 20-ounce bag of frozen 365 Everyday Value® Organic Cooked Rice—Jasmine or Whole Grain Brown—is wholly affordable at \$2.99.

meals for 4  
on a budget

plus Meals for 1 and Meals for 2

9 new simple  
recipes

with 5 ingredients each  
at less than \$4 per serving

\$40+  
in coupons!

# welcome back savvy shoppers!

this is our year to help you eat healthier on a budget

Woohoo! Whole Foods Market® was named America's Healthiest Grocery Store by Health magazine, and our 365 Everyday Value® brand is continually lauded by those who want natural and organic foods at affordable prices. So if you're looking for healthy change in 2010, we're ready for you.

## 3 Ways to ALWAYS Save Money in Our Stores

- 1. Store Specials.** Sign up for *The Whole Deal* e-newsletter listing the best store specials. In store you'll find even more—1000+ items are on sale!
- 2. Volume Discounts.** Get discounted pricing on many items when you buy a full case or more than a certain amount at once. Details at Customer Service.
- 3. Shop for 365 Everyday Value®.** Our own brand helps you save, every day, 365 days a year. It's the best and broadest selection of natural and organic products at the best prices.

## 9 New Simple Recipes

Each costs less than \$4 per serving and is made with no more than 5 ingredients (not counting salt & pepper)

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Special diet notes accompany each recipe, but it's up to you to always double-check product labels! Packaged food ingredients can change.

Hungry for more budget recipes?  
Go to [wholefoodsmarket.com](http://wholefoodsmarket.com)!



## Looking to Get the Most for Your Food Dollar? Take the Healthy Eating Pledge!

**I Eat Well.** I eat a variety of whole foods—real, fresh, natural, organic, local, seasonal and unprocessed as much as possible. I emphasize plant-based foods, no matter what type of diet I generally follow. I minimize refined, highly processed foods and eliminate non-nutritive substances, such as hydrogenated fats and artificial flavorings, colors, preservatives and sweeteners.

**I Have Fun.** I believe that food should be delicious, pleasurable and fun. Joyful eating inspires and nourishes my body, mind and spirit. I celebrate where and how my food is grown and its bond with nature because it complements and enriches my relationship with my food and my community.

**I Take Charge.** I accept and appreciate that all dietary paths on the road to health deserve kindness, courtesy and respect. I seek out tools, education and guidance to expand my awareness about health-supportive food choices. I am empowered to make the best personal decisions for my own health and well-being.

## Everybody Loves "Three under \$3"

**365 Everyday Value® Organic Whole Trade™ Chocolate Bars** *All varieties*  
Silky smooth organic chocolate made in Switzerland—where they're good at that—using Whole Trade cacao. That means it's guaranteed to be responsibly sourced with a commitment to the environment, ethical trade and working conditions. All that plus each incredible 3-ounce bar is less than \$3.

**365 Everyday Value® Organic Tofu** *Firm or Extra Firm*  
If you're looking for affordable protein, here's one that is made from non-genetically engineered soybeans. And if you're new to tofu, don't be scared, there are plenty of ideas at [wholefoodsmarket.com/recipes](http://wholefoodsmarket.com/recipes). Try it, it's so reasonably priced, you might be able to get two 14-ounce tubs for \$3!

**Whole Foods Market™ Organic Lip Balm** *Peppermint, Tangerine or Vanilla Honey*  
If you think about the fact that you actually swallow some of the lip balm you apply, you might want to think of choosing one made with organics. Ours uses organic coconut and olive oils, natural flavors and pure essential oils. It meets our Premium Body Care™ standards and easily costs less than \$3.

# we know our store might seem like unfamiliar country... so let us help you learn to shop whole foods market® for quality, health and value

Whether you're a newbie or a long-time whole foodie, there's always more to discover in our stores. But sometimes it's not easy to find what you're looking for or even know what to look for in the first place! Our team members can help you navigate our aisles and demystify the natural foods landscape. That's what we're here for.

## What Are We Made Of?

Health Foods and Spice and Everything Nice

### The Basics

The widest selection of natural and organic products for every day and that meet our strict Quality Standards\*  
*(priced the same or better as you would find elsewhere for similar products)*



### Exclusive and Unique Items

Products you may not find elsewhere and with more attention to social responsibility, the environment and animal welfare  
*(naturally, it costs a bit more to produce products with this much care, but isn't it worth it?)*



\*What's the story on these "strict Quality Standards"? Well, for one, we feature foods that are free of artificial preservatives, colors, flavors, sweeteners and hydrogenated fats.

## The Top Two FAQs We Get

No Question is Stupid—Feel Free to Ask Any Team Member Anything Anytime...Almost

### Q: Does it Taste Good?

A: We think everything we sell tastes good or we wouldn't sell it! We do understand that opinions differ, though, so if it can be tasted on the spot, ask a team member to let you try it... it's part of our normal routine. If it's not easily sampled, try it at home and if you don't like it bring it back with the receipt. A 100% satisfaction guarantee is also part of our normal routine.

### Q: How Do You Cook It?

A: That's a good one, and you'll probably get a different answer from every Team Member you ask because we love to talk about food. We also have cookbooks and food guides, recipe cards, an iPhone recipe app and more than 2200 searchable recipes on our website.

## Winter Greens with Carrots, Feta Cheese and Brown Rice

Dark leafy greens are the most nutrient-dense foods. That means that they contain more beneficial micro-nutrients per calorie than any other food, providing incredible nutritional bang for your buck, and in this case they're ready, and very tasty, in less than 15 minutes. Serve with lemon wedges for even more flavor.

2 organic carrots, shredded

2 bunches organic dark leafy greens (kale, collard greens or Swiss chard), tough stems removed, leaves very thinly sliced

½ red onion, finely chopped

Salt & ground black pepper to taste

¼ lb feta cheese, crumbled

1 20-oz pkg 365 Everyday Value® frozen Organic Whole Grain Brown Rice, prepared according to package directions

Put carrots, greens, onions, ¼ cup water, salt and pepper into a large, deep skillet and toss well. Cover and cook over medium heat, tossing once or twice, until greens are wilted and tender, 10–15 minutes. Toss with feta cheese and spoon over brown rice.

Serves 4. **\$2.75 per serving\***

*low fat, high fiber, gluten free, vegetarian*

*Per serving (about 14oz/410g-wt.): 290 calories (70 from fat), 8g total fat, 4.5g saturated fat, 25mg cholesterol, 900mg sodium, 46g total carbohydrate (7g dietary fiber, 5g sugar), 11g protein*

*\*We do our best to estimate the cost of ingredients used in each recipe, but slight market variations are entirely possible.*



## sure deal!

### a full pound of feta goes a long way at \$6.99

If your budget bell or health alarm starts ringing at the mere thought of cheese, fear not. Highly flavorful cheese—such as Feta—doesn't take much to satisfy. Plus, Feta actually has more nutrients per calorie than other common cheeses. That's not permission to overindulge, but don't worry about having too much around; the traditional brine in ours helps to preserve it.

Stumped for Feta ideas? Check out [wholefoodsmarket.com/recipes](http://wholefoodsmarket.com/recipes), which includes the recipe above—or crumble it over chili or soup. Traditionally crafted in Wisconsin by Master Cheesemakers, this Feta is flavorful without being overbearing. Don't pass up a 16-oz tub of **365 Everyday Value® Traditional Greek Style Feta Cheese in Brine** for only \$6.99.

# meals for one

but who's to stop anyone from cashing in on these wholesome ideas?

## Meals for One: Daily Planner

Monday	Tuesday
<p><b>Veggie Monday</b> Use organic bread (coupon p.7) to make the <b>best grilled cheese ever</b>, perhaps cheddar with sautéed apples and onions, or mozzarella with arugula and sundried tomatoes. Add a green salad.</p>	<p><b>Use Your Noodles</b> Toss <b>broccoli and chicken with soy-ginger sauce</b> to serve over egg noodles (p.16) and then sprinkle with sesame seeds and cilantro or scallions. Tip: Buy only the broccoli you need at the salad bar.</p>
Wednesday	Thursday
<p><b>Black Bean Soup</b> Check out your options on page 18 for this <b>nutritious soup</b>, adding cooked ham or bacon if you choose and enjoy with Quinoa Cornbread (p.19) or cornbread from our bakery.</p>	<p><b>2010 Comfort Food</b> Create a <b>satisfying one-pot meal</b> by mashing a potato with cooked chopped collard greens. Top with a sliced browned chicken sausage (coupon p.7). Freeze extra sausages singly for later use.</p>
Friday	Weekend
<p><b>Go Fish</b> Prepare our responsibly farmed salmon or tilapia in our online recipe for <b>Broiled Fish with Citrus and Herbs</b>. Serve with cooked carrots and heat-and-serve frozen rice (see cover).</p>	<p><b>It's Soup Season</b> Make a <b>hearty soup</b> (potloads of ideas at <a href="http://wholefoodsmarket.com/recipes">wholefoodsmarket.com/recipes</a>) and homemade crackers (at right). Pack and freeze leftover soup portions for heat-and-serve weekday meals.</p>

## Quick Whole Wheat and Rye Crackers

Switching to whole grains provides more nutrients and more fiber, plus they're more filling. These things make them beneficial to overall health and weight control. It can be fun to look for products that contain the variety of whole grains now available. It can also be fun to cook with them! Here's one simple recipe for starters. Later you might find yourself experimenting with different whole-grain flours or adding nuts and seeds.

$\frac{1}{2}$  cup plus 2 TB 365 Everyday Value® Organic Original Soymilk

3 TB 365 Everyday Value® Extra Virgin Olive Oil

$1\frac{1}{2}$  cups 365 Everyday Value® 100% Whole Wheat Flour, plus more for dusting

$\frac{2}{3}$  cup rye flour

1 tsp regular, smoked or garlic salt, plus more for sprinkling

$\frac{1}{2}$  tsp 365 Everyday Value® Baking Powder

Preheat oven to 350°F. Line 2 large baking sheets with parchment paper; set aside. In a large bowl, whisk together soymilk and oil; add flours, salt and baking powder and mix together with your hands until just combined. Turn half of the dough out onto a floured surface and roll out into a 12" square. Trim edges, if desired; cut into 16 squares and transfer to one of the prepared baking sheets, spacing crackers about  $\frac{1}{2}$ " apart. Repeat process with remaining dough and baking sheet. Prick crackers all over with a fork and sprinkle with a bit of salt. Bake, rotating baking sheets halfway through, until golden brown, just crisp and fragrant, 15–18 minutes. Set aside to let cool completely before serving. Store cooled crackers in an airtight container for up to a week.

Makes 32. **19¢ per serving (4 crackers)\***

*dairy free, sugar conscious, vegan, vegetarian*

Per serving (4 crackers/56g-wt.): 170 calories (60 from fat), 6g total fat, 1g saturated fat, 0mg cholesterol, 330mg sodium, 24g total carbohydrate (4g dietary fiber, 1g sugar), 5g protein

**sure deal!**  
they say you can't put a price on the value of whole wheat flour, but 5 pounds is \$2.99

Whole wheat or not, flour is just flour, right? You bake with it, bread cutlets, make pancakes. Well, believe it or not, flour is not all created equal. You see, flour has to "mature" before packaging and often this is accomplished through treating it with bromate (banned in many countries, but not the US...look it up). Potassium bromate is used because it's cheaper than having flour sit and age naturally for ten days. Can you guess? Right, we don't sell flour that has been treated with potassium bromate.

And let's not forget that priceless value of whole wheat flour, ground from the entire grain of wheat, which includes oh so much more fiber and nutrients than any white flour can offer. A hefty 5-pound bag of **365 Everyday Value® 100% Whole Wheat Flour** is only \$2.99.



# meals for two

that families and singles can take advantage of, too

## Meals for Two: Daily Planner

<b>Monday</b> <i>Veggie Monday</i> Enjoy our <b>Winter Greens with Carrots, Feta Cheese and Brown Rice</b> recipe (p.3). And then have sliced organic navel oranges with honey and nuts. Leftovers are great for lunch.	<b>Tuesday</b> <i>Quick Chicken Noodle</i> Create this <b>quick, hearty soup</b> with egg noodles cooked in chicken broth. Add sautéed chopped onion, carrot, celery and chicken tenders. Add frozen peas, warm and serve with a sprinkle of parsley.
<b>Wednesday</b> <i>Chili Out</i> Make <b>chili with crunch</b> by starting on page 18 with the chili option that suits your time and budget. Serve over tortilla chips with a sprinkle of feta cheese (p.3) and chopped scallions.	<b>Thursday</b> <i>2010 Comfort Food</i> A <b>simplified chicken dinner</b> is this easy: Sauté sliced chicken sausage (coupon p.7) with lots of peppers, onions and chopped broccoli. Serve over quinoa or Quinoa Cornbread (p.19).
<b>Friday</b> <i>Fancy Fish Dish</i> Make a romantic dinner of <b>Swiss Chard-Wrapped Salmon</b> (at right). Serve with fast rice (see front cover) tossed with toasted slivered almonds. Don't forget the wine and dessert (see back cover).	<b>Weekend</b> <i>Soup Bowl Party (get it?)</i> Make a <b>big pot of soup and set up a grilled-cheese making station</b> , inviting friends to bring creative fillings (your bread coupon is on p.7) and beer—stout, ale or lager—that pairs with the cheese.

## Swiss Chard-Wrapped Salmon with Chunky Orange-Chipotle Salsa

This date-worthy recipe proves that healthy budget meals aren't boring! As good as or better than a restaurant entrée, it features salmon raised by our farmer partners committed to producing the most environmentally friendly farmed seafood. We source only from farms that meet our unique, industry leading Quality Standards for Aquaculture. Those standards never allow antibiotics, added growth hormones or poultry and mammalian by-products in feed.

2 tsp 365 Everyday Value® Extra Virgin Olive Oil, divided

1 small organic orange

1 chipotle in adobo sauce, finely chopped (seeds removed, if desired)

Salt & ground black pepper to taste

2 4-oz boneless, skinless fillets farm-raised salmon

2 large organic Swiss chard leaves, trimmed

Preheat oven to 425°F. Grease the bottom of a baking dish with ½ teaspoon oil; set aside. Zest orange and transfer zest to a small bowl. Peel orange and roughly chop, discarding seeds. Add to bowl with zest along with chipotle, ½ teaspoon oil, salt and pepper. Toss gently; set salsa aside. Brush salmon all over with remaining 1 teaspoon oil; season with salt and pepper. Using a fork, mash the rib of each chard leaf to make it more pliable. Arrange each salmon fillet on one of the chard leaves and spoon half the salsa over each. Wrap salmon and salsa in chard leaves, folding in the leaf ends to make 2 packages. Arrange in baking dish, seam-sides down. Bake about 15 minutes and serve.

Serves 2. **\$4.00 per serving\***

*gluten free, dairy free*

Per serving (about 7oz/213g-wt.): 260 calories (120 from fat), 13g total fat, 2g saturated fat, 70mg cholesterol, 450mg sodium, 9g total carbohydrate (2g dietary fiber, 5g sugar), 27g protein

\*We do our best to estimate the cost of ingredients used in each recipe, but slight market variations are entirely possible.



**sure deal!**  
 it's like a green bridge to an organic world with wine for only \$8.99

After about 30 years of farming grapes in California, in 1988, this family took a walk over a green bridge to organic farming and never looked back. They ignored the doubtful trolls and have succeeded in working with nature to produce full-flavored wines of good quality using organic grapes...what a concept!

The Zinfandel tastes of wild raspberries, ripe plum and a hint of black pepper, perfect with red pasta or barbeque. Their Chardonnay has a tantalizing hint of the tropics with its oak and vanilla, finishing smooth and creamy to enjoy with fish, creamy pasta or roasted chicken. No doubt, a 750ml bottle of **Green Bridge wine made with organically grown grapes**—Chardonnay or Zinfandel—will cost you just \$8.99.

Unfortunately for some of you, the long arm of the law prohibits us from selling wine in some of our stores.

# sure deals for a great start to the new year!

take charge of your weight and budget



## compare and save! you can really clean up with a cleanse kit for about 60¢ per day

The New Year is all about a fresh start, so give your body one, too...three! This is **1** easy **2**-week plan with **3** products that support lymph and blood systems, as well as digestion and a healthy liver, which are so important for weight maintenance. Meticulously formulated, it contains simple, clear instructions for how to use its fiber supplement and two gentle herbal formulas.

Naturally, we don't put any artificial colors or flavors in there—aren't you trying to clean all the junk out?—and pleasantly, the price is very reasonable, especially compared to other cleanse kits. Pick up your free *Be Good to Your Whole Body* Weight Control pocket guide and get your easy-as-1-2-3, **365 Everyday Value® Complete Body Cleanse Kit** for \$16.99.



## a bottle “this big” of fish oil softgels with nothing fishy for only \$11.99

Good things for your health don't have to be hard to come by or expensive. Fish oil, for example. It's packed with the omega-3 fatty acids that are crucial to human health, affecting everything from brain, heart and immune function to flexible joints and even your mood and weight.

It's tough to get enough omega-3s in your diet, so make it easy with a fish oil supplement. Just be sure to choose one—like ours—that is molecularly distilled to remove environmental contaminants. Basically, you gotta trust your source. Our **365 Everyday Value® Fish Oil**, in a value-sized bottle of 250 softgels, is only \$11.99.



## Premium Body Care® at nothing close to a premium price, just \$2.99!

You see our value brand and know it's a good price for good stuff, but you may not know the extent of the hard work that we put into assuring it really is good stuff. Our Premium Body Care® standard is a great example. Using the best data, research and resources available, our experts evaluated each product ingredient in our Whole Body™ department for results, quality sourcing, safety and environmental impact. They came up with a list of more than 300 unacceptable ingredients, including synthetic fragrance and parabens.

Next, we reformulated our own 365 Everyday Value® body care products to meet those stricter standards, so now our lotion, for example, proudly wears the Premium Body Care® seal. And it's still affordable, but that's a whole other story. Meanwhile, get any 16-oz bottle of **365 Everyday Value® Premium Body Care® Body Lotion**—Lavender Blend, Citrus Grapefruit, Herbal Mint or Fragrance Free—for just \$2.99!



## a refreshing beginning. peppermints in a reusable tin for \$1.49

There's really not a whole lot to say here. So, we'll keep it snappy! These are tingly, refreshing peppermints in a snap-shut, reusable, recyclable tin, kinda like you're used to, but guess what? There is no gelatin—an animal-based ingredient. Snaps! Get your 1.5-ounce tin of **365 Everyday Value® Peppermint Breath Fresheners** for a steal at \$1.49.



- Authentically European, imported from Italy
- Flavored with Mediterranean lemons and limes
- Bubbles when you want 'em with six 2-serving bottles

**Whole Foods Market™  
Italian Sparkling Mineral Water**

**50¢ off**

One (1) sixpack of 500ml bottles, Lemon or Lime only



PLU: 75374

Some products may not be available in all stores. Limit one coupon per purchase of specified product(s). Void if altered, transferred, reproduced, exchanged, sold, purchased, or where prohibited or restricted by law. Valid only in the U.S.A. Expires March 31, 2010.



0 00000 75374 6



- Homemade tasting organic breads produced in small batches
- Made with unbleached, unbromated flour and with no cholesterol
- Each loaf is kneaded, shaped and allowed to rise naturally before baking

**365 Everyday Value®  
Organic Small Batch Sandwich Bread**

**50¢ off**

one (1) 22–28-oz packaged loaf Birdland® Multiseed, Touch of Honey Whole Wheat, Mighty Multigrain, Snappy Sourdough or Classic White



PLU: 75375

Some products may not be available in all stores. Limit one coupon per purchase of specified product(s). Void if altered, transferred, reproduced, exchanged, sold, purchased, or where prohibited or restricted by law. Valid only in the U.S.A. Expires March 31, 2010.



0 00000 75375 3



- Made from the best chicken and pork
- Our standards prohibit antibiotics and added hormones\*
- A delicious variety of sausages, meatballs and party packs

\*Federal regulations prohibit the use of hormones in raising pigs and poultry.

**The Original Brat Hans Sausages,  
Wieners, Meatballs & More**

**\$1.00 off**

any one (1) 12–28-oz package  
The Original Brat Hans product



PLU: 75377

Some products may not be available in all stores. Limit one coupon per purchase of specified product(s). Void if altered, transferred, reproduced, exchanged, sold, purchased, or where prohibited or restricted by law. Valid only in the U.S.A. Expires March 31, 2010.



0 00000 75377 7



- Two super immune system supporters in one!
- No artificial flavors or colors
- Tangy natural lemon flavor

**365 Everyday Value®  
Zinc Lozenges with Vitamin C**

**\$1.00 off**

any one (1) bottle of 90 lozenges



PLU: 75376

Some products may not be available in all stores. Limit one coupon per purchase of specified product(s). Void if altered, transferred, reproduced, exchanged, sold, purchased, or where prohibited or restricted by law. Valid only in the U.S.A. Expires March 31, 2010.



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# meals for four

or good solid ideas to help anyone eat better for less

## Meals for Four: Daily Planner

<b>Monday</b> <i>Veggie Monday</i> Try our <b>Cashew Noodles with Broccoli and Tofu</b> recipe at right and you'll have a new family favorite.	<b>Tuesday</b> <i>Slow Cooker Hoisin Beef Stew</i> Find this <b>budget recipe</b> on our website and start it in the morning, substituting pork or bison for the beef, if you wish. Just before supper simply heat our frozen Jasmine rice (see front cover).
<b>Wednesday</b> <i>Mid-Week Easy</i> Set out all the raw veggie fixings for each person to create and enjoy their own personalized <b>big, beautiful salad with favorite pizzas</b> from the frozen aisle.	<b>Thursday</b> <i>2010 Comfort Food</i> Quickly cook <b>BBQ beans and sausage</b> by sautéing a package of sliced sausage (coupon p.7) with chopped onion. Add lots of beans and a splash of BBQ sauce. Serve with our online recipe for Sautéed Greens with Garlic.
<b>Friday</b> <i>Oven Crispy Fish</i> Easily prepare this <b>healthier version of fish &amp; chips</b> (wholefoodsmarket.com/recipes) using our responsibly farmed tilapia. Serve with carrot raisin slaw and oven fries.	<b>Weekend</b> <i>Fruitful Family Breakfast</i> Make <b>banana bread</b> using whole wheat flour (p.4) and organic or Whole Trade™ bananas. Spread with cream cheese mixed with chopped organic navel oranges. Serve with organic gala apple slices.

## Cashew Noodles with Broccoli and Tofu

This super recipe proves that a meal without meat can truly be nutritious and delicious. Vegan, vegetarian or not, give it a try and show the family how broccoli can be good without cheese and that baked tofu is yummy in anyone's tummy when done right. We call for packaged baked tofu, but you can easily bake your own using our online recipe. Garnish this dish with chopped cashews if you wish.

*Salt & ground black pepper to taste*

*1 large head organic broccoli, stemmed and cut into small florets*

*¾ lb 365 Everyday Value® Wide or Extra Wide Enriched Egg Noodles*

*3 TB 365 Everyday Value® Organic Ginger Soy Vinaigrette, divided*

*¼ cup roasted, unsalted cashews*

*1 8-oz pkg Thai or Teriyaki baked tofu, cut into 1" cubes*

Bring a large pot of salted water to a boil, add broccoli and cook until al dente, 3–4 minutes. Using a slotted spoon, transfer broccoli to a large plate; set aside. Return water to a boil; add noodles and cook until al dente, 7–8 minutes; drain well. Meanwhile, put vinaigrette, cashews and ½ cup water into a blender and purée until smooth. Return hot noodles to pot along with cashew mixture, broccoli and tofu and cook over medium heat, tossing gently, until heated through, 1–2 minutes more; transfer to bowls and serve.

Serves 4. **\$2.77 per serving\***

*dairy free, vegetarian, high fiber, sugar conscious*

Per serving (about 7oz/199g-wt.): 480 calories (120 from fat), 13g total fat, 2.5g saturated fat, 85mg cholesterol, 600mg sodium, 67g total carbohydrate (5g dietary fiber, 4g sugar), 24g protein

\*We do our best to estimate the cost of ingredients used in each recipe, but slight market variations are entirely possible.



## sure deal!

just what the weather ordered: satisfying, comforting egg noodles for \$1.99

When is a wet noodle nothing like the insult? When it's a cold day and that noodle is just one of many floating in a steaming bowl of chicken soup. Or when you toss nutritious vegetables and a flavorful sauce with that noodle and his friends.

Ours are made with unbromated flour and whole eggs. And there may not be anything else very special about old-fashioned egg noodles, but just think of the company they keep! Nobody will accuse you of being a wet noodle with your 16-ounce bag of **365 Everyday Value® Enriched Egg Noodles**—Wide or Extra Wide—at just \$1.99!

## here's the deal...

...about weight loss. Even losing 5–15% of body weight may improve your health and quality of life, and prevent certain health problems.

# if you want to get everything you think you're paying for read the label—not just the price tag

A low price tag just scratches the surface when it comes to value. Our pointers on reading a label will have you looking for value in all the right places. And the first place is our 365 Everyday Value® line. These products stack up against conventional products price-wise but you'll find the quality beyond compare.



## 365 Everyday Value® Organic Chicken Noodle Soup

# VS.

## Common Conventional Chicken Noodle Soup



Nutrition Facts	
Serving Size 1 Cup (245g)	
Servings Per Container About 2	
Amount Per Serving	
<b>Calories</b> 90	Calories from Fat 20
% Daily Value*	
<b>Total Fat</b> 2g	<b>3%</b>
Saturated Fat 1g	<b>3%</b>
Trans Fat 0g	
Cholesterol 20mg	<b>6%</b>
<b>Sodium</b> 700mg	<b>29%</b>
<b>Total Carbohydrate</b> 11g	<b>4%</b>
Dietary Fiber 1g	<b>5%</b>
<b>Sugars</b> 1g	
<b>Protein</b> 6g	
Vitamin A 20%	Vitamin C 2%
Calcium 2%	Iron 2%
* Percent Daily Values are based on a 2,000 calorie diet.	

Not just any food can claim this! Food labeled organic must meet USDA National Organic Standards which, among other things, prohibit the use of persistent pesticides and genetically modified organisms...including in the feed for organic chickens!

The FDA determines the look and content of the Nutrition Facts panel so that it is consistent across products. Use the information to comparison shop and see what you are really getting for your money.

Use this info to determine cost per serving. A slightly lower cost per serving does not necessarily mean a better value when you consider your values. The conventional soup serves up added sugar, fat and artificial flavor enhancers. For a few cents more we give you a few, simple organic ingredients. Sometimes less is more!

"Sugars" includes both added sweeteners (sugar, honey, etc) as well as the naturally occurring sugars in fruits, vegetables and grains (from which you also get nutritional benefits). To determine the relative amounts of sugar sources—thus what you're paying for—read the ingredients list.

Ingredients are listed in order of predominance. The higher up it is on the list, the more of it there is in the product. Make sure you are paying for more of the good stuff!

With conventional brands you might pay a little less but you'll often get more than you bargain for, such as certain unnecessary additives that our Whole Foods Market® Quality Standards prohibit.

Nutrition Facts	
Serving Size 1 Cup (245g)	
Servings Per Container About 2	
Amount Per Serving	
<b>Calories</b> 120	Calories from Fat 25
% Daily Value*	
<b>Total Fat</b> 3g	<b>5%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
Polyunsaturated Fat .5g	
Monounsaturated Fat .5g	
Cholesterol 25mg	<b>8%</b>
<b>Sodium</b> 790mg	<b>33%</b>
<b>Total Carbohydrate</b> 14g	<b>5%</b>
Dietary Fiber 2g	<b>8%</b>
Sugars 2g	
<b>Protein</b> 8g	
Vitamin A 25%	Vitamin C 2%
Calcium 2%	Iron 6%
* Percent Daily Values are based on a 2,000 calorie diet.	

**INGREDIENTS:**  
CHICKEN STOCK, WATER, WHITE CHICKEN MEAT, CARROTS, ENRICHED EGG NOODLE PRODUCT (WHEAT FLOUR, EGGS, EGG WHITES, NIACIN, FERROUS SULFATE, THIAMINE, MONONITRATE, RIBOFLAVIN, FOLIC ACID), CELERY, CONTAIN LESS THAN 2% OF: MODIFIED FOOD STARCH, CHICKEN FAT, SALT, MONOSODIUM GLUTAMATE, SUGAR, CARRAGEENAN, POTATO STARCH, SPICE, VEGETABLE OIL, BETA CAROTENE (COLOR), FLAVORING, DISODIUM GUANYLATE, DISODIUM INOSINATE.

**INGREDIENTS:**  
FILTERED WATER, ORGANIC CHICKEN, ORGANIC CARROTS, ORGANIC ONIONS, ORGANIC CELERY, ORGANIC EGG NOODLE (ORGANIC SEMOLINA FLOUR, ORGANIC WHOLE EGG POWDER, ORGANIC EGG WHITE POWDER), ORGANIC PEAS, ORGANIC CHICKEN FLAVOR, ORGANIC CORN STARCH, SEA SALT, ORGANIC FLAVORS, ORGANIC WHITE PEPPER.



# dig your spoon into this!

here's how to really cut your costs, but not your nutrients

This "chili" time of year is actually just right for any warm, comforting bowl of soup or stew. Fortunately, many of them are also excellent at providing healthy beans and/or vegetables to your body when most needed for cold-weather wellness...and health-related resolutions, naturally!

## LEARN TO COOK

### White Beans

#### Why Should I?

Why not? Cooking beans at home is renowned as a simple way to save money and provide the base for many a healthy meal. It requires little effort and they're easy to keep on hand in the fridge or freezer. And then you can quickly put together everything from basic beans and rice (seasoned differently in different cultures) to soups, salads, dips and spreads.

#### What Do I Need?

- 1 lb dried white beans (cannellini, navy or great northern)
- 1 yellow onion, quartered
- 2 dried bay leaves
- Salt & ground black pepper to taste

#### Okay, Let's Do This Thing

- 1) Spread beans in a single layer on a large sheet tray; pick through to remove and discard any small stones or debris and then rinse well.
- 2) Soak the beans using one of these two methods:
  - Traditional soaking method: In a large bowl, cover beans by 3" with cold water, cover and set aside at room temperature for 8 hours or overnight.*
  - Quick soaking method: In a large pot, cover beans by 3" with cold water, cover and bring to a boil. Boil for 1 minute, remove pot from heat and set aside, covered, for 1 hour.*
- 3) Drain soaked beans and transfer to a large pot. Cover by 2" with cold water, add onion and bay leaves and bring to a boil; skim off and discard any foam on the surface. Reduce heat, cover and simmer, gently stirring occasionally, until beans are tender, 1 to 1½ hours. Drain beans (if desired), discard onions and bay leaves and season with salt and pepper.

Serves 10 (about 7 cups total). **26¢ per serving\***

*low fat, low sodium, high fiber, sugar conscious, gluten free, dairy free, vegan, vegetarian*

Per serving (about 4oz/108g-wt.): 150 calories (5 from fat), 0.5g total fat, 0g saturated fat, 0mg cholesterol, 120mg sodium, 28g total carbohydrate (11g dietary fiber, 0g sugar), 10g protein

#### Tips & Tricks

- You can use this same method for cooking any variety of dried beans, adjusting the seasoning as you wish and the cooking time as needed to allow for age and type of beans.
- Soaking beans helps ensure even cooking. If you didn't plan for soaking ahead, simply cook the beans an additional hour or so until fully tender.
- For increased digestibility (ahem) cook beans with 6 fresh leaves (or 2 tsp dried) epazote herb or a piece or two of kombu seaweed (remove before serving).
- Serve beans over salads, toss with pasta or vegetables or purée in a food processor with a bit of extra-virgin olive oil and lemon juice to make a spread for sandwiches or dip for crackers.
- Store cooked, cooled beans (with or without their liquid) in an airtight container in the fridge for 3–4 days.
- Freeze cooked, cooled beans in an airtight container, covered with cooking liquid (to avoid drying out), up to 2 months.
- To quickly cool cooked beans, drain them well, spread out on a large sheet tray and toss gently every few minutes until room temperature.

## Your Soup Bowl Chowdown Chart

Where are You on the Time vs. Money Value Scale?

	Money	Time	Money	Time	Money	Time
	Our deli's prepared soups are restaurant quality or better, at equal or better prices.**		Make some, buy some for the perfect balance of convenience and value.		Cooking from scratch saves the most money. Visit our website for recipes!	
Chili	Pick up our prepared chili & a bag of cheese shreds for topping.		Heat canned beans & tomatoes, browned meat or veggie ground & chili seasoning. Buy cheese shreds for topping.		Make chili from scratch with dried beans. Grate a block of cheese for topping.	
Minestrone	Grab a container of soup from our deli or 365 Everyday Value® organic canned soup in the aisle.		Buy prepared vegetable soup, add canned tomatoes, canned white beans & cooked egg noodles.		Make minestrone from scratch using dried beans, egg noodles & fresh vegetables.	
Black Bean Soup	Purchase prepared black bean soup from the deli or in cans; grab a tub of sour cream for topping.		Sauté onion, carrot & garlic; add drained canned black beans & veggie or chicken broth. Blend to smooth. Buy sour cream for topping.		Use dried beans to prepare black bean soup from scratch. Get sour cream for topping.	

\*\* Deli soup selection varies by location, but they're always cooking up something good!

*"If you can build your own salad at a salad bar, you can learn to cook"—The Value Guru*



## sure deal!

the french can afford to drink a decent wine with every meal because it's only \$5.99!

Vieux Papes (say "vee-uh pops") means "Old Popes" and you'd be bowing to kiss someone's ring more often if wine of this caliber were more often so budget-friendly. But if the price on this French wine isn't enough to convince you, get this: It's the #1 selling wine in France, a favorite for 75 years and deeply rooted in tradition and authenticity.

With no pretense (and no snide comments here from Francophobes, please), here is simply a Rouge that offers a rich aroma and powerful Red taste for your everyday table or finer; and here is also a Blanc, well balanced and refreshing, particularly with seafood. You really can't afford not to try these two wines that expertly balance value pricing with sophistication. A 750ml bottle of **Vieux Papes French wine**—Rouge or Blanc—is a mere \$5.99!

*Unfortunately for some of you, the long arm of the law prohibits us from selling wine in some of our stores.*

## White Bean and Kale Soup with Chicken Sausage

Try this! At your game party, instead of chili, serve this hearty soup and learn the budget power of using a little bit of flavorful sausage to create a lot of satisfying food. Let guests garnish their own bowls with sliced red onions, red pepper flakes or hot sauce, crumbled Feta cheese, fresh chopped parsley or basil and whole-grain croutons. Provide chunks of crusty whole wheat bread on the side.

2 32-oz boxes 365 Everyday Value® Organic Low Sodium Chicken Broth, divided

1 12-oz pkg The Original Brat Hans Chicken Sausage, such as Roasted Artichokes and Olives or Spinach & Feta, sliced

1 large yellow onion, thinly sliced

Salt & ground black pepper to taste

7 cups cooked white beans (cannellini, navy or great northern), divided

1 bunch organic kale, stems and tough ribs removed, leaves roughly chopped

Heat ¼ cup broth in a large pot over medium heat. Add sausage slices and cook, stirring occasionally, until liquid has evaporated and sausage is just browned, about 10 minutes. Add onions, salt and pepper and cook, stirring often, until softened, about 10 minutes more. (Add a generous splash of broth to the pot if onions begin to stick.) Meanwhile, put 3 cups beans and 2 cups broth into a blender and purée until smooth; set aside. Add remaining broth to sausage mixture in pot and bring to a boil, scraping up any browned bits. Add kale, reduce heat, cover and simmer, stirring occasionally, until wilted and softened, about 5 minutes. Uncover, add remaining 4 cups beans, bean puree, salt and pepper and simmer until hot throughout, about 5 minutes more.

Serves 8 to 10. **\$1.70 per serving\***

*low fat, low sodium, high fiber, sugar conscious*

*Per serving (about 16oz/446g-wt.): 310 calories (50 from fat), 6g total fat, 1.5g saturated fat, 25mg cholesterol, 510mg sodium, 45g total carbohydrate (16g dietary fiber, 2g sugar), 22g protein*

## How to Make Your Own Whole-Grain Croutons

Preheat oven to 350°F. In a large bowl, toss together **3 slices whole grain sandwich bread** cut into ¾" cubes with **1 TB extra-virgin olive oil**, **1 tsp chopped fresh herbs** (such as thyme, rosemary, oregano) and **salt & pepper** to taste. Spread out in a single layer on a large baking sheet. Bake, tossing every few minutes, until golden brown and crisp, 10 to 15 minutes; set aside to let cool. Makes about 2 cups (8–10 servings). (*Find coupons for bread and olive oil on p.7 and nutrition facts online.*)

## 3 Money-Saving Tips

- 1. Meet the Salad Bar.** If you're cooking a recipe for one or two, you might save both time and money by getting the few needed veggies from the salad bar...quick with no waste.
- 2. Make Your Own Soup.** Not only will you save money, but you can enjoy health savings, too, by controlling exactly what goes into the pot, especially sodium!
- 3. Stew On This.** Beef and lamb aren't the only good stew meats, look for specials on pork, bison, chicken and sausage. Make a big pot and freeze portions for later meals and lunches.

## Quinoa Cornbread

This gluten-free updated version of classic cornbread has more flavor and texture than most, thanks to the cooked quinoa folded into the batter and sprinkled on top. Plus, quinoa is a healthy whole grain! Serve squares of it underneath, alongside or crumbled on top of beans, soup, chili, greens or roasted veggies.

3 cups corn flour

1¼ cups cooked quinoa, divided

2 tsp 365 Everyday Value® Baking Soda

1 tsp salt

2 cups low fat buttermilk

2 365 Everyday Value® Large Eggs

Preheat oven to 350°F. Line a 9x9" baking pan with parchment paper or foil; set aside. In a large bowl, stir together flour, 1 cup cooked quinoa, baking soda and salt until combined, breaking up any lumps of quinoa, if needed. In a second bowl, whisk together buttermilk and eggs, add to flour mixture and stir just until combined. Transfer batter to prepared pan, spread out evenly and then scatter remaining ¼ cup quinoa over the top. Bake until cooked through and golden brown around the edges, about 30 minutes.

Serves 16. **37¢ per serving\***

*low fat, sugar conscious, gluten free, vegetarian*

*Per serving (about 3oz/74g-wt.): 120 calories (15 from fat), 2g total fat, 0g saturated fat, 30mg cholesterol, 350mg sodium, 21g total carbohydrate (3g dietary fiber, 2g sugar), 4g protein*

*\*We do our best to estimate the cost of ingredients used in each recipe, but slight market variations are entirely possible.*

## here's the deal...

...about "special diets." We use that term to refer to everything from vegetarian to gluten free to low sodium, but you don't have to be on a dairy-free diet to enjoy beef stew, or be a vegan to enjoy a salad. You can ignore those labels completely, if you wish, and just dig in and enjoy the food!

## the whole deal for kids!

### kick money worries to the sidelines get the family in the game

Children don't have to sit on the bench while adults have all the fun on Super Sunday. These low- or no-cost ideas will rally the family together.

**Take a Food Time-Out** In addition to soup, stew or chili, serve healthy finger foods, such as cut fruit with vanilla yogurt or raw veggie bites with Kermit's Dip (recipe online).

**Go Team Go** Kids make team-spirit posters in a special area set up with recycled cardboard, colorful construction paper, markers and crayons.

**Tackle the Couch Potato** During half-time get outside and toss your own football or stay inside and dance to the half-time entertainment.

**Show Your True Colors** Kids play dress-up in the colors of their favorite team and parade their fashions during commercials.

### My Fruity Nutty Chocolate Valentine

We call this recipe a Valentine because of its high ratio of heart-healthy nuts. Plus, by using simple ingredients with no artificial colors and flavors you show you care. Package the completed treat for your Valentine in a pretty container with a love note...and a reminder not to eat it all at once because you want to love them through a long, healthy life! You may also want to pick up a free *Be Good to Your Whole Body* Heart Health pocket guide in February.

2 3-oz 365 Everyday Value® Organic Swiss Dark Chocolate bars, chopped

1 1-lb bag 365 Everyday Value® Fruit & Nut Trail Mix, divided

Line a large sheet tray with parchment paper; set aside. Gently melt chocolate, stirring frequently, in a medium pot over medium-low heat, about 1–2 minutes. Stir in all but  $\frac{1}{4}$  cup of the trail mix and spread the mixture on the lined sheet tray. (Spreading to edges is not necessary.) Sprinkle remaining trail mix on top. Chill in the refrigerator until chocolate is set, about 30 minutes. Set aside until room temperature, break into pieces and store in an airtight container at room temperature.

Serves 16. **73¢ per serving\***  
*low sodium, vegetarian*

*Per serving (about 1oz/39g-wt.): 140 calories (40 from fat), 4.5g total fat, 1.5g saturated fat, 0mg cholesterol, 45mg sodium, 23g total carbohydrate (2g dietary fiber, 17g sugar), 2g protein*

*\*We do our best to estimate the cost of ingredients used in each recipe, but slight market variations are entirely possible.*

### Whole Foods Market® Quality Standards Almost 30 Years and Holding

That's right, we opened our first store in September 1980, with some basic, simple principles that became our strict Quality Standards. To this day, we stay true to our roots by using those standards in determining which foods to place on our shelves. You can read all about them on our website, but here's one that continues to set us apart after all these years: We feature foods that are free of artificial preservatives, colors, flavors, sweeteners and hydrogenated fats.



### sure deal!

it's a good time to go  
nuts—in moderation—  
when a pound of trail  
mix is just \$5.99

Nuts and dried fruits get a bad rap sometimes for their calorie count, but that's like saying you shouldn't go for a walk because you'll wear out your shoes. Nobody meant you should walk to the North Pole and back! Nuts and fruits both contain very important and beneficial nutrients for a healthy body. When eaten regularly in moderation they can be part of almost anyone's balanced diet—and that includes a smart everyday diet for healthy weight.

The nice thing is, our fruit and nut trail mixes taste so good with their sweet/salty/crunchy/chewy balance they almost seem like a treat. And we certainly don't add any sulfites to ruin their natural goodness. An entire pound of **365 Everyday Value® Trail Mix**—Cranberry & Nut, Fruit & Nut or Chocolate Cherry—is just \$5.99.

Go to [wholefoodsmarket.com](http://wholefoodsmarket.com) to sign up for e-newsletters with the latest specials, tips, recipes and store events.

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