

the whole deal



how to enjoy the bounty of the harvest season without getting budget indigestion or feeling like a turkey



sure deal!

get as close to “homemade” savings as possible with a quart of organic chicken broth for only \$1.99

Our very popular 365 Everyday Value® Organic Broth comes in a resealable carton...with no guilt. Making your own broth from scratch is admirable and might save you some money, but this is the next best thing and can save LOTS of time. As we head into the busy season that could be a big help when you find yourself in a need-it-now situation.

This is good stuff, and not really worth fretting about the relative benefits of saving an hour or a dollar, and perhaps not even worth reading any more about. Just know that it's all organic ingredients—including the chicken—and it's got loads of flavor with nothing artificial. The low-sodium version is truly something to give thanks for! Each 32-oz box of 365 Everyday Value® Organic Broth—Chicken, Low Sodium Chicken, Beef Flavored or Vegetable—is just \$1.99.

20 money-saving tips for thanksgiving and more

Plus...7 Budget Recipes with costs per serving

\$37+
in coupons!

here's to the harvest season and harvesting savings, too!

let's get ready for cool weather and ultra cool—though warm and friendly—gatherings

We might not be all things to all people, but we try to be good providers...of good flavors, good products, good practices and good customer service. We've been planning, tasting and testing for months so when you're ready, we're ready with the best values on the best assortment of high-quality seasonal foods, beverages and gifts.

7 Budget Recipes

Try them All!

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Curried Pork Stew with Potatoes and Green Beans...20

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!

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.

Warm Millet Salad with Brussels Sprouts, Creamed Mushrooms and Sage

vegetarian, gluten free, low fat, low sodium, high fiber, sugar conscious

Here's a hearty, flavorful dish that takes care of a few special diet needs your guests may have. It can simultaneously serve as a **gluten-free, vegetarian side dish or a main course** for four. Use any mushrooms you like, including cremini, oyster or portobello. For extra flavor and vegetarian protein, garnish with chopped toasted walnuts. Millet has wonderful flavor, especially when toasted and, like quinoa or brown rice, makes an excellent gluten-free stuffing alternative.

1 cup millet

Salt & ground black pepper to taste

1½ TB 365 Everyday Value® Extra Virgin Olive Oil, divided

¾ lb Brussels sprouts, trimmed and roughly chopped

½ yellow onion, sliced

3 cups sliced mushrooms

¼ cup half-and-half

1 TB chopped fresh sage

2 TB lemon juice

Toast millet in a medium pot over medium high heat until fragrant and just golden brown, 3 to 5 minutes. Carefully add 2 cups salted water, bring to a boil, then cover and simmer until liquid is almost absorbed, 20 to 25 minutes. Set aside for 5 minutes; uncover and fluff with a fork. Meanwhile, heat ½ tablespoon oil in a large skillet over medium high heat. Add Brussels sprouts, onions, salt and pepper and cook until golden, about 5 minutes; transfer to a large bowl. Heat remaining 1 tablespoon oil in skillet, add mushrooms, salt and pepper and cook until golden, about 5 minutes. Add half-and-half and sage and simmer until thickened, 1 to 2 minutes more. Transfer to bowl with Brussels sprouts, add cooked millet, lemon juice, salt and pepper and toss.

Serves 6. **91¢ per serving***

Per serving (about 13oz/371g-wt.): 380 calories (70 from fat), 7g total fat, 1.5g saturated fat, 5mg cholesterol, 220mg sodium, 68g total carbohydrate (6g dietary fiber, 3g sugar), 12g protein

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

sure deal!

exercise your freedom of choice...opt for whipped cream made from organic ingredients for \$3.99



Remember that song "Whip It" by Devo? It is appropriately on their *Freedom of Choice* album and ironically used for any number of product advertisements except whipped cream! So, with no shame, here we go...see if you can sing along.

No high-fructose corn syrup. This is sweet. With cane sugar. Or unsweetened. No hydrogenated fats. Organic cream. And nonfat milk. Lighten up. No fake flavors. Get real. And whip it. Whip it good. All right, maybe these lyrics need some help, but they're honest anyway, except you don't actually have to do the whipping yourself. Get a 7-oz can of our pre-whipped **365 Everyday Value® Light Whipped Cream or Nonfat Whipped Topping with No Sugar Added** for \$3.99.

How can we help you (through the holidays)?

Not-so-secret resources to save time, save money, save stress

In addition to stocking up on food and gifts for you, we stock up on staff for the holiday season...and a variety of virtual “hats,” too. Our long-time shoppers know they can rely on our team members—and wholefoodsmarket.com—to virtually be their personal chefs, administrative assistants or event planners. They can point you to the best deals, too...shhh.

wholefoodsmarket.com/holidays

Make this page your holiday bookmark—we’re adding more good stuff all the time!

Your Administrative Assistant

Basic Need-to-Know Info

Make wholefoodsmarket.com/holidays your holiday bookmark or visit the customer service desk. They always know the answer or where to get it.

	<i>in-store</i>	<i>online</i>
<i>holiday hours</i>	X	X
<i>store locations</i>		X
<i>special events listings</i>	X	X
<i>gift cards</i>	X	X
<i>gift ideas</i>	X	X
<i>store specials listings</i>	X	X
<i>coupons</i>	X	
<i>customer service</i>	X	X

Your Cooking Instructor or Event Planner

The Help You Need for Memorable Meals without a Meltdown

Wholefoodsmarket.com/holidays is a real 21st-century bonus, but when you need a real person, stop by our Holiday Table (in store by early November)...we’re there for you, don’t worry!

	<i>in-store</i>	<i>online</i>
<i>holiday menus & catering info</i>	X	X
<i>recipes</i>	X	X
<i>turkey tips</i>	X	X
<i>holiday help guides</i>		X
<i>instructional videos</i>		X
<i>budget entertaining tips</i>	X	X
<i>special diet information</i>	X	X

Your Personal Chef

Special Orders are Easier than Pumpkin Pie

You can place a special order in store any time, and—hurray!—many stores are now offering online ordering during the holidays. Are all these items below available for online ordering at all stores? Well, no, but get the details for your local store at wholefoodsmarket.com/stores.

- turkey or ham*
- other meats & seafood*
- holiday meals*
- holiday bakery items*
- wine & beer**
- party trays*
- flowers*
- gift baskets*
- full cases of grocery items*

*Where permitted by law.

How do Giving & Entertaining

Go Hand in Hand with Saving?
“THE WHOLE DEAL”
Special Holiday Issue
In Stores December 1st

Turkey with Sweet Potato Dumplings

low fat

A new take on chicken and dumplings **made with Thanksgiving leftovers**. For leftover vegetables, choose green beans, carrots, peas, broccoli or others that were cooked simply with few other ingredients. You can cook a turkey breast for this, but if you use leftover turkey from a whole bird, the cost per serving will be even less!

1 TB 365 Everyday Value® Extra Virgin Olive Oil

1 small yellow onion, chopped

Salt & ground black pepper to taste

4 cups raw, cooked or frozen chopped vegetables

1½ cups 365 Everyday Value® Unbleached All-Purpose Flour, divided

2 cups 365 Everyday Value® Organic Low Sodium Chicken Broth

3 cups (about 18 oz) shredded cooked turkey

1 cup mashed sweet potatoes (or a ¾-lb sweet potato, cooked and mashed)

2 tsp baking soda

1½ cups buttermilk

Preheat oven to 400°F. Heat oil in a large skillet over medium high heat. Add onions, salt and pepper and cook, stirring occasionally, until golden, 8 to 10 minutes. Add vegetables and cook until softened and hot throughout, whether you use raw, cooked or frozen veggies. Sprinkle ¼ cup flour over vegetables, stir well and cook 2 minutes. Whisk in broth, bring to a boil and then reduce heat to medium low and simmer until thickened, 2 to 3 minutes. Stir in turkey, salt and pepper; transfer to a 9"x13" baking dish; set aside. In a large bowl, gently combine 1¼ cups flour, sweet potatoes, baking soda, buttermilk, ½ teaspoon salt and ¼ teaspoon pepper to make a thick batter. Do not over mix. Drop batter in large spoonfuls over turkey mixture to form 8 dumplings. Bake until dumplings are golden brown and cooked through, about 30 minutes.

Serves 8. **\$1.81 per serving***

Per serving (about 10oz/292g-wt.): 280 calories (60 from fat), 7g total fat, 2g saturated fat, 50mg cholesterol, 640mg sodium, 34g total carbohydrate (4g dietary fiber, 7g sugar), 21g protein

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

sure deal!

table wine to preserve your “hostess with the mostest” reputation for \$5.99



You can't deny how welcoming it feels when your host always has a just-in-case bottle of White in the fridge and a bottle of Red on the counter for even the humblest of gatherings around the table. With this affordable pair of California wines, you can easily be that welcoming.

The crisp White with a touch of oak is your holiday wine this year, described as “a fresh and fruity Chardonnay that can compete favorably with wine at two or three times its price point!” The Cabernet Sauvignon is wonderfully drinkable with coastal spice, red fruit and berries, just the thing for a spaghetti or lasagna dinner. In stores where it's legal to do so, you might be able to buy 6 bottles or more at a discount, but you can be sure that for every 750ml bottle of **Riven Rock California Chardonnay or Cabernet Sauvignon** you won't pay more than \$5.99.

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

What Can I Do with Turkey Leftovers?

Try the Recipe at Left or Get All of These Tried-and-True Turkey Leftover Recipes at wholefoodsmarket.com/recipes

- *Open-Face Turkey and Cranberry Sandwiches*
- *Turkey and Pasta Salad with Parmesan Vinaigrette*
- *Hearty Turkey Noodle Soup*
- *Spicy Turkey Soup*
- *Thanksgiving Weekend Strata*
- *Turkey and Roasted Vegetable Quiche*
- *Swiss Chard Rolls Stuffed with Turkey and Wild Rice*
- *Turkey and Sweet Potato Curry*
- *Turkey and Wild Rice Casserole*
- *Turkey Pot Pie*
- *Turkey Tetrazzini*
- *Turkey Enchiladas*
- *Tomatillo Turkey Enchiladas*

Save The Turkey Bones!

You Don't Have to Hold a Rally about It, Just a Stockpot

6 Super Simple Steps to Perfect Homemade Stock:

1. After carving, stash the carcass and bones and wingtips in the fridge or freezer.
2. When you're ready to make the stock, cut the carcass into pieces to put in a big pot.
3. Cover with 2–2½ quarts water; add a celery stalk, a carrot and a yellow onion, all quartered.
4. Drop in a bay leaf, a few sprigs fresh thyme and parsley, a teaspoon black peppercorns and salt.
5. Bring to a boil; reduce heat and simmer very gently 3–4 hours, skimming foam off the top as it forms.
6. Strain, cool and refrigerate (2 or 3 days max) or freeze.

don't forget your health & home

spend a little now to save more later

We didn't come up with the motto "be prepared," but we wish we had! Planning ahead and smart shopping go hand in hand when saving money is on your mind and seasonal health issues are in the air. Don't get caught making costly "emergency" purchases that stress you and your wallet. Make a few wise choices ahead of time instead.

3 Money-Saving Tips for the Holiday Season

- 1. Make Décor do Double Duty.** Decorate your table with winter squash, fresh herbs, citrus, apples, pears, pomegranates and nuts, then use them in recipes.
- 2. Be Well.** Eat healthy, get enough sleep and exercise so you build a strong immune system and don't waste time and money getting sick.
- 3. Light Up Your Celebration.** A few long-burning, beeswax or soy-based pillar candles can last the whole season. Place on plates ringed with edible décor.

here's the deal...

...about Halloween candy.

While many people think of sugar overload as the primary downside for indulging in candy, many people also believe artificial colors and flavors are worth avoiding.

sure deals for wellness!

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 becoming more and more popular, 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.



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 actually include several types of enzymes to support healthy digestion of several types of foods: dairy, fat, starch, protein and sugar.

Proper digestion also 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 by keeping a bottle on hand with 100 tabs of our **365 Everyday Value® Simple Digestive Formula** for just \$5.99.



the price is right, but how does it taste? we're not really taking your money when we ask for your two cents about our products

In the store, our team members are always happy to give you a taste before you buy... assuming it is something that can be tasted then and there. Did you know that you can also do a little virtual tasting ahead of time by reading what other customers have to say about products? Take a look and add your own two cents about the ones you've tried at wholefoodsmarket.com/products.



- Tapped from organic maple trees in Canada and the Northeastern US
- Dark in color with a strong maple flavor
- Consistently delectable, a little bit goes a long way



365 Everyday Value® Organic Grade A Dark Maple Syrup

\$1.00 off

one 12-oz bottle



PLU: 74497

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 December 31, 2009.



- Made with simple, wholesome organic ingredients
- No hydrogenated fats or artificial flavors
- Homestyle, Blueberry or Flax

365 Everyday Value® Organic Frozen Waffles

\$1.00 off

any one 8.25-oz box, Homestyle, Blueberry or Flax



PLU: 74498

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 December 31, 2009.



here it is!

Your Natural & Organic Holiday Baking Pantry for About \$50

During the busy season, saving time can be almost as valuable as saving money, so shop ahead! Don't wait for that week when time is so precious. **For about \$50 you can stock your pantry, fridge and freezer with all of these 365 Everyday Value® holiday baking staples—many organic!**

365 Everyday Value® Holiday Baking Shopping List

all free of hydrogenated fats, high fructose corn syrup and artificial color, flavors, preservatives and sweeteners

Baking Aisle

- flour
- cane sugar
- brown sugar
- vanilla extract
- cinnamon, cloves, nutmeg
- chocolate chips
- nuts
- pumpkin puree

Refrigerated Foods

- butter
- whipped cream

Frozen Foods

- pie shells
- frozen fruit



meals for one or two

but feel free to try 'em on for savings when you're feeding a few more

Meals for One or Two: Daily Planner

<p>Monday</p> <p><i>Veggie Monday</i> Roasted butternut squash soup (boxed or homemade) with a variety of salty and/or crunchy condiments such as toasted pumpkin seeds, sautéed mushrooms, blue cheese crumbles, scallions, cracked pepper water crackers, seared Brussels sprouts...mmm.</p>	<p>Tuesday</p> <p><i>Potato 'Bout It!</i> Make dinner easy with loaded baked potatoes piled with shredded cheese, broccoli (frozen is handy) and crumbled bacon. Butter, sour cream, scallions and hot sauce are at your discretion.</p>
<p>Wednesday</p> <p><i>Seasonal Supper</i> Celebrate Oktoberfest or cooler fall weather with German sausages, sauerkraut and baked sweet potatoes. Don't forget the German mustard and beer.</p>	<p>Thursday</p> <p><i>Turkey Day</i> Why wait? It only takes about half an hour to roast a small boneless turkey breast. Skip the stuffing (for now) and serve with our Baked Apples recipe at right. Save leftover turkey for sandwiches.</p>
<p>Friday</p> <p><i>Fish "Fry"</i> Choose whichever "on sale" fish fillets look good. Season and press fillets in panko bread crumbs (p.4), then panfry in ghee (clarified butter) or olive oil. Prepare frozen potatoes and green peas and you're set.</p>	<p>Weekend</p> <p><i>French Brunch</i> Prepare a simple omelet and lightly dressed green salad. Enjoy with good bread, good butter and a glass of white wine, followed by fresh pears or apples and cheese.</p>

Baked Apples Stuffed with Cranberries and Almonds

vegetarian, gluten free, low sodium, high fiber

Serve these **tender apples with a sweet-tart filling** alongside roasted turkey or pork, a delicious pairing with the apples' hint of cardamom—though you could substitute cinnamon. They make a great stuffing alternative for those who don't eat wheat or gluten. They're also tasty for breakfast, snack or dessert—perhaps with whipped cream.

- 2 *Granny Smith apples*
- 1 TB *butter*
- 1 *cup fresh or frozen and thawed cranberries*
- 2 TB *honey*
- ¼ *tsp ground cardamom*
- 6 *dates, pitted and chopped*
- Zest and juice of 1 orange*
- 2 TB *roasted almonds, roughly chopped*

Preheat oven to 400°F. Cut ½ inch off the top of the apples and reserve tops. Use a paring knife or spoon to hollow out the apples, leaving about a ½-inch-thick wall and base. Set aside. Melt butter in a large skillet over medium heat. Add cranberries, honey, cardamom, dates and orange juice and zest and cook until cranberries begin to collapse and liquid thickens, 3 to 4 minutes. Stir in almonds.

Spoon cranberry mixture into apples then replace the apple tops. Put into a small baking dish filled with ¼ inch water, cover with foil and bake until tender, 15 to 30 minutes (depending on apples). Uncover, carefully pour off the water and continue baking until very tender and golden, 10 to 15 minutes more.

Serves 2. **\$2.45 per serving***

Per serving (about 9oz/264g-wt.): 320 calories (80 from fat), 9g total fat, 4g saturated fat, 15mg cholesterol, 0mg sodium, 64g total carbohydrate (9g dietary fiber, 50g sugar), 3g protein

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



sure deal!
 get that warm fuzzy feeling from more than the wine itself with do-good wine for \$9.99

What happens when vineyards in Argentina and South Africa team up with a wine exporter to provide more education to their workers' communities? A pair of wines called "Bus Stop" and one of the world's largest projects of this type. That's what.

There's a creamy White from South Africa with enough fruit and spice to make it turkey friendly. And there's a full-bodied, fruit-and-chocolate Red from Argentina that will help everyone at the party feel all warm and fuzzy. After all, more than 1,400 farm employees and their families benefit every time you buy a 750ml-bottle of **Fairhills Bus Stop Red or White** wine at \$9.99.

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

Bored of russet potatoes? Try another type! There are dozens from red to purple to fingerlings.

meals for four or more

and some darned good budget meal ideas for anyone, any day

Meals for 4 or More: Daily Planner

Monday <i>Veggie Monday</i> Enjoy a classic spaghetti dinner using our very popular 365 Everyday Value® organic whole wheat pasta and jarred pasta sauce, adding a few toasted pine nuts, if you wish. Serve with garlic bread, green salad and our organic salad dressing.	Tuesday <i>Belated Breakfast</i> Yes, it's scrambled eggs, breakfast sausage, waffles and maple syrup (coupons on p.7) for dinner. Balance the meal with tomato slices or by adding spinach or bell peppers to the eggs.
Wednesday <i>Southern Hospitality</i> Cook up our Easy Shrimp and Grits with Sweet Peppers recipe at right and make everyone smile. Serve with a green salad.	Thursday <i>Thanksgiving Test Kitchen</i> Practice a few new—perhaps healthier—side-dish recipes you're planning for upcoming holiday meals. (Try our Butternut Squash with Wilted Spinach , p.18.) Serve with a quick protein entrée of broiled fish or tofu.
Friday <i>Oktoberfest</i> Go to wholefoodsmarket.com/oktoberfest to find Ale-Braised Bratwurst with German Potato Salad , turn on the polka music and raise a mug...of root beer if not an authentic German beer.	Weekend <i>Ham it Up</i> A spiral-sliced ham can provide a few meals for several people or several meals for a few people. Serve slices at the first meal, saving plenty of portions in the freezer for omelets, sandwiches and soup, in which you'll use the bone, too.

Give Your Bacon a Budget Workout

4 Recipes from 1 Package

You don't need much bacon to flavor a dish, so keep a package in your freezer and cut off a fourth of it for each recipe below, or find your own. All of these recipes and loads more are available at wholefoodsmarket.com/recipes. Just search "bacon."

1. Easy Shrimp & Grits with Sweet Peppers (recipe at right)
2. Cioppino with Mussels and Bacon
3. Bacon, Walnut & Thyme Scones
4. Ale-Braised Bratwurst with German Potato Salad

here's the deal...

...about healthy substitutions.

Whole wheat flour acts a little differently than white flour in baking so be careful substituting, but you can make other simple, barely noticeable healthy changes in holiday cooking. Try whole wheat bread in stuffing, neufchâtel cheese for cream cheese, lowfat sour cream for regular and choosing low-sodium chicken broth.

Easy Shrimp and Grits with Sweet Peppers

gluten free, dairy free, sugar conscious, low fat

Breakfast, brunch or lunch for a crowd of house guests is not always easy and affordable. This recipe fills them up without draining your wallet. Double it by making twice the grits and sautéing the vegetables and shrimp in batches to keep from crowding the skillet while they cook. Our bacon is fantastic, contains no synthetic nitrates/nitrites, and our strict welfare standards apply to the pigs it comes from. That said, you can make a very delish vegetarian batch by replacing the bacon with sliced mushrooms and olive oil, and omitting the shrimp.

- 3 slices 365 Everyday Value® Uncured Bacon
- 1 cup white or yellow grits
- Salt & ground black pepper to taste
- 1 small yellow onion, sliced
- 2 cloves garlic, chopped
- 2 green or red bell peppers, cored, seeded and sliced
- ½ lb peeled and deveined raw shrimp (fresh or frozen and thawed)
- 2 TB lemon juice
- 2 tsp hot sauce, plus more for serving (optional)

Cook bacon in a large, deep skillet over medium heat, flipping once, until crisp, 6 to 8 minutes. Transfer to a paper towel-lined plate. Pour off and reserve all but one teaspoon bacon fat from skillet. Set aside off heat. Meanwhile, bring 3½ cups salted water to a boil in a medium pot. Whisk in grits, reduce heat to medium low and simmer until thick and tender, 6 to 8 minutes. (Some grits have different cooking times, so adjust water and cooking time as needed.) Reheat the one teaspoon bacon fat over medium-high heat; add onions, garlic, peppers, salt and pepper and cook, stirring occasionally, until golden brown and tender, 6 to 8 minutes. Move onion mixture to one side of the skillet and add another teaspoon bacon fat. Add shrimp, season with salt and pepper and cook, stirring occasionally, until just cooked through, 2 to 3 minutes. Add lemon juice and hot sauce. Toss shrimp and onion mixture together. Spoon hot grits into bowls and top with shrimp mixture. Crumble bacon over the top and serve with additional hot sauce on the side.

Serves 4. **\$1.96 per serving***

Per serving (about 14oz/393g-wt.): 280 calories (80 from fat), 9g total fat, 2.5g saturated fat, 65mg cholesterol, 630mg sodium, 39g total carbohydrate (2g dietary fiber, 3g sugar), 12g protein

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



a gentle reminder...

get yourself in the kitchen, learn to cook and learn to save!

LEARN TO COOK

Roasted Butternut Squash

vegetarian, vegan, gluten free, dairy free, low fat, low sodium

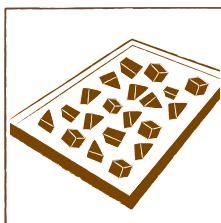
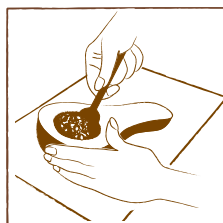
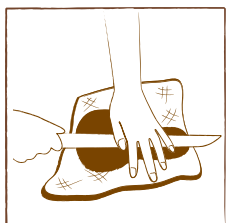
Hard winter squashes can be intimidating, but they are actually **very simple to prepare as well as satisfying, nutritious and affordable!** Butternut squash, for example, delivers healthy carbohydrates, vitamins A & C plus potassium. This basic recipe brings out the best in winter squash: little bites delightfully caramelized outside and creamy inside. Serve straight from the oven as a side dish or use in soup, tacos, enchiladas, pasta, salad, or the incredibly delicious recipe at right.

What

1 medium butternut squash (about 2 lbs)

1 TB 365 Everyday Value® Extra Virgin Olive Oil

Salt & ground black pepper to taste



How

1. Preheat oven to 400°F. Halve the squash lengthwise. Using a spoon, scoop out and discard seeds.
2. If desired, peel with a vegetable peeler or cut into big chunks and keep steady on the cutting board while cutting off the peel with a knife.
3. Cut into 1" cubes. Transfer to a large, rimmed baking sheet. Toss with oil, salt and pepper and spread out in a single layer. Roast, tossing occasionally, until just tender and golden brown, about 30 minutes.

Serves 4. **\$1.13 per serving***

Tips

- Use the same method to roast all types of winter squashes—acorn, delicata, kabocha, etc.
- For the first cuts, it may help to place a thick cloth towel over the work surface to prevent rolling.
- For more flavor, before roasting, toss squash cubes with thyme, rosemary or spices such as curry powder, ground cardamom or cumin.
- Instead of cubes, you can simply: halve and seed the squash; rub with oil, salt and pepper; roast cut-side down until tender; scoop flesh from skin or cut into serving sizes.
- Mash or purée roasted, steamed or boiled squash until smooth then stir into creamy winter soups.

Per serving (about 8oz/231g-wt.): 150 calories (30 from fat), 3.5g total fat, 0g saturated fat, 0mg cholesterol, 300mg sodium, 27g total carbohydrate (3g dietary fiber, 5g sugar), 3g protein

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

Butternut Squash with Wilted Spinach and Blue Cheese Vinaigrette

vegetarian, low fat, high fiber

With its beautiful colors and lovely balance of textures and flavors, this dish is bound to become one of your most requested recipes. Serve it either as a **first course or a side dish** to a fall or winter meal. For tips on roasting butternut squash, see the “Learn to Cook” recipe at left.

¼ cup blue cheese crumbles

3 TB lemon juice

Salt & ground black pepper to taste

1½ tsp 365 Everyday Value® Extra Virgin Olive Oil

½ small red onion, thinly sliced

1 5-oz package baby spinach

4 cups roasted 1" cubes butternut squash, warmed

Use a fork to mash together blue cheese and lemon juice in a large bowl to make a thick smooth dressing. Season with salt and pepper; set aside. Heat oil in a large skillet over medium-high heat. Add onions, salt and pepper and cook, stirring occasionally, until golden brown, about 5 minutes. Add spinach and cook, tossing often, until slightly wilted and warm, 1 to 2 minutes more. Transfer contents of skillet to bowl with dressing, add squash, salt and pepper and toss to combine.

Serves 4. **\$2.44 per serving***

Per serving (about 10oz/297g-wt.): 220 calories (70 from fat), 7g total fat, 2.5g saturated fat, 5mg cholesterol, 740mg sodium, 33g total carbohydrate (5g dietary fiber, 6g sugar), 5g 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 pears. Anjou and Bosc can be eaten firm, but are better slightly soft. Bartlett's turn from green to yellow as they ripen. Comice are best softly ripe. Red pears are usually versions of their green counterparts, with the same traits, except for color!

entertaining on a budget

plan to save when you plan ahead, plan around and plan for afterwards

5 Money-Saving Tips for Entertaining

- 1. Prepare the Kitchen.** Before things get crazy, organize your pantry, fridge and freezer, use things up (go all Iron Chef on it!) and make yourself aware of which holiday pantry basics you have or need.
- 2. Plan Your Menus.** Create full menus and shopping lists for the meals you'll need when you have company so you don't overshop when the time comes.
- 3. Use the Freezer.** Prepare big freezer-friendly recipes ahead so you can just heat and serve later—lasagna, stew, chili, bean soup, breads, cookies, etc.
- 4. Make the More the Merrier.** Guests almost always ask what they can bring, and usually enjoy contributing! Make a short list and be prepared when asked, leaving leeway for creativity and culinary talents.
- 5. Don't be Shy of the Full Potluck.** Most people like to show off their favorite holiday dishes. Give them an opportunity to share them!

here's the deal...

...about pumpkin pie and dinner rolls. Our bakery makes these with the same wholesome ingredients you would use at home, so it might be worth buying time instead of buying all the ingredients to make them from scratch.

sure deals!

crackers and cheese, sure to please with ease (and minimal expense)

life is like a box of crackers, which is very helpful at just \$3.49



Ladies and gentlemen, the cracker box! Inside you will find 6 varieties of crackers, guaranteed to create a moment of indecisive pause as each party guest speculates about which might be the more delicious. You will find a total of more than 50 crackers, certain to provide for a manageable number—yet exciting variety—of guests, of course.

What you will not find in this box of crackers are hydrogenated fats. Nor will you find the cheese that is just dying to meet these crackers (may we suggest the French brie below?). Regardless, you have got a very fine start on a very fine evening when you pick up an 8.8-oz box of our **365 Everyday Value® Assorted Entertainment Crackers** for \$3.49.

fancy brie. not a fancy price. get the party going for \$7.99



When you're serving up cocktails, you need nibbles. You don't need hassle or added expense. Yet those nibbles need to be worthy of cocktails, right? 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 350g wheel of our Imported French Brie—just look for the picture of the bon homme (that's French for “good guy”). Cut into about 30 bite-sized pieces. Place each piece on an Entertainment Cracker (see above). Top with a little dollop of fruit spread, a single toasted nut, a sliver of fruit (fresh or dried), a drizzle of honey...whatever you've got around. Voila! (That's French for “see there!”) It's only available this time of year, and we anxiously await delivery sometime in October. A 350g wheel of our **Isigny French Holiday Brie** is only \$7.99.

Curried Pork Stew with Potatoes and Green Beans

dairy free, high fiber

This is a **great make-ahead recipe**. Cool completely then freeze in an airtight container. Reheat frozen or thawed stew slowly in a large covered pot over medium-low heat until completely hot. Serve with lime wedges (to brighten the flavor), warm naan bread and fruit chutney or whole cranberry sauce. We tried out the new prepackaged Nature's Rancher Pork Sirloin to tasty results. Naturally, it must meet our standards for no antibiotics, vegetarian feed and no artificial ingredients. In this recipe, use the plain, Soy & Sesame or 3 Peppers variety.

- 1 TB 365 Everyday Value® Extra Virgin Olive Oil
- 1 (about 11-oz) boneless pork sirloin, cut into 1" cubes
- Salt & ground black pepper to taste
- 1 red onion, roughly chopped
- 1½ cups 365 Everyday Value® Organic Low Sodium Chicken Broth
- 1 13.5-oz can 365 Everyday Value® Organic Light Coconut Milk
- 3 TB green curry paste, or to taste
- 1 lb red potatoes, cut into 1" chunks
- 1 lb carrots or parsnips, cut into 1" chunks
- ½ lb green beans, trimmed (or frozen)

Heat oil in a large pot over medium-high heat. Season pork with salt and pepper. Cook until deep golden brown. Add onions and about 2 tablespoons water to loosen the browned bits in the bottom of the pot and cook, stirring often, until onions are just softened, about 5 minutes. Add broth, coconut milk and curry paste and bring to a boil. Cover and simmer 30 minutes. Add potatoes and carrots, simmer 10 minutes, then uncover and simmer until vegetables are tender and stew is thickened, about 30 minutes. Stir in green beans, salt and pepper and cook 5 minutes more.

Serves 6. **\$2.75 per serving***

Per serving (about 13oz/374g-wt.): 250 calories (90 from fat), 10g total fat, 4.5g saturated fat, 35mg cholesterol, 560mg sodium, 27g total carbohydrate (5g dietary fiber, 6g sugar), 14g protein

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



A Helping Hand in the Kitchen

The Whole Foods Market® Gift Card

A house full of guests, a table full of friends and family plus the entertaining season can really put a strain on the host's grocery budget. So help 'em out! Instead of another tray of cookies or bottle of wine, how about slipping them a thank you note with a Whole Foods Market gift card? Whether you live around the corner or across the country, you can order a gift card online and have it sent—with free shipping—to help them out with a little "dough" or "clams," so to speak.

All Things Good Whole Foods Market® Core Values

- Selling the highest quality natural & organic products available
- Satisfying & delighting our customers
- Supporting team-member happiness & excellence
- Creating wealth through profits & growth
- Caring about our communities & our environment
- Creating ongoing win-win partnerships with our suppliers
- Promoting the health of our stakeholders through healthy eating education

Giving Thanks Doesn't Cost a Cent

Our Whole Foods Market® Quality Standards

When you begin your big meal, take a moment to join us in thanking all of the farmers and producers for their part in bringing their bounty to our tables. We began our company with simple principles, which eventually formed our strict Quality Standards. To this day, every day, we use those standards in determining which foods to place on our shelves. Our providers and millions of customers share our mission to support those standards, which feature foods that are free of artificial preservatives, colors, flavors, sweeteners and hydrogenated fats. Thanks everyone!

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