

back to school • august 2011

the whole deal



back-to-school values that won't outsmart your wallet and shortcut suppers that won't short-circuit your budget



sure deal!

multigrain sandwich bread gets your days rolling for just \$1.99

How many times did Mom tell you to eat a healthy breakfast and to always say "thank you"? We can't help you be polite, but breakfast is right up our alley, especially when toast or a peanut-butter sandwich is your mainstay.

If you missed the lecture about whole grains—or skipped third-period home economics—here's the deal: The USDA says people who eat whole grains as part of a healthy diet have a reduced risk of some chronic diseases. Okay, pencils down and attention, high-achieving pupils! Get a head start with a pre-packaged, pre-sliced soft loaf of our own **Multigrain Sandwich Bread*** for \$1.99.

**We've got lots of multigrain bread—and it goes by a few different names, so if it's not obvious, let us help you find the one that's a Sure Deal this month!*

save \$40

with a cavalcade
of coupons!

inside and at:
wholefoodsmarket.com/coupons

food solutions for everyone

- 5 lunches for \$3 or less
- Sure Deals for Snacking
- 6 Shortcut Chef Suppers
- Health Starts Here™
Dinner Planner
- 6 Fruit Desserts

wholefoodsmarket.com/wholedeal

let this be your cheat sheet!

and get better than a passing grade on flavor, quality and value

It's that time again. Lazy summer days are fading into the hectic pace of a new school year, when work demands can crank up a notch, too. Have no fear, we're here! Whether you're adding love to your lunch or cooking dinners in a crunch, our stores are packed with great value and ingredients you can trust.

9 new budget recipes

For a smarter and tastier August

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Go to wholefoodsmarket.com/recipes for these recipes and more—with photos.

Special diet notes are included, but it's up to you to check product labels for changes!

more meal solutions

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hungry for more value?

go to wholefoodsmarket.com!

see the sales:

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wholefoodsmarket.com/recipes

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read and share:

blog.wholefoodsmarket.com/category/value

save with smart breakfast ideas at wholefoodsmarket.com/wholedeal!

sure deals for a good start to the day

We do the homework for you: no hydrogenated fats or artificial colors, flavors or sweeteners.



to waffle or not to waffle; buttermilk pancake and waffle mix for \$3.99

To balance all of the studying, working and carpooling, everyone deserves a breakfast treat. Go simple or add to the mix (recipe below) with a 2-lb bag of **365 Everyday Value® Organic Buttermilk Pancake and Waffle Mix** for \$3.99 or less.



lose the morning haze with chocolate hazelnut cocoa haze at \$4.99

Add a jolt of nutty sweetness to your morning on pancakes, waffles or toast. A 12.3-oz jar of all-natural Belgian hazelnut and chocolate **CocoaHaze** for no more than \$4.99.



go green or go bold with organic teabags for just 5¢ each

Make your morning brew work harder for you with organic tea packed with antioxidants. Choose delicate, uplifting green tea or bold, enlivening black tea in an 80-bag box of **365 Everyday Value® Organic Tea**—Green or Black—for just \$3.99.

Carrot Cake Pancakes

This may sound like dessert but it's actually an easy (and tasty!) way to add more nutrients to your morning. Try warming the remaining crushed pineapple for a topping. (Also try our Zucchini Pancakes at wholefoodsmarket.com/recipes.)

1¼ cups 365 Everyday Value® Organic Buttermilk Pancake & Waffle Mix

½ tsp ground cinnamon

¾ cup plus 2 TB lowfat 1% milk or unsweetened non-dairy beverage

3 TB expeller-pressed canola oil, divided

1 (1.5-oz) box 365 Everyday Value® Organic Thompson Seedless Raisins

¼ cup canned crushed pineapple, drained well

¾ cup shredded carrots

¼ cup toasted chopped pecans

In a large bowl, whisk together pancake mix and cinnamon. Add milk and 1 tablespoon oil and whisk until combined. Stir in raisins, pineapple, carrots and pecans until well combined. Heat a large skillet over medium heat. Brush lightly with some of the remaining oil. Working in batches, form each pancake by dropping ¼ cup batter onto the skillet. Cook until golden on bottom, 3 to 4 minutes. Flip and cook 2 to 3 minutes longer. Repeat with remaining batter and oil to make 8 to 9 pancakes total.

Serves 4. **95¢ per serving***
vegetarian

Per serving (2 pancakes): 340 calories (140 from fat), 16g total fat, 1.5g saturated fat, 0mg cholesterol, 330mg sodium, 42g total carbohydrate (2g dietary fiber, 13g sugar), 7g protein

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

1 serving (1 cup) = about 20 pineapple chunks

lunchtime!

it doesn't have to be boring, difficult or expensive

Young or young in spirit, we all want food in our lunchbox that's good enough to share—perhaps with that cutie from study hall or IT. These wallet-friendly ideas keep a smile on your face and unnecessary additives off your plate.

sure deals for smart lunches!



give your lunch an extra pop with our most popular crackers at snap prices

It's 365 Everyday Value®:

Organic Cheese Crackers at \$3.69

Organic Golden Round Crackers at \$2.39

Stoneground Wheat Square Crackers at \$1.99



let the chips fall where they may—as long as that's into your lunch for \$2.69

You can count on our tortilla chips. They're Non-GMO Project verified, as well as crispy and tasty. Get a big 16-oz

bag of 365 Everyday Value® Tortilla Chips—Multigrain, White Corn or Yellow and Blue Corn; or Restaurant Style Lightly Salted or Unsalted—for \$2.69.



make friends organically by sharing a bowl of chili for \$2.29

You'll be welcome at any table in the lunchroom with this satisfying chili, or try it in our Fiesta Supper (p.15).

A 15-oz can of 365 Everyday Value®

Organic Vegetarian Chili—Mild or Spicy—is just \$2.29.



this band of crisp soy snacks trumpets a sweet price at \$2.19

After lots of practice, we've orchestrated the perfect harmony of flavors in these protein-packing crisps. Pick your favorite

3.5-oz bag of 365 Everyday Value® Soy Crispettes—Sea Salt, Barbecue, Ranch or Cheddar—for \$2.19.



lunch will look pretty in pink with canned wild salmon for \$2.99

Move beyond tuna and dress up for lunch with canned wild salmon, perhaps in our Honey Mustard Salmon Salad (wholefoodsmarket.com/recipes). Catch any wild can of 365 Everyday Value® Wild Caught Alaskan Salmon—Red Sockeye or Pink—for \$2.99 or less.



your little "muensters" will love this **organic** cheese that's \$5.99

Makeovers make everything better—including your sandwich. Give yours a lift with a 12-slice package of

365 Everyday Value® Organic Muenster Cheese Slices for \$5.99.

Worth it! Organic means you're getting cheese made from the milk of cows not given synthetic growth hormones that unnaturally stimulate growth and milk production.

A Week of \$3 Lunches*

for work days, school days and any days

Pita Party \$2.95

Fill a whole wheat pita with hummus, pitted ripe olives, cucumbers and baby spinach leaves. 365 Everyday Value® Soy Crispettes. Pineapple Chunks.

Good Grains Charlie Brown \$2.97

A salad of bulgur wheat, garbanzo beans, and chopped red bell pepper and parsley tossed with 365 Everyday Value® Organic Sesame Goddess Dressing (coupon p.12). Baby carrots. Organic grapes.

Ravioli Lover \$2.72

365 Everyday Value® Organic Cheese Ravioli. Cucumber slices and grape tomatoes with 365 Everyday Value® Organic Roasted Garlic Dressing (coupon p.12) for dipping. Whole Trade® banana.

Sassy Salmon \$2.99

Honey Mustard Salmon Salad (wholefoodsmarket.com/recipes) with 365 Everyday Value® Stoneground Wheat Crackers. Fresh peach.

Pasta Powered \$2.50

365 Everyday Value® Organic White Cheddar Pasta Shells with frozen broccoli (add to the pot just before draining pasta). 365 Everyday Value® Mandarin Oranges.

**We always overestimate costs in your favor, but they may still add up a little differently in your neck of the woods.*



8 under \$2 with 365 Everyday Value®!

Admittedly Not a Good Catchy Headline, But Definitely Good Catches for Your Lunchbox

Pineapple Chunks, Slices or Crushed
Bite-Size Golden Stoneground Wheat Crackers
Ripe Pitted Black Olives
Organic Pasta Rings in Tomato Sauce
Organic Cheese Ravioli
Organic Macaroni & Cheese
Shells & Alfredo (less than \$1!)
Mandarin Oranges in Pear Juice (less than \$1!)



1 serving (1 cup) = 12 baby carrots



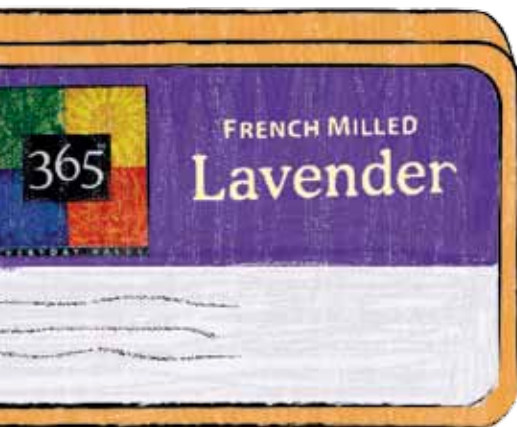
three ways to really clean up your vitamins, your body and with decent prices

Whether you're the new Kid in class or the Keyboard wrangler angling for a promotion, you likely want to make the best impression possible...and still feel good about what you're putting on and in your body. Our supplements and body care products have got your back without breaking the bank.

Back-to-School Checklist for quality at a value

Healthy decisions are not just about food. What goes on the body can also get in the body. These products below are affordable 365 days a year *and* they meet our Premium Body Care® standards, which prohibit more than 400 questionable ingredients—such as parabens—that are commonly used in body care products. Now *that's* value!

- ✓ Shampoo
- ✓ Conditioner
- ✓ Shower Gel
- ✓ Foaming Hand Soap
- ✓ Body Lotion
- ✓ Hand Sanitizer



sure deal! rub-a-dub-dub with better budget bar soap at less than \$2!

A bustling, back-to-school household can go through bar soap faster than a store full of Whole Foods Market® shoppers devours free samples. Rather than rely on cheap, skin-drying soap from big-box bargain bins, give our value soaps a spin in your bath or shower.

Made with vegetable glycerin for ultra moisture retention, these soaps lather up lusciously and are French milled for a soft, smooth texture. Plus, they contain no sulfates or artificial colors and are not tested on animals. Stock up and never run out; each 4-oz bar of **365 Everyday Value® Vegetable Glycerin Soap**—Chamomile, Lavender, Olive Aloe, Rosemary Mint, Vitamin E or Unscented—is \$1.99 or less.



sure deal! yes, vitamins this good start at just \$5.99

Kids won't balk at taking vitamins in these groovy shapes and flavors, and you will know they're free of artificial colors, flavors and sweeteners. Get our **365 Everyday Value®**:

**Chewy Multivitamins Kids
Gummy Fruits 60 ct for \$6.99**

**Chewy Multivitamins Kids
Gummy Fruits 180 ct for \$13.99**

**Calcium D Kids Gummy Pectin Swirls
60 ct for \$5.99**



Don't Let Missed School Days Cost You Pick Up Your Free "Children's Health" Pocket Guide—it's for K–12

This month's issue of our "Be Good to Your Whole Body" series of pocket guides is all about how to keep kids, tweens and teens healthy—and how to care for them when they're not—naturally! Learn what the experts advise when it comes to herbs, supplements and body care for kids. Grab one, and listen to our online **Whole Body™** podcasts, too.

here's the deal ...about aromatherapy.

100% pure essential oils offer more than aroma because they are concentrated extracts from beneficial plants; no added oils or artificial scent. To make just 7 pounds of 100% pure essential oil it takes more than 220 pounds of calming lavender.



1 serving (1 cup) = 1 large banana



money-saving tips for 365 everyday value® essential oils first step: clip the coupon below!

greener cleaner

Add 3–4 teaspoons tea tree essential oil to ½ gallon warm water and then add ½ cup white vinegar and ¼ cup baking soda. Mix thoroughly.

cool & moisturize

Add 2–3 drops peppermint essential oil to ½ ounce body lotion or body oil such as jojoba, sesame or olive.

treat your feet

Mix 2–3 drops eucalyptus essential oil with 1 tablespoon apple cider vinegar and add to ½ gallon warm water. Soak feet for at least 15 minutes.

lavender laundry

Apply 3–4 drops lavender essential oil to a small piece of terry cloth and toss into the dryer on cool setting to give clothes a clean, fresh scent.

print before you shop! All coupons are online at wholefoodsmarket.com/coupons.



365 Everyday Value® Essential Oil

- 100% pure; extracted from plants
- Relax into sweet dreams with a few drops on your pillow
- Wake up to exhilarating aromas on a washcloth in the shower

wholefoodsmarket.com/coupons

365 Everyday Value® Essential Oil

\$1.00 off

any ONE (1) 2-oz bottle
365 Everyday Value® Essential Oil:
Lavender, Peppermint, Eucalyptus or Tea Tree



PLU: 78544
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 September 30, 2011.



Azalea™ Feminine Care

- Super absorbent organic cotton
- Chlorine free and hypoallergenic
- No dyes or fragrances

wholefoodsmarket.com/coupons

Azalea™ Feminine Care

\$1.00 off

any ONE (1) package of Azalea™ Feminine Care:
pads, pantliners or tampons



AZALEA™
take care of yourself

PLU: 78543
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 September 30, 2011.





365 Everyday Value® Organic Nonfat Yogurt

- 6 live active cultures; no artificial colors, flavors or sweeteners
- Made with milk from cows not treated with synthetic growth hormones
- Fruit varieties are real "fruit on the bottom"

wholefoodsmarket.com/coupons

365 Everyday Value® Organic Nonfat Yogurt
2 for \$1.00

any TWO (2) 6-oz cups
365 Everyday Value® Organic Nonfat Yogurt:
Blueberry, Cherry, Lemon, Peach, Raspberry, Strawberry or Vanilla



PLU: 78541
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365 Everyday Value® Ricotta Cheese

- Made with milk from cows not treated with synthetic growth hormones
- Try in our Layered Pasta and Veggie Bake recipe on page 14
- Part Skim or Whole Milk

wholefoodsmarket.com/coupons

365 Everyday Value® Ricotta Cheese
\$1.00 off

any ONE (1) 15-oz tub 365 Everyday Value® Ricotta Cheese: Part Skim or Whole Milk



PLU: 78542
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 September 30, 2011.



365 Everyday Value® Organic Dressing

- Made only with organic expeller-pressed oils
- Convenient squeeze-top bottle
- Chipotle Ranch, French, Sesame Goddess, Roasted Garlic or Thousand Island

wholefoodsmarket.com/coupons

365 Everyday Value® Organic Dressing
\$1.00 off

any ONE (1) 8-oz bottle
365 Everyday Value® Organic Dressing:
Chipotle Ranch, French, Sesame Goddess, Roasted Garlic or Thousand Island



PLU: 78540
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 September 30, 2011.



The Original Brat Hans Organic Fully Cooked Chicken Breast Strips

- Ready-to-eat, fully cooked organic chicken
- Chicken raised without antibiotics or added hormones*
- No artificial preservatives or fillers
- 5-Step™ Animal Welfare Rating Step 3!

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

wholefoodsmarket.com/coupons

The Original Brat Hans Organic Fully Cooked Chicken Breast Strips
\$1.00 off

any ONE (1) 8-oz package
The Original Brat Hans Organic Fully Cooked Chicken Breast Strips



PLU: 78545
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 September 30, 2011.



snacks on the run!

better choices for nibbling, munching, crunching and slurping

sure deals 3 under \$3



365 everyday value® organic 100% juice boxes
From ballet to basketball, there's no better way to quench busy kids' thirst than with organic goodness. Rest easy; there's nothing artificial here and each box packs 100% RDA vitamin C. Get a 4-pack for less than \$3. *Apple, Fruit Punch, Orange or White Grape (and there's Lemonade, too!)*



365 everyday value® organic raisins snack packs
On the go doesn't have to mean down for the count. Tired tykes will perk up with a snack of these organic, seedless Thompson raisins. And your wallet will never tire of a 6-pack at less than \$3.



365 everyday value® sandwich cremes
We made these classic cookies even more superstarrific by deleting the less-than-savory ingredients of the conventional version. The only remaining question is whether to chomp whole or twist and eat. A treat worth enjoying—and sharing—at less than \$3. *Chocolate, Vanilla or Duplex*



sure deal!
we're not stringing you along, this really is organic cheese for about 66¢ a stick

With only three ingredients, simple math is all it takes to appreciate this snack star at this price. Get all the benefits of organic and a healthy dose of calcium in a 6-pack of our popular 365 Everyday Value® Organic String Cheese at just \$3.99.

Snacks Happen so they're worth a closer look before you buy

Snack	Look For...	Avoid...
party mix	organic ingredients	artificial colors & flavors
buttery crackers	untreated flour, organic	hydrogenated fats, artificial flavor
tortilla chips	Non-GMO Project verified	artificial colors & flavors
sandwich cremes	untreated flour	hydrogenated fats, high fructose corn syrup
popcorn	organic corn	artificial colors & flavors
cheese sticks	organic	synthetic growth hormones
yogurt	real fruit, organic	artificial colors, flavors & sweeteners
dried fruit	all fruit	added sugar & sulfites
bars	fruit, nuts, whole grains	added sugar or corn syrup, hydrogenated fats
juice boxes	100% fruit juice	added sugar, artificial colors & flavors

Baked Snack Mix

This easy, throw-together snack, a mix of nuts and crowd-pleasing munchies like cheese crackers and pretzels, can be spruced up even further with dried spices. Simply add mild curry powder, cayenne, pimentón (smoked paprika) or dried onion flakes to taste before baking.

2 cups oat Os cereal

2 cups 365 Everyday Value® Organic Pretzel Sticks

2 cups unsalted peanuts

1½ cups (3½ oz) 365 Everyday Value® Organic Cheese Crackers

1 cup pecan halves

⅓ cup 365 Everyday Value® Organic Roasted Garlic Ranch Dressing

Preheat oven to 300°F. In a large bowl, toss together all ingredients. Transfer to a large baking sheet, spread out evenly and bake, stirring every 15 minutes, until dry and crisp, 35 to 45 minutes. Let cool before serving.

Makes about 18 ½-cup servings. **49¢ per serving***
high fiber, vegetarian

Per serving: 210 calories (140 from fat), 15g total fat, 2g saturated fat, 0mg cholesterol, 180mg sodium, 16g total carbohydrate (3g dietary fiber, 3g sugar), 6g protein

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



1 serving (1 cup) = about 1 large red bell pepper





on your marks!

here's your starting line for healthy family meals

Our Health Starts Here® recipes celebrate naturally flavorful whole foods with no extracted oils or refined sweeteners.

Layered Pasta and Veggie Bake

A deliciously different take on white lasagna, with little (or no) cheese and big on veggies, here's a healthy, hearty and satisfying meal-in-one.

- 1 (10-oz) box brown rice lasagna noodles
- 1 cup low-sodium vegetable broth
- 4 cloves garlic, chopped
- 1 lb yellow squash (about 3), chopped
- 2 yellow onions, chopped
- 1 cup finely chopped fresh herbs, such as basil, oregano and parsley, divided, plus more for garnish
- 1 cup 365 Everyday Value® Organic Unsweetened Almondmilk
- 2 (15-oz) cans no-salt-added white beans, such as navy or cannellini beans
- 1 (15-oz) tub 365 Everyday Value® Part Skim Ricotta Cheese (or make our tofu ricotta: wholefoodsmarket.com/recipes)
- 1 (16-oz) pkg frozen broccoli, thawed
- 1 (16-oz) pkg frozen spinach, thawed and squeezed of excess moisture
- 1 large tomato, diced

Cook noodles per package instructions. Rinse in cold water after draining and spread out in a single layer to prevent sticking. Set aside. Preheat oven to 350°F. Heat broth in a large skillet over medium-high heat. Add garlic, squash, onions and ½ cup of the herbs and cook, stirring often, until liquid has evaporated, 20 to 25 minutes. Meanwhile, in a food processor, purée almondmilk, beans and ricotta until smooth; transfer to a bowl and set aside. In a 9"x13" baking dish (this recipe makes a very full pan, so make sure your dish is at least 2" deep), layer lasagna as follows, scattering remaining herbs in between layers: ricotta mixture, noodles, broccoli and spinach, noodles, squash mixture, noodles, ricotta mixture. Top with tomato and bake, uncovered, until hot throughout, about 45 minutes; set aside to let rest 15 minutes. Cut into squares, garnish with fresh herbs and serve.

Serves 8. **\$3.31 per serving***
high fiber, vegetarian

Per serving: 370 calories (60 from fat), 6g total fat, 2.5g saturated fat, 15mg cholesterol, 230mg sodium, 54g total carbohydrate (14g dietary fiber, 5g sugar), 21g protein

Family Dinner Planner

Just like with sports, practice is one secret to success in preparing and enjoying healthy meals on a budget. This easy-to-follow planner will earn cheers while saving you a pretty penny.

Monday	Tuesday
<p>Veggie Monday Create your own veggie burgers by replacing patties with grilled portobello mushroom caps (marinate in balsamic vinegar for an hour ahead if you have the time). Serve with raw veggie sticks.</p>	<p>Turkey Tuesday Add a healthy kick to a family favorite with Turkey Sloppy Janes (recipe below). Serve on sprouted whole grain buns with a green salad on the side.</p>
Wednesday	Thursday
<p>Get Your Greens Brown sliced onions in a large dry skillet then stir in cooked cannellini beans and a bunch of chopped leafy greens. Cover and cook until heated through. Toss with chopped fresh tomatoes and basil or parsley.</p>	<p>No-Cook Night Visit our salad bar for pre-washed and -prepped greens and vegetables in a rainbow of colors. Toss with heirloom tomato, fresh basil, a little feta cheese and raspberry vinegar. Serve with Health Starts Here™ hearth bread.</p>
Friday	Weekend
<p>Fish Friday Enjoy the best flavors of summer in Baked Salmon with Spinach and Strawberry Salsa (wholefoodsmarket.com/recipes). Serve with quinoa or brown rice.</p>	<p>End-of-Summer Sizzler Top grilled lean grass-fed steaks with fresh chopped herbs and garlic and serve with a big platter of grilled veggies like peppers, summer squash and corn on the cob.</p>

Turkey Sloppy Janes

A healthier take on typical Sloppy Joes, this tangy recipe packs in the veggies and lean ground turkey breast. Serve on sprouted whole grain buns, brown rice or whole grain pasta with a large green salad on the side.

- 1 yellow onion, chopped
- 1 green bell pepper, chopped
- 3 TB 365 Everyday Value® Organic no-salt-added Tomato Paste
- 1 cup grated carrots (from 1 large carrot)
- ¾ lb ground turkey breast
- 1 (15-oz) can no-salt-added tomato sauce
- ½ cup chopped pitted dates (about 5 dates)
- 4 tsp balsamic vinegar
- 5 tsp 365 Everyday Value® Organic Yellow Mustard

Heat a large skillet over medium-high heat. Add onion and pepper and cook until starting to stick and lightly brown, stirring frequently, 4 to 5 minutes. Stir in tomato paste, carrots and 2 TB water and cook 2 minutes longer or until carrots are tender, stirring occasionally and scraping any browned bits from the surface of the pan. Add turkey and cook 3 minutes or until turkey is no longer pink, stirring to break it up as it cooks. Stir in tomato sauce, dates, vinegar, mustard and ½ cup water and bring to a boil. Reduce heat to low, cover and simmer 15 minutes to blend flavors.

Serves 4. **\$3.01 per serving***
dairy free, gluten free, high fiber, wheat free

Per serving: 270 calories (60 from fat), 7g total fat, 2g saturated fat, 60mg cholesterol, 190mg sodium, 33g total carbohydrate (6g dietary fiber, 21g sugar), 19g protein

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



shortcut chef suppers

home cooking is fast, easy and affordable with “buy some, make some” meals

Fiesta Supper

Our tasty canned vegetarian chili is spruced up and ready for prime time in just minutes. It's your choice whether to pile chips at the bottom of your bowl or on top. Garnish with fresh chopped cilantro and/or jalapeño peppers if you wish.

2 (15-oz) cans 365 Everyday Value® Mild (or Spicy) Organic Vegetarian Chili

2 green onions, thinly sliced, reserving 2 TB dark green part for garnish

½ cup 365 Everyday Value® Organic Shredded Monterey Jack

1 ripe avocado, diced

1 cup slightly crushed 365 Everyday Value® Yellow, White or Blue Corn Tortilla Chips

In a medium saucepan, heat chili and green onions over medium-high heat until warmed through, stirring to blend. Place in serving bowls and top with cheese, avocado, remaining green onions and chips.

Serves 4. **\$2.61 per serving***
high fiber, vegetarian

Per serving: 370 calories (130 from fat), 15g total fat, 1.5g saturated fat, 5mg cholesterol, 490mg sodium, 46g total carbohydrate (14g dietary fiber, 3g sugar), 14g protein

quick meal ideas to avoid the takeout trap

Give your wallet and your schedule a break

Simple Salad with Chicken

Mixed baby greens and salad veggies tossed with 365 Everyday Value® Organic French Dressing topped with The Original Brat Hans Organic Fully Cooked Chicken Strips (coupons p.12)

Shrimp Wonton Soup

Baby spinach stirred into heat-and-serve frozen Shrimp Wonton Soup. Asian slaw: grated cabbage and carrots, sesame oil, rice vinegar and a pinch of sugar.

Coconut Shrimp Rice Bowl

Frozen jasmine rice and frozen broccoli heated with teriyaki sauce, topped with cooked Whole Catch® Coconut Shrimp (at right). Edamame in the shell for fun!

Sandwich Supper

Grilled cheese on Multigrain Bread with 365 Everyday Value® Organic Sliced Muenster (p.3), mustard and heirloom tomatoes. Steamed green beans with salad dressing to dip.



sure deal! no need to scrimp with heat-and-serve breaded shrimp for \$6.99

No one will jump ship when this is part of the meal. The shrimp is third-party verified to be responsibly farmed and it's a quick solution for busy days. An 8- or 10-oz package of **Whole Catch® Breaded Shrimp**—Coconut, Buffalo, Popcorn or Tempura—is just \$6.99.

Chicken Alfredo with Zucchini

Turn a box of shells and alfredo into a family-friendly weeknight meal in just 20 minutes.

1 (7.25-oz) box 365 Everyday Value® Shells & Alfredo

1 large zucchini, diced

1 (8-oz) pkg The Original Brat Hans Organic Fully Cooked Chicken Strips, cut into bite-size pieces

½ cup 365 Everyday Value® Part-Skim Ricotta Cheese

2 TB grated Parmesan cheese

Bring a large pot of water to a boil. Add shells and cook 7 minutes. Add zucchini and cook 2 minutes longer or until pasta is al dente and zucchini is just tender. Reserve ½ cup pasta cooking water, and then drain shells and zucchini well. Add shells and zucchini back to pot. Stir in pasta cooking water, pasta sauce packet and chicken and cook about 3 minutes over medium heat or until chicken is heated through. Remove from heat and stir in ricotta until blended. Serve garnished with Parmesan.

Serves 4. **\$2.83 per serving***
sugar conscious

Per serving: 310 calories (45 from fat), 5g total fat, 2g saturated fat, 40mg cholesterol, 690mg sodium, 42g total carbohydrate (3g dietary fiber, 3g sugar), 28g protein

sure deals for wine!

learn the language of this lovely wine for only \$7.99

Earn extra points on the pop quiz for knowing wines officially designated Vinho Verde come from Portugal's largest viticulture area. This light White pairs perfectly with seafood, a 750ml bottle of **Opala Vinho Verde** goes for \$7.99.

pen a sonnet inspired by this romantic red at just \$8.99

One sip of this wine, bursting with hints of cherry, is all it takes to inspire the poet within. Blooming with floral notes, you'll come out smelling like a rose with a 750ml bottle of **Roulé Rouge Organic Red Table Wine** (no sulfites added!) for \$8.99.

enjoy a storybook ending with wine at 2 for \$8!

Robin Hood never had it so good with a deal like this. The packaging is friendlier to the environment, and the wines are bursting with fruit flavor. Ride off into the sunset with **Bandit Pinot Grigio or Cabernet Sauvignon**; two half-liters are just \$8.00.**

Unfortunately for some of you, the long arm of the law prohibits us from selling wine in some of our stores. See which stores can at wholefoodsmarket.com/wine. ** So sorry, these wines are unavailable in Louisiana.



1 serving (1 cup) = 32 grapes



just desserts just got more fruitful

Peach Ginger Fling

This creamy, cool dessert has full fruity flavor and uses our popular ginger snaps for zing and a light crunch. Chia seeds add polka dots of fun, nutrients and help with texture. For even more fruit, garnish each serving with sliced fresh peaches.

¼ cup chia seeds

*32 365 Everyday Value® Ginger Snaps,
(20 crushed, 12 left whole), divided*

*1½ lbs peaches or nectarines (5 to 6), peeled, pitted
and roughly chopped*

4 oz Neufchâtel cheese

*2 (6-oz) containers 365 Everyday Value® Organic
Nonfat Peach Yogurt*

1 very ripe banana, mashed (about ½ cup), divided

In a small bowl, combine chia seeds with ⅔ cup water; set aside, stirring occasionally, for 15 minutes to form a gel. Meanwhile, scatter crushed gingersnaps over the bottom of a 9" x 13" dish; set aside. In a food processor, purée peaches, Neufchâtel, yogurt and banana until smooth; transfer to a bowl and whisk in chia seeds. Pour peach mixture over crushed gingersnaps. Cover and refrigerate until cold throughout, about 3 hours or overnight. Spoon into bowls, top with reserved gingersnaps and serve.

Serves 8 to 10. **\$1.40 per serving***

vegetarian

Per serving: 230 calories (60 from fat), 6g total fat, 2g saturated fat, 10mg cholesterol, 160mg sodium, 36g total carbohydrate (4g dietary fiber, 17g sugar), 5g protein

Have Your Dessert and Eat Your Fruit, Too

Simple Solutions for Deliciousness

Easy Lemon Trifle

Fold 365 Everyday Value® Organic Nonfat Lemon Yogurt into whipped cream. Layer with cubed pound cake, plums and nectarines.

Heaven from the Grill

Grill slices of angel food cake and top with fresh berries and whipped cream.

Shortcut Fig Shortcakes

Top halved shortcakes or scones from our bakery with 365 Everyday Value® Organic Nonfat Vanilla Yogurt, ripe quartered figs and a drizzle of honey.

Berry-licious Ice Cream Sandwiches

Mix roughly chopped fresh berries into softened vanilla ice cream. Spread between chocolate chip cookies, wrap in wax paper and freeze until solid.

Minty Melon Refresher

Top a bowl of lemon sorbet with chilled watermelon chunks and a little fresh mint.

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



sure deal!
everyone will snap up your
dessert with these cookies
for \$2.69

A good dose of ginger and a good snap make our gingersnaps incredibly addictive. Pour a tall glass of milk or lemonade and don't worry about grabbing a handful since a 10-oz package of **365 Everyday Value® Ginger Snaps** is no more than \$2.69.

Get a Grip on Serving
Sizes for Fruit and
Veggies

and your health and budget will follow

Look at the bottom of the pages throughout this issue to see what one serving (1 cup) looks like for a few favorite fruits and vegetables. Find more and a kids' coloring sheet at wholefoodsmarket.com/wholedeal.

Our Whole Foods Market® Quality Standards

We've done the homework for you

We developed our Quality Standards to help us every day in determining which foods we allow on our shelves...and which we don't. They also help you...by saving label-reading time and trouble. For example, here's one that our shoppers really value: "We feature foods that are free of artificial preservatives, colors, flavors, sweeteners and hydrogenated fats."

what's next?

Our upcoming September-October issue of *The Whole Deal* will help you harvest the best meals and deals of the season while embracing organics and avoiding GMOs.

Sign up at wholefoodsmarket.com/connect to get the latest sales, tips, recipes and store events.

Printed on 100% post-consumer waste recycled paper using vegetable inks. Some products may not be available in all markets. We reserve the right to correct printing errors.

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