

# the whole deal



WHOLE  
FOODS  
MARKET

## money-saving tips for holidays on a budget

### 10 Tips for Shopping

Get the *Good Stuff*—and the Basics—  
at the Best Prices Possible

1. **Stay Calm.** Maintain a cheerful, good mood and positive attitude so you don't get stressed out and make bad decisions. (Should a little bottle of Rescue Remedy be your first stop in the store?)
2. **Shop the Sales.** More than 1000 items are on sale in our store right now. Look for the sale signs and save! Also, sign up for *The Whole Deal* e-newsletter for notification of the best specials.
3. **Get Your 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.
4. **Go for 365 Everyday Value®.** Our own brand helps you save on everyday basics and holiday needs. It's the best and broadest selection of natural and organic products at the best prices.
5. **Plan Your Menus.** Create full menus and shopping lists for the meals you'll need, especially when you're expecting company so you don't overshop when the time comes.
6. **Don't Underestimate Leftovers.** When you plan your menus and make your shopping lists, shop for what you need to transform leftovers into another meal. Our holiday website has ideas.
7. **Choose the Bird to Fit Your Budget.** We offer turkeys—and beef and cheese and chocolate, etc, etc—in several varieties and we can point out the best deals for your needs.
8. **Buy Some Baked Goods.** Our bakery makes pumpkin pie and dinner rolls 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 these from scratch.
9. **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.
10. **Take Advantage of Our Good Nature.** Our Team Members are there for you. Don't be shy! Let them help you make the holidays easy and affordable.

### 10 Tips for Entertaining

Using Good Sense and High-Quality  
Ingredients without High Costs

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 Ahead. Again.** Plan meals and make shopping lists, being mindful of how much to buy and serve for how many people. Use the chart on our holiday website to help you figure it out.
3. **Choose Crowd-Friendly Recipes.** For big meals, choose hearty, satisfying, affordable recipes. Big-pot meals with self-serve condiments are ideal: chili, curry, red beans and rice, stew, etc.
4. **Consider Dessert.** If the meal was humble, go all out on a dessert from the bakery. If you put more into the meal, dessert can be cheese with honey and nuts or fruit with cookies.
5. **Use the Freezer.** Prepare big freezer-friendly recipes ahead so you can just heat and serve later. And don't stop at lasagna and soup, breads and muffins and cookies freeze well, too.
6. **Learn to Cook at Least One Thing.** Choose a perfect entertaining dish to become your sought-after signature item for the season to take along or serve at home.
7. **Budget by the Bite.** No need to obsess with a calculator, just try some of our Small Bites party recipes that will cost you less than 50 cents each, and many of them are much less than that!
8. **Make Décor do Double Duty.** Decorate your table with winter squash, fresh herbs, citrus, apples, pears, pomegranates and nuts, then use them in recipes later.
9. **Enjoy 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.
10. **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!

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

## 10 Tips for Giving

With Good in Mind for All, Including Your Wallet

- 1. Budget in Buckets.** Start your gift list by placing people's names under certain budget thresholds such as \$10, \$15, \$20, etc. And stick to it!
- 2. Waste Not.** A Whole Foods Market® gift card will make sure the recipient gets just what they want—no re-gifting, no returns—and of excellent quality, too.
- 3. Give from the Heart.** Homemade gifts, no matter how frugal, always strike a chord because it is clear that you spent one of your most valuable resources...your time.
- 4. Light Up a Life.** Long-burning beeswax or soy-based pillar candles make beautiful, practical gifts that can last and last. Include a little note about their benefits and how to prolong their glow.
- 5. Present Great Taste.** Food gifts—olive oil, vinegar, chocolate, cheese, wine—are always well received and those we offer almost always have a special story that goes along with them.
- 6. Take it a Step Further.** A gift basket allows you to create clever themes. Try bath time, tea time, baking goodies, local foods or Italian supper. And don't hesitate to use a container other than a basket.
- 7. Feel Good about What you Give.** Gifts are not only about the receiving end. A gift that you believe in is worth every cent. Whole Trade™ flowers are a great example because they are committed to ethical trade and the environment as well as the highest quality.
- 8. Share the Love.** Gift a recipe box or binder with your favorite recipes from our website or elsewhere.
- 9. Pass Along the Savings.** Browse the cookbook shelf and find one that looks both tasty and healthy. Write a note about how cooking at home is fun, delicious and saves money!
- 10. Be Encouraging.** Jumpstart someone's January fitness resolutions by helping them get ready with a yoga or Pilates DVD and make it actually happen by committing to exercise with them.



pick up the whole deal for more money-saving tips, along with recipes and coupons!

## Here's the Back Story on the Good Things for your Celebrations

### Our Whole Foods Market® Quality Standards

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. We are honored that you chose us to provide the finest foods for your celebrations; foods that are free of artificial preservatives, colors, flavors, sweeteners and hydrogenated fats. Thank you.

make this page your holiday bookmark!  
[wholefoodsmarket.com/holidays](http://wholefoodsmarket.com/holidays)

