

VISIT OUR STORE WEB PAGE

Need store specific information or need to make a donation request? Visit wholefoodsmarket.com/pinecrest.



FOLLOW US ON FACEBOOK

Want an easier way to stay on top of our store's daily happenings? "Like Us" on Facebook and never miss a beat! You can find us at www.facebook.com/wholefoodspinecrest.



FOLLOW US ON TWITTER

Stay up to date via our daily Tweets. Start following us @WholeFoodsMiami on Twitter today!



LOCAL PRODUCTS

We support our local growers and producers. Look for the LOCAL signs and profiles throughout the store to identify items that come from the Sunshine State!



FREE WIRELESS INTERNET IN OUR CAFÉ

Hungry?...and busy at the same time? Chat with your mouth full! Gather up your wireless-ready laptop, pick up some items from our great Prepared Foods department, take a seat in our café, and enjoy free wireless internet. Compute, eat, and never miss a beat.



365 EVERYDAY VALUE® PRODUCTS

Our 365 Everyday Value® products can fill your pantry without emptying your pocketbook. With value prices every day of the year, our products are formulated to meet all our quality standards, come in both natural and organic selections, and will change the way you shop at Whole Foods Market. That's because we have it all — from whole grain flours and shade-grown coffee to organic milk and frozen veggies. We make it easy to stock up on the best products for the best price.

DID YOU KNOW THAT YOU CAN ...



Help reduce the impact on the environment while you support the community! From now through January 15, 2012, bring your reusable bags and donate your 10 cents per bag refund to the American Children's Orchestras for Peace or the Whole Planet Foundation. The American Children's Orchestras for Peace is a non-profit foundation which provides after-school music instruction to underprivileged children in public schools, parks, and community centers to break the cycle of poverty and hopelessness that often leads to juvenile violence. This year-round program is designed to provide instruments and free lessons to underserved, at-risk children in Miami-Dade County, using music to improve individual achievement, social skills, parental involvement, and ultimately – children's lives. To learn more, visit: www.americanchildrensorchestras.org.



ABOUT WHOLE FOODS MARKET®

Founded in 1980 in Austin, Texas, Whole Foods Market (wholefoodsmarket.com, NASDAQ: WFM), is the leading natural and organic food retailer. As America's first national certified organic grocer, Whole Foods Market was named "America's Healthiest Grocery Store" by Health magazine. The company's motto, "Whole Foods, Whole People, Whole Planet"™ captures its mission to ensure customer satisfaction and health, Team Member excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to the company's more than 64,000 Team Members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by FORTUNE magazine for 15 consecutive years. In fiscal year 2011, the company had sales of more than \$10 billion and currently has more than 315 stores in the United States, Canada and the United Kingdom.

SHARE YOUR LOVE

NEWS & EVENTS

AT PINECREST FEBRUARY 2012
PINECREST STORE OPEN 8AM TO 10PM DAILY



NEWS & ANNOUNCEMENTS

GEARING UP FOR THE BIG GAME ON FEBRUARY 5: PARTY PLATTERS AND GAME DAY SNACKS

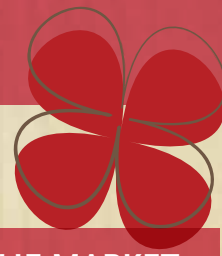
Wings, sandwiches, guacamole, nachos, pizza, quesadillas, potato skins, dips...yes, please! Whether you're the host or the guest charged with bringing a dish, Whole Foods Market is your one-stop-shop for game day. Contact one of our catering specialists today to find out more about our custom or ready-made platters. And for those trying to stick to the healthier options, check out what our healthy gurus suggest for cooking up for the big game. Remember, no matter what you serve, everyone wins when the food is delicious!

SHARE YOUR LOVE AT WHOLE FOODS MARKET

We've got you covered this Valentine's Day season with world-changing chocolate, conscientious body care, gift baskets that scream "you matter to me", and beautifully responsible blooms, like roses and Gerbera daisies that are grown and produced to meet our commitment to ethical trade, the environment and the highest quality, thanks to our Whole Trade® Guarantee. Whether you're shopping for your sweetie, family member, pal or neighbor, we've got what you're looking for. Stop in today!

2012 WHOLE PLANET FOUNDATION PROSPERITY CAMPAIGN BEGINS FEBRUARY 22

Want to make a difference in the world but don't know where to start? Help us help a million more people to change their own lives! Beginning February 22, Whole Foods Market cashiers will be taking register donations for the Whole Planet Foundation. 100% of the donations generated will go directly to the micro-lending programs in 25 countries around the world. Last year, our passionate customers and team members raised over \$2.5 million. Help us reach our 2012 goal of \$4.1 million and be a part of this global solution to eradicate poverty. For more information, visit www.wholeplanetfoundation.org.



IN-STORE EVENTS, CLASSES AND DEMONS

SOUS CHEF 2 GO LIVE COOKING DEMON
FRIDAY, FEBRUARY 3 1 – 8 P.M.
 IN THE MEAT DEPARTMENT

Dining out is great, but there's nothing quite like a well-prepared, home-cooked meal. Cultivating a satisfying range of dishes can be a hefty and intimidating task – specifically for those that lack “kitchen expertise.” Stress no more – there's help right around the corner!

Imagine the provision of a daily variety of delicious recipes, with all the necessary ingredients procured, then pre-chopped, sliced, diced, marinated and labeled with detailed, yet simple, color-coded instructions; including cookware needed, nutritional information per serving and even suggested wine pairings!

This innovative “Recipe in a Bag” concept is the brain child of Miami's very own, Sous Chef 2 Go, a local business that offers everything from gourmet “recipes” from around the world, to “Holistic Recipes” for those with special diets.

Join us in the store as visiting chefs from Sous Chef 2 Go demonstrate the simplicity of cooking a nutritious and delicious meal the entire family will enjoy.

\$10 WINE AND DINNER PAIRING
BENEFITTING PINECREST RELAY FOR LIFE
THURSDAY, FEBRUARY 9 6 – 7 P.M.

IN THE CAFÉ • REGISTRATION REQUIRED AT CUSTOMER SERVICE OR CALL (305) 969-5800

Share Your Love with the Community this Valentine's Day season. Join our prepared foods and wine experts as they show you the perfect Valentine's Day dinner pairings. This fun, informative and tasty class is \$10 to participate, with all funds raised going towards the Pinecrest Relay for Life, a local fundraiser for the American Cancer Society. Cash or credit cards are accepted.

VEGAN FOR YOUR VALENTINE: FREE BAKING CLASS WITH PEACE A' CAKE'S VERONICA MENIN
FRIDAY, FEBRUARY 10 6 – 7 P.M.

IN THE CAFÉ • REGISTRATION REQUIRED AT CUSTOMER SERVICE OR CALL (305) 969-5800

Nothing says “I love you” better than homemade (and healthy) sweet treats. Join local vendor Veronica Menin of Peace A' Cake as she demonstrates how to prepare guilt-free desserts that are free of wheat, dairy, eggs and preservatives.

WELEDA SKINCARE DEMONSTRATION
SATURDAY, FEBRUARY 11 3:30 – 6:30 P.M.

IN THE WHOLE BODY DEPARTMENT

Weleda is a huge proponent for environmental stewardship and all products are crafted with bio-dynamically grown plant materials and essential oils. Stop by our Whole Body Department to sample a few of their favorite products and find your own new favorite!

CELEBRATE VALENTINE'S DAY AT THE MARKET!
TUESDAY, FEBRUARY 14

5% DAY BENEFITTING FLASHES OF HOPE
8 A.M. – 10 P.M. AT THE REGISTERS

Four times a year, our stores donate 5% of a day's net sales to a local charity. Shop in our store this Valentine's Day, and help raise funds to benefit Flashes of Hope, a nonprofit organization that raises money for pediatric cancer research and changes the way children with cancer and other life threatening illnesses see themselves through the gift of photography. To learn more, visit www.flashesofhope.org.

COMPLIMENTARY BOUQUET WRAPPING
9 A.M. – 9 P.M. IN THE FLORAL DEPARTMENT

Purchase two dozen roses (at just \$19.99), while supplies last, and stop by the big green tent to have them wrapped by our floral specialists – at no additional charge!

FREE MINI-MAKEOVERS WITH GABRIEL ORGANICS
10:30 A.M. – 1:30 P.M. IN THE WHOLE BODY DEPARTMENT

Searching for a fresh new look for your Valentine's date? Gail Fein of Gabriel Organics will be offering free individual consultations on how to select and apply the perfect shade.

REGISTER FOR YOUR SPOT IN-STORE AT THE COSMETICS COUNTER OR CALL (305) 969-5800 EXT. 209.

MOM'S MORNING
WEDNESDAY, FEBRUARY 15 9 – 10:30 A.M.
 AT CUSTOMER SERVICE

Whole Foods Market Pinecrest invites mothers and grandmothers alike to come in and enjoy a complimentary cup of Allegro coffee, breakfast pastry of your choice (\$1.79 or less) and a free 10 minute massage, compliments of My Massage Corner, while supplies last. To participate, pick up your coupon from the Customer Service counter on the morning of.



EVERY MONTH AT THE MARKET

WE CATER!

At Whole Foods Market, we put the same care and attention to detail into our catering that we do for the food we serve in our stores. In fact, even more! We know that your special occasion is just that, special...and we promise to do our part in making your event one to remember! Check out our Catering Menu online www.wholefoodsmarket.com/pinecrest/catering and place your order today!

WE ARE A CSA DROP POINT FOR TEENA'S PRIDE FARM

Did you know your local Whole Foods Market Pinecrest store is an official Community Supported Agriculture (CSA) drop point for Teena's Pride? For more information about joining this unique program, or to become a participating farm, contact tina.pate@wholefoods.com. Please note the number of farms supported is limited by available storage space and is on a first-come, first-served basis. For more information about Teena's Pride, visit www.teenaspride.com

LIVE MUSIC IN THE CAFÉ

Rhapsody is the Remedy throughout the month at Whole Foods Market Pinecrest! Don't you ever just feel like listening to some good tunes to take the stress away? Good thing Whole Foods Market Pinecrest features free live performances from local talented artists throughout the month in our cafe. Check out our online calendar www.wholefoodsmarket.com/stores/pinecrest/store-calendar/ to see the next time you can catch a free concert. While you're here, grab a bite to eat, a latte, or a cold one. Are you an internet junkie? Don't forget your laptop, we offer free WiFi!

MASSAGES BY “MY MASSAGE CORNER”

Massages offered daily! In as little as 15-20 minutes, while sitting in a specially made Comfortable Massage Chair, you'll discover the quick, easy and powerful treatment that gets rid of those neck and back pains!

FREE HEALTH SCREENINGS BY BAILEY CHIROPRACTIC LIFE CENTER

Each weekend in our store, join Pinecrest's own Bailey Chiropractic team of professionals as they provide complimentary consultations to discuss your health concerns. Talk to health and wellness experts and get your spine and nerve system checked.

ECO-SCALE RATING SYSTEM

Want to care about the environment while caring for your home? Our new Eco-Scale™ rating system rates our household cleaning products on environmental impact, safety, efficacy, source, labeling and animal testing to let you make the best choices for you. To learn more, visit: www.wholefoodsmarket.com/eco-scale

5-STEP ANIMAL WELFARE RATING SYSTEM IN OUR MEAT DEPARTMENT

We've chosen to join forces with the Global Animal Partnership, a non-profit organization dedicated to continually improving the lives of farm animals raised for meat, to encourage better animal welfare practices. They have developed the 5-Step Animal Welfare Rating™ that ranks how pigs, chickens and cattle are raised. Ratings for other species (turkeys, lamb, and others) are in development, so stay tuned. Look for this rating system when you choose our beef, pork or chicken. For an informational brochure or to speak to someone about 5-Step, stop by our Meat Department or visit the 5-Step Animal Welfare Rating system webpage www.wholefoodsmarket.com/products/5step.php.

GIMME 5 RECYCLING PROGRAM @ THE MARKET

Recycle your #5 plastics here! Common #5 plastics include packaging for yogurt, sour cream, butter, hummus and medicine bottles. #5 plastics can be identified by a recycling symbol with the number 5 on the bottom of the container. Drop your clean #5 plastic container in our Preserve Gimme 5 bin, located at the North entrance, and they will be shipped to Preserve® to make 100% recycled household products.

OUT & ABOUT IN THE COMMUNITY

HEALTHY EATING SEMINAR
 HOSTED BY WHOLE FOODS MARKET AND BEST-SELLING AUTHOR, RIP ESSELSTYN

WEDNESDAY, FEBRUARY 8 7 – 9 P.M.

at TERRA Environmental Research Institute Cafetorium (located at 11005 SW 84th Street, Miami, FL 33173). Free and open to the public. TO RSVP, EMAIL ALINA.ROCHE@WHOLEFOODS.COM.

Whether you're already on a path to healthy eating, or looking to jump on board, Whole Foods Market and Rip Esselstyn are helping you make the seemingly impossible possible. Rip Esselstyn, world-class triathlete turned firefighter and son of renowned physician Dr. Caldwell Esselstyn, is author of best seller The Engine 2 Diet, a plant-based diet program that focuses on helping you lose weight, lower cholesterol, significantly reduce the risk of disease, and become physically fit—in just 4 weeks. Rip's Engine 2 Diet was also featured in the critically acclaimed 2011 documentary Forks Over Knives.

Making his South Florida debut, Rip will discuss his partnership with Whole Foods Market's Health Starts Here® initiative, and the many health benefits of eating plant-strong. Whole Foods Markets' Healthy Eating Specialists from the Pinecrest, Coral Gables and South Beach stores will also be onsite to answer questions and provide delicious, plant-focused, easy-to-make recipe samples for all attendees.

2012 SOUTH BEACH WINE & FOOD FESTIVAL'S
WHOLE FOODS MARKET GRAND TASTING VILLAGE

SATURDAY, FEBRUARY 25 – SUNDAY, FEBRUARY 26

11 A.M. – 6 P.M.

at 13th Street & Ocean Drive, Miami Beach. Ticket information at www.sobefest.com.

Awaken your senses when you step inside the Whole Foods Market Grand Tasting Village. A place of casual beauty and endless bounty, this universe of welcoming canopies, white-sand walkways, calming ocean breezes, and gently lapping Atlantic waves offers an incandescent celebration of the good life. Each year the Festival highlights a different country's wine and culinary contributions.

OTHER COMMUNITY PARTNERSHIPS FOR THIS MONTH INCLUDE:

- RUN WILD 5K RUN/WALK
- ZETA PHI BETA SORORITY, INC., BETA TAU ZETA CHAPTER, SOUTH MIAMI
- PINECREST FARMERS MARKET “REUSE” CAMPAIGN
- KING'S CHRISTIAN SCHOOL
- WALK LIKE MADD MIAMI
- TERRA COLLEGE FAIR AND FIELD TRIP
- 70'S GROOVING FOR A CURE FUNDRAISER PARTY
- THE GARDEN FUND'S 6TH ANNUAL SOIREE AT THE GARDEN
- LITTLE LANGUAGE ACADEMY

Alina's Healthy Bite!

FEBRUARY 2012 EDITION



HEALTH STARTS HERE EVENTS

Every month, Alina Roché, our store's very own Healthy Eating Specialist, offers hands-on support through store tours, food demos and more, helping shoppers learn more about how simple and delicious healthy eating can be! Check out what she's got going on this month. All Health Starts Here classes are held in our café and are free of charge unless otherwise noted. Dates and times are subject to change. Register by phone (305) 969-5800 or in-person at the Customer Service counter. Classes with low registration may be cancelled. Space is limited to 25 persons per class. For more information, visit our Healthy Eating Information Hub, or email alina.roche@wholefoods.com.

ENGINE 2 DIET 28-DAY CHALLENGE: WEEK THREE MEET-UP

MONDAY, FEBRUARY 6 6 – 7 P.M. IN THE CAFÉ

This week you'll learn the truth about extracted oils and how to thrive without them. After learning how to sauté without oil and make oil-free dressings, you'll feel like a pro and be excited to tackle the arsenal of delicious Health Starts Here® recipes on our website.

ENGINE 2 DIET 28-DAY CHALLENGE: WEEK FOUR MEET-UP

MONDAY, FEBRUARY 13 6 – 7 P.M. IN THE CAFÉ

It's the final week of The Engine 2 Diet 28-Day Challenge and time to make that extra push. Healthy Eating Specialist Alina will show you how to finish the challenge strong, and provide you with tools to encourage a continuation of this lifestyle change way beyond the 28 days.

WHOLE KIDS CLUB: MAMA MIA! PIZZA CLASS

SATURDAY, FEBRUARY 18 11 A.M. – 12 P.M. IN THE CAFÉ

Kids and parents are invited to learn how to make their very own healthy mini pizzas. Your kids will be fooled by how great the healthy pizzas taste, and proud to say they made it themselves!

ENGINE 2 DIET 28-DAY CHALLENGE: GRADUATION DAY

MONDAY, FEBRUARY 20 6 – 7 P.M. IN THE CAFÉ

Congratulations on finishing the Engine 2 Diet 28-Day Challenge! We invite challenge participants, and their family and friends, to join us in celebrating at this The Engine 2 Diet graduation. NOTE: All attendees must be registered in advance, as space is limited.

HEALTH STARTS HERE® BOOK CLUB: PREVENT AND REVERSE HEART DISEASE BY DR. CALDWELL ESSELSTYN

TUESDAY, FEBRUARY 21 7 – 8 P.M. STARTS AT CUSTOMER SERVICE

Don't miss our first ever Health Starts Here® book club meet-up. These meet-ups will be held once a month and feature a different book from the Healthy Eating Information Hub. This month we'll be discussing Dr. Caldwell Esselstyn's Prevent and Reverse Heart Disease. Whether you've read it or not, you won't want to miss this discussion.

HEALTH STARTS HERE® STORE TOUR: HOW TO READ NUTRITION LABELS

THURSDAY, FEBRUARY 23 7 – 8 P.M.

IN THE CAFÉ REGISTRATION REQUIRED AT CUSTOMER SERVICE OR CALL (305) 969-5800

Ever wondered how to decipher a product's nutrition label? Join Healthy Eating Specialist Alina for this informative store tour focused on nutrition labels. You will become a master at reading labels, giving you the knowledge needed to make healthier food choices.

BE KIND TO YOUR HEART COOKING CLASS

WEDNESDAY, FEBRUARY 29 6 – 7 P.M. IN THE CAFÉ

Did you know February is American Heart Month? What better way to celebrate than being kind to your heart. Join Healthy Eating Specialist Alina as she demonstrates how to cook heart healthy meals that are Health Starts Here® approved and delicious too!

Alina's Healthy Bite!

FEBRUARY 2012 EDITION



PRIVATE HEALTHY EATING AND LABEL READING SHOPPING TOURS

Did you know that we provide private store tours for groups of 10 or more? Interested in getting a private Health Starts Here store tour? Please contact alina.roche@wholefoods.com.

PRIVATE HEALTHY EATING CONSULTATIONS

Can't join us for classes and events, but still interested in learning more about healthy eating? We can help! Contact alina.roche@wholefoods.com to set up a private consultation.

HEALTH STARTS HERE® OFFICE HOURS

Looking to chat with Healthy Eating Specialist Alina while shopping in our store? Save your shopping for this month's Health Starts Here® Office Hours, and stop by the Healthy Eating Information Hub to get your questions answered:

- Saturday, February 4 8 – 10 a.m.
- Friday, February 17 1 – 3 p.m.
- Thursday, February 23 4 – 6 p.m.

Can't make it in during the times slated above? No problem! You can always email your questions to alina.roche@wholefoods.com.

HEALTH STARTS HERE™ ONLINE

Find more tips, menu plans, recipes and lots more to help you on your healthy eating journey at wholefoodsmarket.com/healthstartshere.

ROMANTIC RICE BOWL

SERVES 2 It doesn't have to be Valentine's Day to share this "rice-bowl-built-for-two" from a large, decorative bowl with two pairs of chopsticks.

INGREDIENTS

- 3/4 cup low-sodium chicken broth
- 2/3 cup uncooked brown rice
- 1/4 pound (2–3 pieces) frozen Nature's Rancher Chicken Tenderloins (optional)
- 2 cups broccoli florets
- 2 carrots, thinly sliced
- 1/2 red bell pepper, stemmed, cored and thinly sliced
- 1/2 avocado, peeled, pitted and thinly sliced
- 1 sheet toasted sushi nori, cut or torn into small pieces
- 1/4 cup orange juice
- 1/2 tsp barley miso

METHOD Put broth, 2/3 cup water, rice and chicken into a medium pot and bring to a boil. Reduce heat to medium-low, cover and simmer until rice is almost tender, about 35 minutes. Scatter broccoli and carrots over the top, cover and continue to cook until vegetables are tender, 6 to 8 minutes more. Transfer broccoli and carrots to a plate, and then shred chicken, stirring it into the rice. Spoon rice and chicken into a large bowl and attractively arrange broccoli, carrots, peppers, avocado and nori on top. In a small bowl, whisk together orange juice and miso; drizzle over bowl, or serve on the side for dipping.



NUTRITION Per serving: 290 calories (80 from fat), 9g total fat, 1.5g saturated fat, 35mg cholesterol, 210mg sodium, 34 total carbohydrate (9g dietary fiber, 8g sugar), 20g protein <http://www.wholefoodsmarket.com/recipes/2875>

WHOLE FOODS • PLANT BASED • HEALTHY FAT • NUTRIENT DENSE



Meet

ALINA ROCHÉ

Our Healthy Eating Specialist

Let us help you solve the mystery of eating and living well. Alina is committed to educating our customers and team members through cooking classes, food demonstrations, shopping tips, lectures, workshops and one-on-one consultations.

Stop by our Healthy Eating Information Hub or email alina.roche@wholefoods.com.