



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 DEMOS

SOUS CHEF 2 GO LIVE COOKING DEMONSTRATION
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