



**VISIT OUR STORE WEB PAGE**

Need store specific information or need to make a donation request? Visit [wholefoodsmarket.com/pinecrest](http://www.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](http://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!

**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](http://www.americanchildrensorchestras.org).



**ABOUT WHOLE FOODS MARKET®**

Founded in 1980 in Austin, Texas, Whole Foods Market ([wholefoodsmarket.com](http://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 14 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.



**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.

**AMERICA'S HEALTHIEST GROCERY STORE®**

**NEWS & EVENTS**

**AT PINECREST JANUARY 2012**

**PINECREST STORE OPEN 8AM TO 10PM DAILY**



**WIN PANTRY STAPLES FOR A YEAR!**

Visit our *Whole Story* blog for details on your chance to win pantry staples for a year or a \$50 pantry stock up.



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

**NEWS & ANNOUNCEMENTS**

**NOW ACCEPTING APPLICATIONS FOR 2012 "5% DAYS" AND "DONATE YOUR DIME" RECIPIENTS**  
At Whole Foods Market, we are active participants in our community. We are extremely proud of our community involvement and the relationships that we continue to make each month, as we strive to make a difference.

**5% DAYS:** On designated days throughout the year, a total of 5% of the day's net sales are donated to a local non-profit organization. Customers help support our selected organizations just by shopping on these 5% Days. For information on how to apply to be a 5% Day recipient in 2012, please visit: [wholefoodsmarket.com/pinecrest/community-giving](http://wholefoodsmarket.com/pinecrest/community-giving).

**DONATE YOUR DIME:** Did you know that Whole Foods Market gives 10 cents per bag to customers who re-use their own shopping bags for their purchased groceries? This program reduces our impact on the environment, and supports local non-profit groups. Customers have the choice to accept their cash refund, or donate the cash back to the store's chosen non-profit organization, or to the Whole Planet Foundation [www.wholeplanetfoundation.org](http://www.wholeplanetfoundation.org) One local non-profit is chosen each quarter to receive the Donate Your Dime option. For information on how to apply to be a Donate Your Dime recipient in 2012, please visit: [wholefoodsmarket.com/pinecrest/community-giving](http://wholefoodsmarket.com/pinecrest/community-giving).

## IN-STORE EVENTS & CLASSES

### NEW IN 2012! MONTHLY SALE ON WHOLE BODY PRODUCTS NOW THROUGH TUESDAY, JANUARY 31

We're making it easier for you to Be Good to your Whole Body in 2012, with **exclusive Whole Body deals** now being offered every month. Be on the lookout for our new monthly Whole Body sales flier the next time you're in our store. This month, we're focusing on helping you rejuvenate for the new year, with sale items such as **diet cleanses, protein bars and soaps**, just to name a few.

### MEAT-STRAVAGANZA THREE DAY SALE: FRESH, READY-TO-COOK BEEF ROASTS FOR \$3.49 PER LB FRIDAY, JANUARY 6 – SUNDAY, JANUARY 8

It's a new year, and that means resolutions. If yours is to **save money**, Whole Foods Market is making it easy with a **three-day sale on beef roasts**. From **January 6 – 8** only, beef roasts (including boneless chuck, top sirloin, tri-tip, rump roast and more) will be just **\$3.49 per lb**, a savings of up to \$4.50 per lb (no limits/no rain checks).

### CHOICES COUNT: MOM'S MORNING WEDNESDAY, JANUARY 18 9 – 10:30 A.M.

A healthy spin on our monthly Mom's Morning event! On Wednesday, January 18 from 9 – 10:30 a.m., **mothers and grandmothers** alike are invited to come in and enjoy a **complimentary green smoothie and healthy snack!** In addition, My Massage Corner will be giving **free 10-minute massages** and CORPO Yoga Studio of Dadeland will be in the store handing out vouchers good for one **(1) free yoga class** (while supplies last). To participate, stop by the Healthy Eating Information Hub the morning of.

Also, be sure to check out CORPO Yoga Studio of Dadeland's very own "Mom's Morning," set to take place at the studio on **Tuesday, January 31. Free Vinyasa Yoga Class (Open Level)** with Kathleen from 9:30 – 11 a.m. Whole Foods Market Pinecrest will be on-site providing **free smoothies and healthy snacks** to all participants. **Register now by calling (305) 670-2010. For more information about CORPO Yoga Studio of Dadeland, visit: [corpoyogastudio.com](http://corpoyogastudio.com).**

### GEARING UP FOR GAME DAY: BEER AND CHEESE PAIRING CLASS THURSDAY, JANUARY 19 6 – 7 P.M. REGISTRATION REQUIRED AT CUSTOMER SERVICE OR CALL (305) 969-5800

Each month, our cheese, beer and wine experts host informative lectures, pairings and tastings. Just in time for the Big Game in February, join us this month as experts Christian and Teresa pair the best **Game Day beers** with a selection of **smoky cheeses and delicious salamis**. You'll be a Pro Game Day Host after this fun and informative class!

### TEAM MEMBER HOLIDAY PARTY THURSDAY, JANUARY 26 STORE CLOSURES AT 7 P.M.

With the holidays now behind us, it's time for the Team Members to party! Please note that our **store will close early on Thursday, January 26 at 7 p.m.** so that our Team Members may attend our "after-the-holidays" holiday party.

### WHOLE KIDS CLUB: GAME ON! PARTY SATURDAY, JANUARY 28 10:30 – 11:30 A.M.

**REGISTRATION REQUIRED AT CUSTOMER SERVICE OR CALL (305) 969-5800**  
Game Day parties aren't just for adults anymore! **Kids and parents** are welcome to join us for a **cooking class** focused on making snacks perfect for any **football party**. Score a touchdown with your kids and bring them to this **fun with food class** led by Healthy Eating Specialist Alina.

### GAME ON! TAILGATING FAVORITES – A FREE STOREWIDE SAMPLING EVENT SATURDAY, JANUARY 28 2 – 4 P.M.

Each department will prepare a recipe featuring ingredients that are ideal for **Big Game tailgating**. Pick up a voting ballot from Customer Service, sample **free product** throughout the store, vote for your favorite, and enter to **win a \$100 Whole Foods Market Gift Card.\***

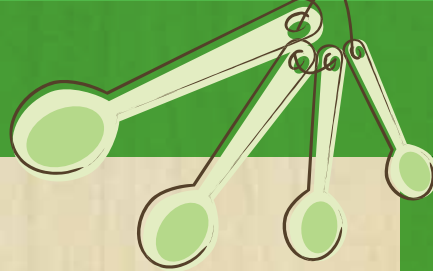
**\*NO PURCHASE NECESSARY TO ENTER.**  
This is a one-day event, being held on Saturday, January 28, 2012, from 2 – 4 p.m. Promotion open to legal residents of the US, age 18 or older at time of entry. Employees of Whole Foods Market (the "Sponsor"), their vendors, and immediate family members are not eligible.

**TO ENTER:**  
Pick up a ballot form at Customer Service. Then, visit each department, sample the various dishes prepared and available, "vote" for your favorite, and return ballot form to Customer Service. Limit one (1) entry per person.

**PRIZE:**  
One winner will be selected, who will receive a \$100 Whole Foods Market Gift Card.

**CONDITIONS:**  
You do not need to be present to win. Winner will be contacted by phone or email, and will have 3 days to claim their prize. If prize is not claimed within one (1) week, an alternate winner will be selected at the sole discretion of the Sponsor. By accepting the prize, winner grants permission to have their name posted by the Sponsor in-store, and relinquishes all prize/promotion-related liability, including attendance at the store event. Taxes on prizes won, if applicable, are the winner's responsibility.

VOID WHERE PROHIBITED.



## 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](http://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](mailto: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](http://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/](http://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](http://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](http://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

Whole Foods Market Pinecrest contributes to a number of community events, fundraisers and organizations all year long through outreach, donations, partnerships and sponsorships. Looking to partner with Whole Foods Market Pinecrest for an upcoming event? Visit our Community Giving page at [www.wholefoodsmarket.com/pinecrest/community-giving](http://www.wholefoodsmarket.com/pinecrest/community-giving) for more info. Check out who we've partnered with this month:

### PROUD SPONSOR OF THE 2012 GULLIVER GIRLS VARSITY SOCCER TEAM

The Whole Foods Market Pinecrest store is a proud sponsor of Gulliver Schools and the 2012 Girls Varsity Soccer Team. The Gulliver Schools mission is to provide an outstanding dynamic learning environment, which recognizes and nurtures the unique talents and gifts of each student. For more information about Gulliver Schools, visit [gulliverschools.org](http://gulliverschools.org)

### DADE COUNTY FEDERAL CREDIT UNION HEALTH AND WELLNESS FAIR TUESDAY, JANUARY 10

**AT THE DORAL BRANCH LOCATED AT 1500 NW 107 AVE.**  
The Dade County Federal Credit Union will be hosting a health and wellness fair on Tuesday, January 10 from 12 – 2 p.m. in order to increase health awareness through employee education and prevention. The Whole Foods Market Pinecrest store will join other local health-minded organizations to provide nutritious samples and healthy eating information. Free basic health screenings, immunizations, and blood pressure and glucose checks will be offered. For more information, contact [linsey.smith@dcfcu.org](mailto:linsey.smith@dcfcu.org).

### MAXIMIZED LIVING MAKEOVER: ACCESSING YOUR FOUNTAIN OF YOUTH THURSDAY, JANUARY 19 FROM 6:30 – 8:30 P.M.

**AT THE MIAMI-DADE YMCA SATURDAY, JANUARY 21 FROM 10 A.M. – 2 P.M. AT ST LOUIS CATHOLIC CHURCH**

Join the Pinecrest store as we take to the streets and participate in the Maximized Living Makeover, a worldwide, life-changing event focused on "Accessing Your Fountain of Youth." Learn how to keep you and your family healthy. FREE toxicity screenings for all participants. Topics of discussion to include Maximized Nutrition, Exercise, Mind, Time Management, Toxicity and more. Spots are limited. To register, visit [www.accursodc.com](http://www.accursodc.com) or call (305) 238-2310.

### GREEN MISSION: BEACH CLEAN-UP (OFF OF RICKENBACKER CAUSEWAY) SUNDAY, JANUARY 22 3 – 5 P.M. VOLUNTEER OPPORTUNITY

Contact [alina.roche@wholefoods.com](mailto:alina.roche@wholefoods.com). Did you know that the average Miamian produces approximately 4 lbs of garbage per day? That's a lot of trash! Unfortunately, a large amount of this trash gets dumped along our beautiful coasts, posing serious threats to the environment. Join Healthy Eating & Green Mission Specialist Alina and Pinecrest Team Members as we take our mission to Miami Beach.

# Alina's Healthy Bite!

JANUARY 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](mailto:alina.roche@wholefoods.com).

### "CHOICES COUNT" STORE TOUR

THURSDAY, JANUARY 5 7 – 8 P.M. REGISTRATION REQUIRED

This new year, make your shopping choices count! Let us help by showing you how to shop for foods that follow the Four Pillars of Healthy Eating: Whole Foods, Plant-Strong, Nutrient Dense, and Healthy Fats. Join Healthy Eating Specialist Alina on a tour of our store that will highlight options that follow these pillars, and get your healthy eating questions answered.

### ENGINE 2 DIET 28-DAY CHALLENGE @ THE MARKET

Start off the New Year right! The Engine 2 Diet 28-Day Challenge is making its return to Pinecrest, and we're looking for at least 25 participants! Created by retired Austin Firefighter Rip Esselstyn, the Engine 2 Diet, is a groundbreaking plan that aims to help you lose weight, lower cholesterol, reduce the risk of disease and become physically fit in just four weeks. See schedule below. Registration required at Customer Service or Call (305) 969-5800.

**ENGINE 2 DIET 28-DAY CHALLENGE: INTRODUCTION MONDAY, JANUARY 1 6 – 7 P.M.**

During this Introduction session, Healthy Eating Specialist Alina will go over the basics of the program, answer any questions you may have, and get you registered.

**ENGINE 2 DIET 28-DAY CHALLENGE: WEEK ONE MONDAY, JANUARY 23 6 – 7 P.M.**

Join Healthy Eating Specialist Alina as we kick-off our first 28-Day Diet Challenge class of 2012. Week one focuses on eliminating dairy – don't worry, it'll be simple once Alina shows you how to use non-dairy substitutes in your favorite dishes. Free samples will be provided.

**ENGINE 2 DIET 28-DAY CHALLENGE: STORE TOUR MONDAY, JANUARY 23 7 – 8 P.M.**

Are you eager to get the most out of your 28-Day Challenge? Not sure where to find certain items in our store? Stick around after the week one class for a store tour highlighting various options that fit well within the Engine 2 Diet guidelines.

**ENGINE 2 DIET 28-DAY CHALLENGE: WEEK TWO MONDAY, JANUARY 30 6 – 7 P.M.**

Stay motivated in week two as we "put to bed" some food myths concerning protein, and show you delicious and healthy ways to include it in your diet.

*\*Weeks Three and Four Classes, and Challenge Graduation to take place in February.*

### 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](mailto: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](mailto:alina.roche@wholefoods.com) to set up a private consultation.

### 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](http://wholefoodsmarket.com/healthstartshere).

# Alina's Healthy Bite!

JANUARY 2012 EDITION



## LAYERED VEGETABLE ENCHILADAS



**SERVES 4** This recipe easily doubles to serve a crowd. Better yet, it reheats perfectly in the oven, so you won't be disappointed if you happen to have leftovers on hand.

### INGREDIENTS

2 cups frozen corn, thawed  
1 cup frozen bell pepper strips, thawed  
3 tablespoons lime juice (from 1 or 2 limes), divided, plus lime wedges for garnish  
1 1/2 tablespoons salt-free chili powder, divided  
1 (15-ounce) can no-salt-added pinto or black beans, rinsed and drained  
4 tablespoons chopped cilantro, divided  
1 (15-ounce) can no-salt-added diced tomatoes  
8 ounces frozen leafy greens, thawed  
8 corn tortillas

**METHOD** Preheat oven to 400°F. In a large pot, combine corn, bell peppers, 2 tablespoons lime juice, 1 tablespoon chili powder, tomatoes and greens and cook over medium-high heat until liquid is almost evaporated, about 10 minutes. Meanwhile, in a large bowl, mash beans with 2 tablespoons cilantro, and remaining 1/2 tablespoon chili powder and 1 tablespoon lime juice.

Arrange four tortillas on a large parchment paper-lined baking sheet. Spread bean mixture evenly on tortillas. Top each with about 1/2 cup of the vegetable mixture and some cheese. Top with remaining tortillas and vegetables and bake until hot throughout about 15 minutes. Transfer to plates, garnish with remaining cilantro and lime wedges and serve.

**NUTRITION** Per serving: 380 calories (50 from fat), 5g total fat, 2g saturated fat, 15mg cholesterol, 200mg sodium, 66g total carbohydrate (14g dietary fiber, 8g sugar), 18g protein [www.wholefoodsmarket.com/recipes/2873](http://www.wholefoodsmarket.com/recipes/2873)



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](mailto:alina.roche@wholefoods.com).