



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!



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.



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.



ABOUT WHOLE FOODS MARKET®

Founded in 1980 in Austin, Texas, Whole Foods Market (wholefoodsmarket.com, NASDAQ: WFMI), 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 58,000 Team Members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by FORTUNE magazine for 13 consecutive years. In fiscal year 2010, the company had sales of more than \$9 billion and currently has more than 300 stores in the United States, Canada and the United Kingdom.



NEWS & EVENTS

AT PINECREST November 2011

STORE OPEN 8 A.M. TO 10 P.M. DAILY

NEWS & ANNOUNCEMENTS

SHARE THE FLAVOR. SAVE THE TIME.

Cook a little or a lot – order complete holiday meal packages, ready to cook turkeys, fully prepared entrees, elegant appetizers and your favorite sides at www.wholefoodsmarket.com/shop. No payment is required until the day of pick-up.

If you would prefer to work with a Specialist to plan your holiday meal, stop by our in-store Holiday Table near the front entrance, or call (305) 969-5814. All orders must be placed online or at the Holiday Table by Sunday, November 20.

THANKSGIVING 2011 PINECREST HOLIDAY TABLE HOURS

Tuesday, November 1 – Sunday, November 6	11 a.m. – 7 p.m.
Monday, November 7 – Sunday, November 13	10 a.m. – 8 p.m.
Monday, November 14 – Sunday, November 20	9 a.m. – 9 p.m.



IN-STORE CLASSES & EVENTS

All in-store classes are held in our café and 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.

LOCAL SPOTLIGHT: READY. SET. CUPCAKE! DEMONSTRATION BY THE PIPING GOURMETS

SATURDAY, NOVEMBER 5 1 – 5 P.M.

New to our freezer shelf is: Ready. Set. Cupcake! Join us in the store while the Piping Gourmets introduce their oven-ready, gourmet, all natural cake batters and real buttercream frostings. These easy-to-make, scrumptious cupcake recipes are free from trans-fat and hydrogenated oil. For more information, visit: www.readysetcupcake.com

TASTE OF THANKSGIVING – A FREE STOREWIDE SAMPLING EVENT

SATURDAY, NOVEMBER 12 2 – 4 P.M.

Enjoy free samples of Whole Foods Market's delicious holiday dishes – we'll let you choose your favorite! Pick up a voting ballot at Customer Service when you arrive, and enter to win a \$100 Whole Foods Market Gift Card*. Voting ballots will then be collected at our Holiday Table.

***NO PURCHASE NECESSARY TO ENTER.** This is a one-day event, being held on Saturday, November 12, 2011, 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: Simply stop by our Customer Service Desk and pick up an Official Entry Form. Then, visit each department, sample the various dishes prepared and available, "vote" for your favorite, and deposit in the Entry Box provided at the Holiday Ordering Table. Limit one (1) entry per person.

PRIZE: One winner will be selected, who will receive a \$100 Whole Foods Market Gift Card, which can be used for Thanksgiving dinner items, with "all the trimmings".

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 unclaimed, 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.**

NATIONAL RECYCLING DAY – CELEBRATE WITH A FREE COFFEE AND REUSABLE BAG!

TUESDAY, NOVEMBER 15 12 – 3 P.M.

As part of our Green Mission, our Florida stores participate in a variety of recycling programs, including wine corks, "Gimme 5" plastics, and old cell phones. Do your part to help the environment this month by reducing waste and having reusable items on hand. In honor of National Recycling Day, Whole Foods Market Pinecrest will be giving one free cup of coffee to the first 100 customers that bring their reusable mugs, and one free reusable "better" bag to the first 50 customers that make a purchase in our store. Don't have a reusable mug? We've got plenty for sale!

MOM'S MORNING

WEDNESDAY, NOVEMBER 16 9 – 10:30 A.M.

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.

TOP 10 HOLIDAY WINE AND CHEESE PAIRING CLASS (ONLINE "TWITTER TASTING" TO FOLLOW)

THURSDAY, NOVEMBER 17 6 – 7 P.M. (REGISTRATION REQUIRED)

With lights twinkling, fires roaring and corks popping, the holidays spark celebrations with families and friends to share laughter and libations. Whole Foods Market is making it easy to enjoy winter celebrations while staying frugal with its annual Top 10 Holiday Wines, all priced under \$15. Join Wine Buyer, Christian and Cheese Buyer, Teresa as they show you the perfect pairings for your holiday festivities.

We are hosting the pairing class right before the nationwide Whole Foods Market Twitter Tasting, which begins at 8 p.m. ET. We encourage wine buyers, winemakers, and anyone who loves to taste wine to log on to the cyber world and share their thoughts at www.tweetchat.com/room/wfmwine. Tasting notes, winery insights, and favorite pairings on six wines from Whole Foods Market's Top 10 Holiday Wines list will be shared using #WFMWine. For more information, please visit www.wholefoodsmarket.com/wine

MARKY'S MIAMI CAVIAR CLASS AND TASTING – FEATURING LOCAL SIBERIAN OSETRA

SATURDAY, NOVEMBER 19 1 P.M. IN LIFESTYLE CENTER

(PRE-REGISTRATION REQUIRED IN-PERSON AT CORAL GABLES' CUSTOMER SERVICE DESK)

AT CORAL GABLES LOCATION: 6701 RED ROAD, CORAL GABLES, FL 33143

In partnership with Mote Marine, a Florida based non-profit Aquafarm located in Sarasota, Marky's Caviar was able to add farm-raised, local and sustainable Siberian Osetra to their long list of specialty caviars. Join us in the Coral Gables store for a very special and informative evening, while tasting this delicious local Siberian Osetra as well as other select Marky's branded American and Imported farm-raised caviars. Cost: \$5 Donation to Mote Marine.



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 café. 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

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 wholefoodsmarket.com/stores/pinecrest/community-giving page for more information. Check out who we've partnered with this month:

LIGHT THE NIGHT WALK FOR THE LEUKEMIA & LYMPHOMA SOCIETY

THURSDAY, NOVEMBER 3 5 – 9 P.M.

BAYFRONT PARK, DOWNTOWN MIAMI

Each year, the Leukemia & Lymphoma Society hosts a nationwide evening fundraiser walk called "Light the Night" to commemorate lives touched by cancer. The South Florida Chapter hosts two "Light the Night" walks each year in Broward and Miami-Dade counties. The Whole Foods Market Pinecrest store is a proud sponsor of the Miami walk and will be onsite providing iced coffee and tea, as well as a variety of mini desserts to event attendees. To learn more, visit www.lightthenight.org

PEACE*LOVE*FUNFEST @ PINECREST ELEMENTARY SCHOOL

SATURDAY, NOVEMBER 5 12 – 3 P.M. TROPICAL PARK

On November 5, Pinecrest Elementary School is hosting "Peace*Love*Funfest," an annual Carnival with games, rides, catering, food trucks, a huge silent auction, music and more. This event, the school's largest fundraiser of the year, brings together students and their families, teachers and faculty, as well as families from the local Pinecrest community for a day of fun, in order to raise funds for the school. Pick-up a tank top at the event, and sport the Whole Foods Market logo, as the Pinecrest store is this year's official shirt sponsor!

3RD ANNUAL LILY'S LIGHT: KITES FOR A CURE

SATURDAY, NOVEMBER 5 12 – 3 P.M. TROPICAL PARK

Benefitting United Against Lung Cancer, the Whole Foods Market Pinecrest store is a proud sponsor of this family kite fly fundraiser. Bring the family to Tropical Park and partake in an afternoon of kite flying and family fun (\$25 in advance, or \$30 day of). Beverages and snacks provided by Whole Foods Market. Register at www.lilyslight.kintera.org or call (305) 365-3128 for more information.

BET SHIRA EARLY CHILDHOOD CENTER ANNUAL THANKSGIVING CELEBRATION

THURSDAY, NOVEMBER 17

The Whole Foods Market Pinecrest store is a proud sponsor of the Bet Shira Early Childhood Center Thanksgiving Feast that feeds over 200 people annually. Featuring everything from Kosher marshmallows, to fresh green beans, the feast promises to be a fun tasting event for all participants. To learn more about the Bet Shira Early Childhood Center, visit www.betshira.org/early-childhood-center

PALMETTO ELEMENTARY SCHOOL CARNIVAL

SATURDAY, NOVEMBER 19

Palmetto Elementary School's vision is to create life-long learners who consistently strive for excellence in our multicultural society. To help support this vision, the Whole Foods Market Pinecrest store is a proud participant of the school's annual fundraiser Carnival, featuring food, rides, music, a Silent Auction and more! To learn more, visit: www.pes.dadeschools.net



Alina's Healthy Bite!

NOVEMBER 2011 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.

CHAI FIVE MITZVAH CLUB: "SPA FOR THE SOUL" EVENT

SUNDAY, NOVEMBER 13 10 – 11 A.M.

Healthy Eating Specialist Alina will be presenting the Health Starts Here program at the Chai Five Mitzvah Club's annual "Spa for the Soul" event. She will demonstrate how to eat under the Health Starts Here program, while still remaining kosher. For more information, email alina.roche@wholefoods.com.

THANKSGIVING PIES...THE HEALTHIER WAY

THURSDAY, NOVEMBER 17 6 – 7 P.M. (REGISTRATION REQUIRED)

We all know desserts are the best part of every family gathering but are usually loaded with added sugar and unhealthy fats. Join Healthy Eating Specialist Alina for this class on pies. These desserts will satisfy your sweet tooth without breaking your healthy eating plan.

HEALTH STARTS HERE: HOW TO READ NUTRITION LABELS

TUESDAY, NOVEMBER 29 10 – 11 A.M. (REGISTRATION REQUIRED)

Ever wondered how to decipher a product's nutrition label? If so, join Healthy Eating Specialist Alina a Health Starts Here store tour focused on nutrition labels. You will become a master at reading labels, giving you the knowledge to make healthier food choices.



**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.