

october/november 2010

the whole deal™



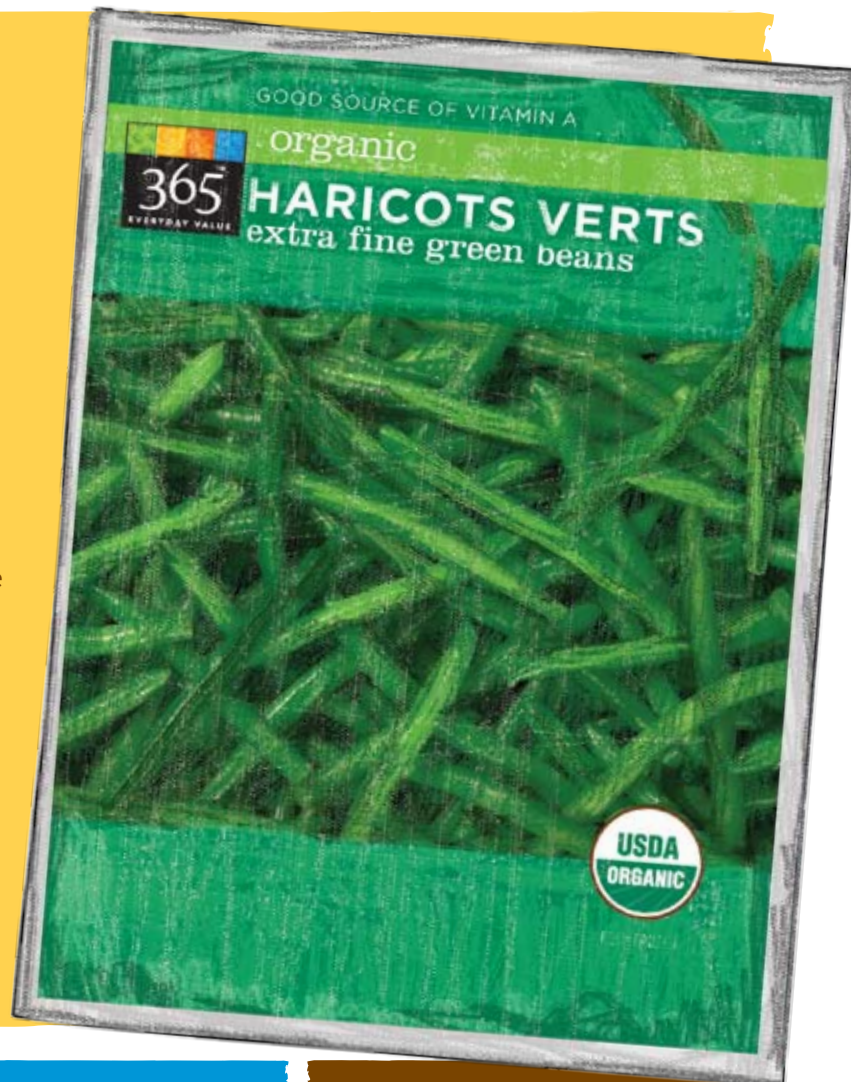
how to harvest the season's deals, but not the debts;
and give thanks without giving away the bank

sure deal!

who cares how you say it in french
when organic extra fine green beans
are only \$2.99?

French chefs are renowned for delicious dishes, and American diners are often known for mangling the pronunciation of those dishes. Caw-Caw-Vin, anyone? How about a glass of Close-to-Boys with that? Regardless, we do appreciate French culinary contributions, and—most famously via Julia Child—they have certainly helped us understand the importance of good ingredients.

Our organic Haricot Verts (say arr-ee-co-VAIR, if you care) is one simple, good ingredient. These wonderfully slim and tender green beans, quick-frozen to preserve the fresh flavor and nutrients, are completely untainted—no salt, even!—so that you may dress them exactly as you wish. Mangle the name as you wish, as well, but a 16-ounce bag of **365 Everyday Value® Organic Haricot Verts** is still a mere \$2.99.



\$4.7+
in coupons!

inside *and* online at:
wholefoodsmarket.com/coupons

10 new recipes
for thanksgiving and every day
at less than \$4 per serving

and don't miss...
Halloween Popcorn for Parties
Meals for 4 (or 1 or 2) on a Budget!

come on in!

we're "falling" all over ourselves to offer you the best of autumn on a budget

Welcome to our money-saving ideas for Halloween, Thanksgiving and everyday Fall meals (with a nod to Oktoberfest). Budget experts say planning ahead for the holidays is the best way to stay on track and get all you want out of the season. We also help keep you on track with all that you want—and don't want—in your food!

10 new budget recipes

to make Fall easier, healthier and taste better

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View recipe photos with these budget-friendly recipes at wholefoodsmarket.com/wholedeal.

Special diet notes accompany each recipe, but it's up to you to always double-check product labels! Packaged food ingredients can—and do—change.

Hungry for more budget recipes?

Go to wholefoodsmarket.com!



First Things First, There's a Bird For Every Budget

Get Every Tender, Juicy Morsel out of Your Turkey Dollar!

There's a perfect turkey for everyone, so let us help you get the best for your buck, without compromising quality. Check out our handy dandy "Bird for Every Budget" turkey-choosing chart online at wholefoodsmarket.com/holidays.



THANKS FOR ASKING

Holiday Help is Just a Click Away!

Let Us Find the Deals, Provide the Recipes...or Do the Cooking

Our holiday site is live and always growing. Bookmark and visit often. We will also have real live people to visit with at our in-store Holiday Table starting in early November.

wholefoodsmarket.com/holidays

- store locations & hours
- holiday menus & ordering
- coupons & what's on sale
- recipes, recipes & more recipes
- turkey types & tips
- entertaining ideas
- special diet information

Everybody Loves "Three under \$3"



365 Everyday Value® Yellow Corn

One word: corn. Yep, that's all that's in the bag, a pound of yellow corn kernels, individually quick frozen shortly after harvest to preserve freshness and nutrients; no salt added; and sourced to avoid GMOs (genetically modified—a.k.a. genetically engineered—ingredients). It's corn. Period. At much less than \$3 a bag.



365 Everyday Value® 100% Pure Pumpkin

Here's something you should always have on hand this time of year...and perhaps other times, too! It's a can of pureed pumpkin and nothing but pumpkin, pure and at your service for making muffins, pies, quick breads and soup. It's convenience and flavor for significantly less than \$3.



365 Everyday Value®

Hand Sanitizer Spray or Gel, Peppermint or Citrus

We wanted a better hand sanitizer, so we made our own to meet our Premium Body Care® standards for safety, results, sourcing and environmental impact. All the bacteria-obliterating power you want without the scary ingredients you don't. Get a 2-ounce bottle for less than \$3!

Available mid-October.

what not to forget

so you can forget about money and enjoy the season



sure deal!
no need to
buy airfare yet.
here's an at-home,
starter sip of
sicily at \$5.99

The Bianco is fresh, dry and full-bodied, yet delicate with light flavors and the warmth typical of Sicilian Whites. It is lovely with starters, salads, fish, white meats and young cheeses—like the Brie at right. The Rosso is a traditional ripe Sicilian ruby Red, rich and smooth with black cherry, plum and soft, silky tannins. Enjoy it with red-sauced pasta and pizza, roasted meats and aged sheep's milk cheeses.

With muted, yet appreciative foodie fanfare, Sicily is newly rediscovered as more than the birthplace of caponata. Its unique cuisine and traditional wines could become the latest chapter of fancy in North America's long-running Mediterranean gustatory affair. So, even if there's a Sicilian adventure in your future, your pre-trip research can begin now with very little investment. Consider a case because each 750ml bottle of **Piccolo Fiore wine**—Rosso di Sicilia or Bianco di Sicilia—is only \$5.99!

here's the deal

...about gluten-free baked goods.

Carefully read labels. Many products are prepared in facilities that are completely gluten free and many are certified under third party programs (e.g. Gluten Free Certification Organization and Gluten Intolerance Group). For home cooking, search for "gluten free" at wholefoodsmarket.com/recipes.

5 Money-Saving Tips For Holiday Season Success

1. **Make a turkey plan** for when to buy, where to store, how to cook...and also for using leftovers.
2. **Flowers** are an impactful decoration for your money, and when you choose Whole Trade® flowers, you get a conversation piece as well as a centerpiece!
3. **Think Pantry.** Organize and stock with 365 Everyday Value® baking and entertaining basics so you don't resort to last-minute, costly store trips and lower quality.
4. **Master your Menus;** let some dishes serve double duty to satisfy those with special diet needs. Hint: wholefoodsmarket.com/recipes.
5. **Save Dough with Bread.** Our fresh-baked hearth bread will go a long way toward filling your table beautifully and your guests happily.

Hey, That's An Idea...

Impressive yet Simple and Affordable Brie Appetizer

Topping our exclusive brie (at right) with a warm, sumptuous mixture of sundried tomatoes, golden raisins and Fall spices takes it to a new level. It's as simple as toasting baguette slices and topping with a bit of Brie and adding a spoonful of the warm topping so the Brie melts just so. Get the recipe for our **Brie Toasts with Spiced Sundried Tomato Compote** at wholefoodsmarket.com/recipes and look for more small bites 50¢-or-less-per-piece recipes in the upcoming December issue of *The Whole Deal*.



sure deal!
fancy brie. not a fancy
price. get the party
going for \$6.99

When you're serving up wine or cocktails, you need nibbles. You don't need hassle or added expense. Yet those nibbles need to be worthy, right? Our exclusive holiday brie is the answer and not only because it won the world championship in its cheese category! So here's the fast and frugal way to make it happen. Ready? Set? Go!

Pick up a 350g wheel of our imported French Brie—just look for the picture of the *bon homme* (that's French for "good guy"). Cut into about two dozen bite-sized pieces. Place each piece on one of our water crackers. Top with a little dollop of fruit spread, a single toasted nut, a sliver of fruit (fresh or dried), a drizzle of honey or...whatever you've got around. Voilà! (That's French for "see there!") It's only available this time of year, so get yours the second it arrives. A 350g wheel of our **Isigny Ste. Mère French Brie** is only \$6.99.

THANKS... for joining us at our thanksgiving table

where you get more flavor, health and good conscience for your money

Please join us in giving thanks to all of our farmers who work so hard and with such integrity to provide us with some of the best foods on earth. We do our best to preserve that quality and integrity by not disrespecting it with artificial additives and unnecessary processing so you get real food for every cent you spend. Now let's eat!

Thai-Style Red Curry with Turkey and Green Beans

Use leftover turkey (and perhaps green beans) from Thanksgiving to make this bright, spicy curry. Or substitute cubed, cooked chicken, tempeh or tofu. Ladle it over 365 Everyday Value® frozen cooked rice or spaghetti squash (page 17) and top with chopped cilantro if you wish.

- 1 TB canola oil
- 1 red onion, cut into 1½" chunks
- 2 to 3 TB red curry paste
- 1 (13.5 oz) can 365 Everyday Value® Organic Light Coconut Milk
- 1½ cups low-sodium chicken broth
- 3 cups (about 1.25 lbs) shredded roasted turkey breast
- 6 carrots, chopped
- 1 (16 oz) pkg frozen 365 Everyday Value® Organic Haricots Verts
- 1 to 2 TB lime juice

Heat oil in a large pot over medium high heat. Add onion and cook, stirring often, until deep golden brown, about 5 minutes. Stir in curry paste and cook for 1 minute more. Whisk in coconut milk and broth, add turkey and carrots and bring to a boil. Reduce heat to medium low, cover and simmer until carrots are almost tender, 7 to 8 minutes. Uncover, stir in green beans and lime juice and cook until carrots are tender and curry is thickened and hot throughout, 6 to 8 minutes more.

Serves 6. **\$2.12 per serving***
dairy free

Per serving (about 13oz/359g-wt.): 260 calories (110 from fat), 12g total fat, 5g saturated fat, 55mg cholesterol, 290mg sodium, 16g total carbohydrate (4g dietary fiber, 5g sugar), 22g protein

* We do our best to estimate the cost of ingredients used in each recipe, but slight market variations are entirely possible.



Simple Sides for a Healthy Impact on your Table and Little Impact on your Budget

Spinach Salad with Aduki Beans and Clementine Vinaigrette

Here's a light vegetable side dish to balance out your Thanksgiving table. To make ahead, simply prepare the vinaigrette and Clementines, pack everything separately and toss all together just before serving. For an entrée salad, add raw veggies and double the beans.

- 6 Clementines, divided
- 2 TB white wine vinegar
- 2 TB 365 Everyday Value® Organic Dijon Mustard
- ¼ tsp freshly ground black pepper
- 1 cup very thinly sliced red onion, rinsed and drained
- 1 (15 oz) can no-salt-added aduki beans, rinsed and drained
- 1 (1 lb) pkg baby spinach
- ¼ cup chopped fresh parsley

In a large bowl, whisk together ¼ cup Clementine juice (from about 2 Clementines), vinegar, mustard and pepper. Use a paring knife to cut the peel and pith from remaining Clementines. Working over the bowl to catch any additional juices, cut out each segment and add to the vinaigrette. Add onion, beans, spinach and parsley and toss well. Serve immediately.

Serves 8. **\$1.71 per serving***
dairy free, fat free, gluten free, high fiber, vegan, vegetarian

Per serving (about 7oz/189g-wt.): 100 calories (0 from fat), 0g total fat, 0g saturated fat, 0mg cholesterol, 135mg sodium, 22g total carbohydrate (6g dietary fiber, 6g sugar), 5g protein

Especially Good Sweet Potatoes

Everybody will say how good this is—and nobody will know how good it is for you. If you happen to have leftovers, it's also great for breakfast or dessert. For an extra sweet touch, add chopped fresh pineapple or use pineapple juice instead of orange juice.

- 3 sweet potatoes (about 2½ lbs), peeled and cut into ¼"-thick rounds
- ½ cup 365 Everyday Value® Organic Raisins
- ½ cup unsweetened flaked or shredded coconut
- 1½ tsp freshly grated nutmeg
- ¾ cup 365 Everyday Value® Organic Unsweetened Soymilk
- ½ cup orange juice

Preheat oven to 375°F. Layer sweet potatoes, raisins, coconut and nutmeg in a 9" x 13" casserole dish and then drizzle all over with soymilk and juice. Cover with foil and bake until almost tender, about 30 minutes. Uncover and bake until tender and coconut is golden brown, about 10 minutes more.

Serves 8. **\$1.02 per serving***
dairy free, gluten free, low fat, low sodium, vegan, vegetarian

Per serving (about 5oz/140g-wt.): 140 calories (20 from fat), 2.5g total fat, 1.5g saturated fat, 0mg cholesterol, 45mg sodium, 29g total carbohydrate (4g dietary fiber, 14g sugar), 3g protein

wholefoodsmarket.com/healthstartshere

Stuffins

Stuffing doesn't have to be an unattractive pile on the plate. Give each person their own perfect serving of moist and tasty stuffing in the shape of a muffin for only 59¢ per serving. Simply prepare our stuffing mix (page 5), stirring in your favorite additions if you wish—ham, mushrooms, cranberries, nuts, oysters, bacon—and bake. Find our Stuffins recipe at wholefoodsmarket.com/recipes.

sure deals for great meals!



this wine
loves turkey
and company...
gobble it up
for just \$8.99

Choosing wine for entertaining can be a pain. How do you know if it might be a turkey (the “dud” kind) and if you’re getting real value for your money? Well, let us help; you’ve got enough to think about! Fresh and fruit forward with pear, apple, spice and refreshing acidity, this versatile White will fill the bill (without an unreasonable bill) and provide added satisfaction, as well. The vineyard uses sustainable farming techniques such as integrated pest management and land preservation. In fact, we specifically chose wine from this vineyard because of the things they do for healthy soil, water, air and wildlife.

Thanks Earthstone. We’ll raise a glass to earth-friendly and company-worthy wine that goes well with a Thanksgiving meal—or almost any meal or appetizers. (Tip: This is one of our Holiday Top 10 Wines—top notch wines at easy-to-swallow prices—all available in November.) A 750ml bottle of **Earthstone Chardonnay** is just \$8.99.



it’s not
homemade,
but it’s organic
stuffing on the
table, on time,
for just \$2.99

In case you haven’t noticed, we’re all about encouraging people to learn to cook. Sometimes, though, it’s all you can do to get a meal on the table. Or perhaps the stuffing got left behind when you put all your time and energy into making your famous homemade mashed potatoes and gravy. No worries. Here’s a face-saving convenient stuffing mix with integrity.

It begins with the benefits of organic ingredients and closes the deal with traditional seasoning and a pleasing texture from cracked rye and cracked wheat in the bread. In the time it takes to boil water, plus butter and 5 minutes, it’s organic stuffing on the table. Or take a few more minutes to customize it (see “Stuffins” at left).

Thanks...for a 10-ounce bag of **365 Everyday Value® Organic Stuffing Mix**—Traditional or with Cranberries—at \$2.99.



coconut
milk?
it should be
called coconut
miracle
at \$1.69

It makes a sip of piña colada taste like a sip of heaven. It imprints a Thai curry on your memory for months. It transforms dessert into something you never thought possible on a spoon. And all that luscious natural sweet creaminess is yours without having to climb a single coconut tree because we have them grown organically for you, carefully pressed, naturally processed and sealed in cans.

Silky smooth with exceptional flavor, miracle of all miracles, you can get a 13.5-ounce can of **365 Everyday Value® Organic Coconut Milk**—regular or Light—for the unbelievably good price of \$1.69.

Green Chile Corn Pudding

You can’t go wrong with this creamy side dish (something between cornbread and a soufflé), studded with mild green chiles. It also serves well at brunch or with beans for a light supper. Feel free to add diced ham, a handful of shredded cheese or cooked crumbled bacon before baking.

2 TB butter, melted, plus more for greasing
1 16-oz pkg frozen 365 Everyday Value®
Yellow Corn, thawed
1¾ cups reduced fat milk
1½ cups fine yellow cornmeal
½ cup finely chopped yellow onion
2 tsp 365 Everyday Value® Baking Powder
¾ tsp salt
3 (4 oz) cans mild diced green chiles
2 eggs, beaten

Preheat oven to 350°F. Grease a 7" x 11" baking dish with butter; set aside. Transfer 1 cup of the corn to a large bowl and then purée remaining corn in a food processor until almost smooth and add to bowl with whole corn. Stir in melted butter, milk, cornmeal, onion, baking powder, salt, chiles and eggs and transfer to prepared dish. Bake until puffed and golden brown, 45 to 50 minutes.

Serves 8. **\$1.52 per serving*** *gluten free, vegetarian*

Per serving (about 7oz/208-wt.): 230 calories (60 from fat), 6g total fat, 3g saturated fat, 65mg cholesterol, 490mg sodium, 38g total carbohydrate (5g dietary fiber, 7g sugar), 7g protein

be well, stay well and look well

it will be well worth it when you have to be at your best

Taking care of yourself is about more than being able to answer, "I'm fine, you?" It's about feeling great and confident and having the energy and decision-making prowess you need when you're planning and shopping and trying to get the best values. So keep that immune system strong and look and feel great—naturally!



sure deal!
be well
immune
support at
\$14.99

Echinacea drops, zinc lozenges, vitamin C tablets. Stop shuffling through multiple bottles and dosage questions. When your immune system needs support, you want an easy, reliable solution with no hassle and fewer purchases. Enter our Be Well Herbal Formula Immune Support.

Designed to protect the immune system, these all-in-one tablets are specially formulated to give it an extra boost. Along with the echinacea, zinc and vitamin C, it includes a powerhouse of herbs and extracts for immune health. Get 90 tablets of our 365 Everyday Value® Be Well Herbal Formula Immune Support for only \$14.99.



sure deal!
flu relief with no
side effects only \$9.99

What, no side effects? That's right, and minimal effect on your wallet, too. Taken at the first sign of flu, this homeopathic remedy provides temporary relief of symptoms including fever, chills and body aches.* It is suitable for anyone age 2 years or older and does not interact with other medications and supplements, or cause side effects such as drowsiness.

Used for more than 200 years, homeopathic medicines are becoming more and more popular, notably for flu relief. Pick up a pack of these quick-dissolve pellets and be prepared at the first signs of flu. A 6-dose package of 365 Everyday Value® Flu Ease costs just \$9.99.

* As always, when using over-the-counter medication, if symptoms are severe or persistent you should refer to your healthcare provider.



**stay on top of expenses
by staying healthy!**

Pick Up Your Free "Cold & Flu" Pocket Guide

This issue of our "Be Good to Your Whole Body" series of pocket guides is all about how to support your body's natural immune system that is constantly working to protect and maintain your health. Grab one, find out what the experts recommend and listen to our online podcasts, too.

new

natural
**ache
dote**



searching for pore-fection?

- Maximum Strength 2% Salicylic Acid
- Dermatologist tested, oil free, non-comedogenic
- Clearer skin in 4 hours*

www.AlbaBotanica.com

* based on clinical results on Invisible Treatment Gel

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Oct10

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PLU: 77055

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Mamby
Sprouts



- Satisfy every family member and guest at your table
- Made in our own special bakehouse where no gluten is allowed through the doors!
- Find it in our freezer and store it in yours until you're ready to thaw and serve

GlutenFree Bakehouse™ Pumpkin Pie

\$1.00 off

any ONE (1) 5-inch GlutenFree Bakehouse™
Pumpkin Pie



PLU: 77051

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- Made with milk from cows not treated with synthetic hormones (rBGH/rBST)
- A product of nature with no added color
- Get your butter for baking season now and freeze it for when you need it!

365 Everyday Value® Organic Butter

\$1.00 off

any ONE (1) 16-oz package of 365 Everyday Value®
Organic Butter, Salted or Unsalted



PLU: 77052

Some products may not be available in all stores. Limit one coupon per purchase of specified product(s). Void if altered, transferred, reproduced, exchanged, sold, purchased, or where prohibited or restricted by law. Valid only in the U.S.A. Expires December 31, 2010.



- Rich, aromatic, delicious and organic to the core...even the spices are organic
- A flavor for everyone, including a Fat Free variety with 35 calories per serving
- Classic, Fat Free, Tomato Basil, Marinara with Eggplant, Four Cheese, Italian Herb or Marinara with Mushrooms

365 Everyday Value® Organic Pasta Sauce

\$1.00 off

any ONE (1) 25-oz jar 365 Everyday Value®
Organic Pasta Sauce



PLU: 77054

Some products may not be available in all stores. Limit one coupon per purchase of specified product(s). Void if altered, transferred, reproduced, exchanged, sold, purchased, or where prohibited or restricted by law. Valid only in the U.S.A. Expires December 31, 2010.



here it is!

Your Natural & Organic Holiday Baking Pantry for About \$50

During the busy season, saving time can be almost as valuable as saving money, so shop ahead! Don't wait for that week when time is so precious. **For about \$50 you can stock your pantry, fridge and freezer with all of these 365 Everyday Value® holiday baking staples—many organic!**

365 Everyday Value® Holiday Baking Shopping List

all free of hydrogenated fats, high fructose corn syrup and artificial color, flavors, preservatives and sweeteners

Baking Aisle

- flour
- cane sugar
- brown sugar
- vanilla extract
- cinnamon, cloves, nutmeg
- chocolate chips
- nuts
- pumpkin puree

Refrigerated Foods

- butter
- whipped cream

Frozen Foods

- ice cream
- frozen fruit



meals for one or two

but who's counting when there's good food to share?

Daily Planner

Monday

Veggie Monday

Mexican-style stuffed potatoes are as easy as hollowing out baked potatoes and mixing what you removed with refried beans, salsa, green onions and cheddar cheese. Re-fill and bake until hot.

Tuesday

2010 Comfort Food

Brown a link or two of our house-made sausage (removed from casing) and then toss whole wheat pasta with sausage, Swiss chard ribbons and white beans.

Wednesday

Midweek Autumn Picnic

Pack a salad, a wedge of brie, hearth bread, Honeycrisp apples and wine and head to your favorite picnic spot, which could be outside with colorful Fall leaves or inside by the fireplace!

Thursday

Pizza Night

Give Hawaiian-style pizza a try. Top a frozen whole wheat pizza crust with pasta sauce (coupon page 7), diced ham and fresh pineapple. And if you're good, remember the rule: "no pizza without salad."

Friday

TGIF Breakfast for Dinner

Make Smoked Salmon Hash and Eggs (recipe at right) and serve with a side of wilted greens. Ask our wine experts—or yours—for their value pick to go with your menu.

Weekend

Soup's On

Get a head start on the week by making a big pot of your favorite soup. Enjoy a bowl Sunday for dinner, then pack the rest in containers for the week or freeze it for a later date. Find dozens of soup recipes at wholefoodsmarket.com/recipes.



sure deal
hashbrown potatoes aren't
just for breakfast anymore,
they're just 40¢ a serving!

Fortify your soup. Stretch your stew. Take a shortcut to latkes. Encrust a fish fillet. Make nests for baked eggs at lunch. Or make supper hash with smoked salmon (at right), or leftover ham or turkey. Ready to bake or pan fry, our hashbrowns have no added salt or oil, just a touch of citric acid that prevents the browning nobody wants on raw potatoes and a miniscule amount of sugar to encourage the browning that everybody wants on cooked potatoes!

Keep some in your freezer and think outside breakfast. Or make your own quick breakfast a little more tasty and substantial because you can shake just the amount you need from a 16-ounce bag of 365 Everyday Value® Shredded Hashbrowns at only \$1.99.

Smoked Salmon Hash and Eggs

Serve this comforting meal for breakfast, lunch or dinner with a salad of baby greens on the side. The salmon comes from Changing Seas, our supplier partner in Norway, to honor our 30th Birthday. Their innovative fish farming practices exemplify our mutual commitment to responsible aquaculture, with no antibiotics and a suite of practices that protect the environment. The fish is slow roasted and smoked in Europe's premier smokehouse. If you've got leftover ham, you could certainly substitute, but you really must try it with this awesome salmon.

Extra-virgin olive oil cooking spray

2 cups 365 frozen Everyday Value® Shredded Hashbrowns, thawed

3 green onions, thinly sliced, divided

¼ tsp freshly ground black pepper, divided

1 (4 oz) pkg Changing Seas Hot Roasted Smoked Salmon, skin removed, flesh flaked into pieces

2 eggs

Heat a large skillet over medium-high heat. Spray generously with cooking spray, add hashbrowns, two-thirds of the onions and half of the black pepper and cook, stirring very occasionally, until just crisp, about 5 minutes. Add salmon, gently toss together until combined and cook until hot throughout, 2 to 3 minutes longer. Transfer to two plates and set aside; wipe skillet clean. Heat skillet again over medium-high heat and spray generously with cooking spray. Add eggs and cook to your liking, 3 to 5 minutes. Top salmon hash with eggs, garnish with remaining pepper and green onions and serve.

Serves 2. \$3.98 per serving*

dairy free, gluten free, sugar conscious

Per serving (about 8oz/213g-wt.): 240 calories (90 from fat), 10g total fat, 2.5g saturated fat, 220mg cholesterol, 700mg sodium, 17g total carbohydrate (3g dietary fiber, 1g sugar), 20g protein

** We do our best to estimate the cost of ingredients used in each recipe, but slight market variations are entirely possible.*



here's the deal...about the Non-GMO Project.

The Non-GMO Project Verified logo only appears on products that comply with their consensus-based definition of non-GMO (genetically modified organisms). You can see that logo on our 365 Everyday Value® Tortilla Chips already, and on other products in our stores soon!

meals for four

and excellent meal solutions for anyone



Daily Planner

Monday

Veggie Monday

Stir fry bell peppers, mushrooms, snow peas and tofu with ginger, garlic and green onions. Serve over brown rice with your favorite prepared teriyaki sauce.

Tuesday

2010 Comfort Food

Try a new kind of spaghetti! Make **Spaghetti Squash Marinara with Italian Sausage and Garlic Bread** (recipe at right) and add your favorite veggie sides or big green salad.

Wednesday

Four-Star Fall Meal

Make **Butternut Squash with Wilted Spinach and Blue Cheese**, a top-rated recipe on wholefoodsmarket.com. Serve alongside roasted pork tenderloin.

Thursday

Salad for Supper

Toss together a **Fall entrée salad** with leaf lettuce, radicchio and pieces of apple and Le Gruyère. Top with shredded cooked chicken or ham and vinaigrette; serve with hearth bread.

Friday

Oktoberfest Any Day

Serve **German Potato Salad with Authentic German Sausages** from The Original Brat Hans topped with German mustard and caramelized onions. (Potato salad: wholefoodsmarket.com/recipes.)

Weekend

T-Day Warm Up

Set aside a weekend ahead to choose and practice new **Thanksgiving side dishes** and desserts. Invite friends to be your taste testers. Serve one of our rotisserie chickens if you feel the need for an entrée.

Spaghetti Squash Marinara with Italian Sausage and Garlic Bread

We love the Fall combo of spaghetti squash with our house-made sausage, ground in-house using the same meat that's in our fresh case, following the same strict standards, including no antibiotics, ever! Top this recipe with grated parmesan cheese, if desired.

1 (about 3½ lbs) spaghetti squash, halved and seeded

2 links fresh Italian pork sausage, removed from casings

½ cup finely chopped yellow onion

2 cups 365 Everyday Value® Organic Classic Pasta Sauce

1½ TB butter, softened

1 clove garlic, mashed into a paste

½ tsp dried basil

4 slices whole wheat hearth bread

Preheat oven to 375°F. Arrange squash in dish, cut sides down. Pour ½ cup water into the dish and bake until just tender, 30 to 35 minutes. Rake with a fork to remove flesh in strands. Meanwhile, heat a skillet over medium heat and cook sausage, breaking into smaller pieces, until almost done, about 5 minutes. Add onion and cook, 6 to 8 minutes more. Add pasta sauce and simmer 2 to 3 minutes. Keep warm. Combine butter, garlic and basil; spread onto one side of bread; place on a baking sheet and bake about 10 minutes. Portion squash into bowls, top with sauce and serve with garlic bread.

Serves 4. **\$3.80 per serving***

Per serving (about 20oz/549g-wt.): 400 calories (180 from fat), 20g total fat, 7g saturated fat, 40mg cholesterol, 990mg sodium, 48g total carbohydrate (9g dietary fiber, 15g sugar), 14g protein

** We do our best to estimate the cost of ingredients used in each recipe, but slight market variations are entirely possible.*

learn to cook: Spaghetti Squash

Why should I?

Spaghetti squash makes an excellent side dish or a fun substitute in thin noodle recipes, from Asian to Italian (see recipe at left). It is loaded with nutrients, such as beta carotene and fiber, and is tender, with just a slight crunch. Try it!

What do I need?

1 (about 3½ lbs) spaghetti squash

Okay, Let's Do This Thing

1. Preheat oven to 375°F and halve squash lengthwise. Use a spoon to scoop out and discard seeds from the middle of each half.
2. Arrange squash in a 9" x 13" casserole dish, cut sides down. Pour ½ cup water into the dish and bake until just tender, 30 to 35 minutes.
3. Rake a fork back and forth across the squash to remove its flesh in strands... like spaghetti!

Serves 4. **\$1.53 per serving***

dairy free, gluten free, low fat, low sodium, vegan, vegetarian

Per serving (about 9oz/270g-wt.): 70 calories (5 from fat), 0.5g total fat, 0g saturated fat, 0mg cholesterol, 50mg sodium, 17g total carbohydrate (4g dietary fiber, 7g sugar), 2g protein

Tips & Tricks

- Place a damp kitchen towel under your cutting board to help stabilize when cutting the squash in half.
- To microwave, place seeded halves in a dish cut-sides down with ¼ cup water; cover loosely and cook until just tender, about 10–15 minutes.
- Keep a close eye on the squash towards the end of cooking time; overcooking yields watery results.
- Serve as a side dish with olive oil and lemon juice, or use instead of rice under curries, stews and soupy beans.

the whole deal for kids!



sure deal
step away from the
concessions counter.
our organic microwave
popcorn is just 90¢ a bag!

You don't have to pay the popper for movie-theater-style popcorn. And what exactly is in that scary orange paste some of them use anyway? Who knows, but you also don't have to eat popcorn loaded with artificial color or flavor. Nor do you have to wonder if the corn was grown with persistent pesticides or herbicides or from genetically modified seed (GMOs).

We are pleased to present movie-night or snack-time popcorn—affordably and with quality—in less than four minutes. It's organic so you don't need to wonder about pesticide/herbicide/GMO issues, and our own Quality Standards don't allow artificial colors and hydrogenated fats. If you choose butter the flavor is from real butter in a three-bag box of our **365 Everyday Value® Organic Microwave Popcorn—Butter Flavor, No Oil or Salt Added, or Light Butter Flavor**—at just \$2.69.

Popcorn Party Mix

This tasty take on caramel corn can be enjoyed loose or shaped into popcorn balls for a Halloween treat. Let the kids help but not with the hot molasses mixture!

- 1 TB butter, plus more for greasing
- 2 (3 oz) bags 365 Everyday Value® Organic No Oil or Salt Added Microwave Popcorn, prepared, any unpopped kernels removed
- 2 cups 365 Everyday Value® Organic Unsalted Mini Pretzel Twists
- 1 cup roasted, unsalted peanuts, walnuts or pecans
- $\frac{3}{4}$ cup un sulphured molasses
- $\frac{1}{4}$ cup light brown sugar
- $\frac{1}{8}$ tsp salt
- 1 tsp vanilla extract

Lightly grease two large baking sheets with butter; set aside. Toss together popcorn, pretzels and peanuts in a very large bowl; set aside. Put molasses, sugar, butter and salt into a small pot and bring to a rolling boil over medium-high heat, stirring often. Boil, stirring constantly, for 3 minutes, and then remove pot from the heat and carefully stir in vanilla. Working quickly, pour molasses mixture over popcorn mixture and toss with two large spoons to coat. Divide between prepared baking sheets, set aside for 10 minutes to cool and then serve immediately or keep in an airtight container at room temperature for 1 to 2 days.

Serves 10. **73¢ per serving***
low sodium, vegetarian

Per serving (about 2oz/62g-wt.): 240 calories (70 from fat), 8g total fat, 1.5g saturated fat, 5mg cholesterol, 60mg sodium, 39g total carbohydrate (3g dietary fiber, 17g sugar), 6g protein

* We do our best to estimate the cost of ingredients used in each recipe, but slight market variations are entirely possible.

Stretch Your
Snacking Dollar,
Pop Up a Party or
Consider a Corny Gift

10 Ways to Flavorize Your Microwave Popcorn

Popcorn is incredibly affordable and kids will have fun making big bowls of it for an impressive party snack table. They're also bound to enjoy tossing in one of these ideas that won't also add artificial colors, flavors or hydrogenated fats to the bowl. (Yes, in fact we are very pleased to offer Ranch dressing mix and marshmallows without those undesirable ingredients.)

- parmesan cheese
- cinnamon sugar
- maple sugar & toasted pecans
- chili powder
- honey & peanuts
- chocolate chips & mini marshmallows
- bragg liquid aminos & nutritional yeast
- smoked sea salt or citrus salt
- ranch dressing mix
- our recipe for popcorn trail mix at wholefoodsmarket.com/recipes

clip and save

baking season is here, giving season is near and saving is for all seasons

Apple Almond Gingerbread

This recipe is wonderful for brunch or afternoon tea. It is also a good candidate to make ahead when you know your time will soon be precious. To freeze, wrap tightly in a layer or two of plastic wrap and then in a resealable plastic bag. Thaw in the refrigerator overnight before serving. For dessert, top slices of this gently sweet treat with dollops of lemon curd, whipped cream or vanilla ice cream. It makes a great homemade gift, too.

5 TB butter, melted, plus more for greasing

¾ cup 365 Everyday Value® Slivered Almonds, divided

½ cup plus 2 TB lowfat buttermilk

⅓ cup unsulphured molasses

½ cup sugar

1 TB 365 Everyday Value® Organic Vanilla Extract

1 egg

1¼ cups whole wheat pastry flour

1 TB ground ginger

1½ tsp baking soda

1 Fuji or Gala apple, peeled, cored and finely chopped

Preheat oven to 350°F. Grease an 8" loaf pan with butter. Put ¼ cup almonds in bottom of pan and then rotate pan to distribute them around the bottom and sides (they'll stick to the greased pan); set aside. In a large bowl, whisk together buttermilk, molasses, sugar, butter, vanilla and egg. In a second large bowl, combine flour, ginger, baking soda and remaining ½ cup almonds. Add apples and toss well. Stir flour mixture into molasses mixture and then spoon batter into pan. Bake until cooked through and a toothpick inserted in the middle comes out clean, 45 to 50 minutes. Let cool in pan for 30 minutes and then invert onto a plate and serve warm or at room temperature.

Serves 12. **56¢ per serving***
vegetarian

Per serving (about 2oz/71g-wt.): 200 calories (70 from fat), 8g total fat, 3.5g saturated fat, 30mg cholesterol, 180mg sodium, 28g total carbohydrate (3g dietary fiber, 15g sugar), 4g protein



sure deal
the only thing plain
about this organic
vanilla is its plain
good price...
46¢ per teaspoon

Did you know that vanilla beans come from a certain type of orchid? No wonder they're so amazing! We do our best to preserve the complex flavor of those incredible beans by growing them without toxic and persistent pesticides, and processing at the coolest temperature possible.

The results are a high-quality, smooth and rich extract that will give your best recipes the respect they deserve. "Plain" is not the right expression at all because nothing does your baking better than a 2-ounce bottle of **365 Everyday Value® Organic Vanilla Extract** at \$5.99.

5 Money-Saving Tips For Baking

1. **Get Quality at a Value** with 365 Everyday Value® natural and organic baking supplies (flour, sugar, butter, vanilla, etc). Better ingredients = better baking and "365" helps you afford them.
2. **Bake in Big Batches**, taking advantage of bulk or sale pricing and making the most of your time, then wrapping your baked goods tightly and storing in the freezer.
3. **Give the Goodness** because homemade gifts of food are not only easy on your pocket book, they are personal and people remember wonderful aromas and tastes for years!
4. **Learn to Adjust** your recipe (or choose another) to take advantage of whichever nuts or dried fruits or fresh ingredients are at the best price at that time.
5. **Buy Only What You Need** from our bulk bins and jars so you don't waste flour, sugar, nuts, dried fruit...even herbs and spices! (Tip: Ask to borrow a measuring cup or spoon in the store.)

here's the deal

...about local.

According to a Natural Marketing Institute 2009 poll: 92% of Whole Foods Market® shoppers buy locally produced items to support their local community; 69% to support the environment; and 61% to support their health.

One-Pot Oktoberfest

True comfort food, this recipe is satisfying any time with simple, full flavor and a little creaminess. A true budget recipe, it uses highly flavorful meat in smaller portions. In this case, it's authentic German sausage from our long-time partner, Hans, who, like us, is committed to the highest quality and never insults his recipes with artificial ingredients or preservatives. In this recipe, substitute dry white wine for half of the chicken broth, if you like, and to make it even more filling or stretch it for more people, serve over mashed potatoes or egg noodles.

1 TB butter

1 (12 oz) pkg The Original Brat Hans Original Bratwurst, cut into 2" chunks

1¼ cups low-sodium chicken broth, divided

2 tsp dried dill, divided

¼ tsp freshly ground black pepper

1 yellow onion, chopped

1 lb fresh button mushrooms, quartered

3 TB light sour cream

3 TB 365 Everyday Value® Organic German Mustard

1 (32 oz) jar 365 Everyday Value® Organic Sauerkraut, rinsed and drained

Melt butter in a large pot over medium-high heat. Add sausage and cook until browned, about 5 minutes. Add ¼ cup broth, 1 teaspoon dill, pepper and onion and cook until onions are softened and golden, 6 to 8 minutes. Reduce heat to medium, add mushrooms and cook until they've released their juices, about 5 minutes more. In a small bowl, whisk together remaining 1 cup broth, sour cream and mustard. Add to pot, along with sauerkraut; bring to a boil. Reduce heat to medium and simmer until fragrant and thickened, about 10 minutes more. Sprinkle with remaining dill and serve.

Serves 6. **\$3.09 per serving***

Per serving (about 13oz/367g-wt.): 240 calories (150 from fat), 17g total fat, 7g saturated fat, 45mg cholesterol, sodium is difficult to determine due to rinsing of sauerkraut, 11g total carbohydrate (6g dietary fiber, 8g sugar), 10g protein

** We do our best to estimate the cost of ingredients used in each recipe, but slight market variations are entirely possible.*



What Are The Best Deals, Latest Specials and Most Popular Recipes?

Get in the Know and You Might Win a \$50 Gift Card, Too!

It's simple, sign up for our free e-newsletters for the latest on local deals, coupons, recipes and store events. Plus, you'll automatically be entered into our monthly random drawing for a \$50 Whole Foods Market® gift card. Sign up now at wholefoodsmarket.com/email.

"Artificial" Is Not In Our Vocabulary

Because it's Not in Our Food

Our Quality Standards guide us every day in determining which foods we allow on our shelves...and which we don't. You can read all about them at wholefoodsmarket.com, but here's the one that continues to set us apart and makes us the best place for getting the best, real food: "We feature foods that are free of artificial preservatives, colors, flavors, sweeteners and hydrogenated fats."



THANKS FOR SHOPPING WITH US

You're So Important That You're Part of Our Core Values!

- Selling the highest quality natural and organic products available
- Satisfying and delighting our customers (This is you!)
- Supporting team member happiness and excellence
- Creating wealth through profits and growth
- Caring about our communities and our environment
- Creating ongoing win-win partnerships with our suppliers
- Promoting the health of our stakeholders through healthy eating education

CELEBRATE

The Whole Deal Holidays-on-a-Budget Issue Will Be In Stores by December 1st

In the guide and online you'll find: money-saving tips for shopping, entertaining and giving; small-bites recipes for 50¢ or less each; homemade gift ideas and recipes.



Go to wholefoodsmarket.com to sign up for e-newsletters with the latest specials, tips, recipes and store events.

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