

the whole deal



how to spring forward without falling behind and go a little greener to save a little green

Sign up for "The Whole Deal" e-newsletter for up-to-date info on store specials, events, money-saving tips and more.*

12 Budget Recipes Including 3 from Martha Stewart Watch Martha weekdays make great recipes like these!



You won't want to miss... Meals for 1, 2 or 4...pp.4,5,8 Learn to Cook Pasta Primavera...p.20 Three Under \$3...p.22 Coffee-Bar Drinks for Less...p.23

More than \$30 in coupons inside!



sure deal!

everything you could want in pasta (except Mama's recipe) for \$1.99

What's so great about **Whole Foods Market™ Organic Pasta**? Maybe pasta is pasta to you, but if you can build a satisfying, affordable meal around a high-quality, organic food like this at this low price you might be tempted to expand your choices. Instead of slap-dash commercial production, our organic pasta involves 100% durum wheat semolina dried in old-fashioned bronze dies (shaping molds) with Italian expertise...in Italy.

Go on, taste it, and do follow the instructions the Italians gave us on the box. You might begin to marvel at the difference that high-quality ingredients and tradition can make. And if you're stumped for what to do with all those cool cuts (shapes), go to page 20 for ideas. A 16-ounce box of **Whole Foods Market™ Organic Italian Pasta**—in any of 16 authentic cuts—is only \$1.99.

*Sign up for our e-newsletters at wholefoodsmarket.com/wholedeal.

attention deal snatchers!

whole foods market® offers both snapshot specials and big-picture bargains

Heck yeah we've got get-em-now weekly sales. You can always find thousands of discounts in our stores along with excellent everyday pricing on natural and organic staples. But the real value is in the big picture—the long-term health of people and the planet. So when you see us busy at work, it's all about trying to jam the big picture into a snapshot. Smile!

How Everyone Involved Gets the Most Value Out of What We Do

Sharing. We tell you where food is from, what exactly is in it and how to prepare it...you can usually get a taste, too.

Caring. Customers feel good shopping for a company that treats business partners, team members, customers and communities with respect and fairness.

Moving the Needle. We continually raise the bar—in our stores and in the industry—for food, supplement and body care standards, safety, social responsibility and “green” issues.

Recycling. We've been doing it so long it's like breathing now...but we're always working on additional “green” initiatives.

Wasting not! Not only do we encourage you to make the most out of everything (homemade chicken stock anyone?), but all our stores donate to food banks regularly and many compost food trimmings.

3 Ways to ALWAYS Save Money in Our Stores

- 1. Store Specials.** Sign up online for *The Whole Deal* e-newsletter to be notified of the best store specials twice a month. In store you'll find even more—1000+ items are on sale at all times!
- 2. Volume Discounts.** You can get discounted pricing on many items when you buy a full case or more than a certain amount at once. Stop by Customer Service for details.
- 3. Shop for 365 Everyday Value®.** Just look for our own brand's logo and save, every day, 365 days a year. You'll find the best and broadest selection of natural and organic products at the best prices.

here's the deal...

...about working for us. Whole Foods Market was named one of FORTUNE magazine's “100 Best Companies to Work For” for the 12th consecutive year.

12 Budget Recipes

Some are for One, Some for Two or More, but Who are We to Stop You from Trying them All?

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

More budget recipes? Go to wholefoodsmarket.com!

six degrees of separation between your wallet and the earth

Who's counting? But with the number of "green" ideas naysayed based on cost concerns one can't help but notice how many of the small things we've changed in our lives to save money are also small changes that help the environment! Every little bit counts.

Money-Saving and Planet-Saving Quick Tips

1. Use cloth kitchen towels and napkins or at least half-sheet recycled paper towels.
2. Get a water filter or refill dispenser jugs vs. single-serve, single-use plastic bottles.
3. Shop the bulk bins to save packaging on grains, beans, cereals, pasta and snacks.
4. Reuse shopping bags, and not just at the grocery store (though we do give you money back).
5. Make and take your lunch and avoid the waste of single-use packaging or take-out containers.
6. Mix your own healthier soda by combining 2 parts mineral water to one part real juice.
7. Vacuum your fridge coils 3 or 4 times a year (more often if you have pets).
8. Wash clothes in cold water because roughly 80% of washer energy used is to heat water.
9. Watch your portion sizes to help balance consumption with resources (and help your health).
10. Shop the sales on eco-friendly cleaners, recycled paper goods and local, organic and seasonal goods.



here's the deal...

...about seasonal allergies. Natural remedies encourage your natural defenses to operate effectively and address the real problem while you maintain normal alertness—instead of just covering up symptoms.

Mini Blueberry Waffles with Orange Cream Yogurt Dip

Low fat, Vegetarian

Kids and adults alike love this **creamy, dreamy sauce that seems sinful but isn't**, thanks to the yogurt. Not only is it nonfat, but it's organic, one of the most impactful "green" choices you can make every day. Organic agriculture helps keep our soil, wildlife and waterways healthy by minimizing exposure to toxic and persistent pesticides. And organic yogurt may help keep you healthier, too!

1½ cups 365 Everyday Value® Organic Nonfat Vanilla Yogurt, divided

1 to 2 TB honey

1 small, thin-skinned organic orange, cut into thin wedges (with peel), seeds removed, divided

1 pkg 365 Everyday Value® Organic Mini Blueberry Waffles, toasted

Blend 1 cup yogurt, honey and ¼ of the orange wedges (with peel) in a food processor until smooth. Transfer to a bowl and stir in remaining yogurt. Serve waffles and dipping sauce with remaining orange wedges on the side. Tip: Make the sauce up to 3 days ahead so it will be ready when you need it!

Serves 4. **\$1.24 per serving***

Per serving (about 6oz/173g-wt.): 260 calories (40 from fat), 4.5g total fat, 0g saturated fat, 0mg cholesterol, 340mg sodium, 46g total carbohydrate (2g dietary fiber, 27g sugar), 9g protein

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

sure deal! humble, better-than-average, organic waffles for \$2.69



Sometimes we're accused of acting a little "wholier" than thou. Call it what you will, we'll just keep on offering the highest quality natural and organic products at the best prices possible. And "every day" is important, too, because we know what a drag it is to find just the right waffle, for example, at just the right price—then it's not there the next time you shop.

These waffles are there for you. Every day. In the simplest, most humble language: they're made with organic ingredients and nothing artificial; they're convenient and they're tasty; and a box of **365 Everyday Value® Organic Waffles**—6 large or 32 minis in a variety of flavors—is just \$2.69.

meals for one

plus savvy saver ideas for anyone and everyone

3 Money-Saving Quick Tips

- 1. Let us help you portion.** Ask our butcher to cut and wrap meat in healthy 3- or 4-ounce portions for you to freeze.
- 2. Talk to team members.** They always know what the best deal is and what's on sale.
- 3. Extend fresh produce life.** Get the special bags made for storing vegetables that allow ripening gases to escape.

Meals for One: Daily Planner

MONDAY	TUESDAY
<p>Meatless Monday Make Curried Egg Salad by combining 2 finely chopped hard-boiled eggs with 1 TB light mayo or plain yogurt and curry powder to taste. Add chopped scallion or celery, if desired. Serve on whole grain bread or in lettuce wraps.</p>	<p>Taste of Cinco de Mayo Complement a burrito from our deli or the freezer with a simple salad of chopped lettuce topped with sliced avocado, red onion, lime and a dollop of 365 Everyday Value® Salsa (save the rest for later).</p>
WEDNESDAY	THURSDAY
<p>Entrée Salad A little high-quality beef goes a long way toward health and satisfaction in our Steak and Goat Cheese Salad recipe at right. Shortcut? Buy pre-seasoned steak at the meat counter, broil and slice over pre-washed salad greens.</p>	<p>Quick Catfish Dish Broiling fish is so easy it's hardly cooking! Place a catfish fillet in a small "boat" of foil and broil about 8 minutes. Top with warmed leftover salsa and enjoy with heat-and-serve frozen rice or wrapped in tortillas with shredded cabbage.</p>
FRIDAY	WEEKEND
<p>No Cook Night! Enjoy a restaurant-quality meal for less by ordering your portion size of your fave dishes from our deli. Grab beer, wine or soda for the weekend (and ingredients for tomorrow's pasta dish), then head home to relax.</p>	<p>Outdoor Potluck with Friends Take advantage of a nice day, divvy up the dishes and meet in the park. Your contribution? Pasta Primavera from our LEARN TO COOK recipe on page 20, where you customize ingredients to suit your taste... and what's on sale!</p>

Steak and Goat Cheese Salad

High fiber, Gluten free

There's no need to cut out meat completely to cut your food bill. Instead, use a small portion of good-quality, responsibly raised beef or ham, for example, to transform a green salad into a healthy, balanced meal. And, by all means, substitute salad greens and veggies that are in season or on sale!

1 3-oz piece beef sirloin flap steak (or another beef steak)

2½ TB 365 Everyday Value® Organic Balsamic Vinaigrette, divided

3 cups roughly chopped romaine lettuce

1 carrot, shaved with a vegetable peeler into thin strips

1 oz Cheese Buys Crumbled Goat Cheese

Heat a grill pan or large skillet over medium-high heat. Brush steak all over with ½ tablespoon vinaigrette. Cook steak, flipping once, to desired doneness, about 4 to 5 minutes total. Remove to cutting board to rest 5 minutes. Toss together lettuce, carrots and remaining dressing in a large bowl then transfer to a dinner plate. Thinly slice steak against the grain and arrange on top of lettuce. Sprinkle with cheese and serve.

Serves 1. **\$3.74 per serving**

Per serving (about 11oz/320g-wt.): 330 calories (180 from fat), 20g total fat, 7g saturated fat, 40mg cholesterol, 450mg sodium, 13g total carbohydrate (5g dietary fiber, 6g sugar), 24g protein

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



sure deal!

a healthy serving of fruity psyllium (aka fiber) for less than 32¢

Silly-yum? Despite psyllium's name, this is some serious stuff. According to the FDA, "Diets low in saturated fat and cholesterol that include 7 grams of soluble fiber per day from sources such as psyllium husk may reduce the risk of heart disease." You can get almost half that in one serving of our powder! Plus, you might know, it supports healthy bowel regularity, never a bad thing.

Psyllium can also seriously taste blah. No worries, our naturally flavored versions will have you silly again in no time. And no worries about artificial colors and flavors, either. We put the yum back in psyllium with a canister of **365 Everyday Value® Psyllium Husk Powder in Natural Flavors of Orange, Lemon or Mixed Berry** for just \$9.99.

meals for two

or how we all can afford a few more budget meal ideas

3 Money-Saving Quick Tips

- 1. R-E-S-P-E-C-T your food.** Store it appropriately and it will last longer and reduce waste.
- 2. Buy a roast on sale.** And make three or four meals from it on a Sunday afternoon (i.e. roast the first day, sandwich slices for lunches, pot pie in the freezer for next week).
- 3. Cook a big pot of beans** and freeze in portions to use just as you would canned beans.
Tip: don't add salt until they've cooked completely in water only.

Meals for Two: Daily Planner

MONDAY	TUESDAY
<p>Meatless Monday Follow our recipe for Risotto at right for an easy, satisfying dish that will become a regular in your kitchen for using up bits of leftovers or featuring local, seasonal veggies. If you're in a real hurry, try our 365 Everyday Value® organic boxed risotto.</p>	<p>Super Nachos! Cinco de Mayo is only one excuse to make a meal of nachos now and then, but keep them on the healthier side by using a little seasoned ground beef and cheese, with a lot of fresh chopped tomatoes, onions and shredded cabbage or lettuce. Don't forget the salsa!</p>
WEDNESDAY	THURSDAY
<p>No Cook Night! If it's a nice day, find a place to eat outdoors and relax with a baguette from the bakery, a chunk of cheese (we'll cut to order!), a mixed selection from the olive/antipasto bar and fresh fruit. Wine or beer is optional.</p>	<p>Chef Salad Use big flat plates to create beautiful entrée salads using spring greens, sliced new potatoes, celery bites, halved grapes and chopped ham or leftover rotisserie chicken. Dress with crumbled goat cheese and organic salad dressing (coupon on page 9!).</p>
FRIDAY	WEEKEND
<p>Quick Impressive Fish Dinner Get the benefits of fish deliciously in a snap! Toss 8 oz cooked bowtie pasta with 4 oz Marine Stewardship Council smoked wild salmon, sugar snap peas (add to boiling pasta water 3 minutes before done), lemon juice, extra virgin olive oil and parsley.</p>	<p>Earth-Friendly Potluck with Friends Ask friends to bring side dishes made from responsibly sourced ingredients. Roast an organic chicken and use Whole Trade™ Kallari chocolate (p.7) to make Chocolate and Coconut Frozen Banana Popsicles for dessert (recipes at wholefoodsmarket.com).</p>

here's the deal...

...about catfish. Despite its popularity, typical catfish farming practices across the US don't measure up to our standards. Fortunately, we found a farm that does! Our supplier partner in North Carolina raises catfish the natural way without antibiotics, hormones, algicides or land animal by-products in the feed.

Risotto with Asparagus

Low sodium, Gluten free

Learning to cook simple, wholesome meals remains a tried and true budget tip. Our poll of about 800 e-newsletter subscribers showed that to save money, the majority are cooking at home more vs. going to restaurants. Also, once you learn a basic dish like risotto, you can **substitute with what you have on hand**. Instead of asparagus, use frozen green beans or the fresh peas your neighbor grew and shared...or the mushrooms you almost forgot in the fridge drawer.

10 asparagus spears trimmed, cut into ¾" pieces, cooked & rinsed in cold water

32 oz 365 Everyday Value® Organic Low-Sodium Chicken Broth, divided

2 tsp 365 Everyday Value® Extra Virgin Olive Oil

¼ cup finely chopped onions

1 cup uncooked arborio rice

½ cup grated Parmesan cheese, divided

Salt & ground black pepper to taste

1 TB finely chopped chives (optional)

1. While preparing asparagus, heat broth to a simmer in a small covered pot and hold there. Heat oil in a medium pot over medium heat. Add onions and cook until softened, 2 to 3 minutes. Add rice and cook 2 minutes, stirring often.
2. Add ½ cup simmering broth while stirring constantly, shaking pan forward and back as you do, until absorbed, about 1 minute. Add ½ cup more broth and repeat the process. Continue repeating until rice is just tender and risotto is creamy and loose, about 20 minutes more. (Reserve any remaining broth for another use.)
3. Remove pot from heat and stir in ½ cup cheese, asparagus and salt and pepper to taste. Transfer risotto to bowls and garnish with remaining cheese and chives. Serve immediately.

Serves 2. **\$3.73 per serving***

Per serving (about 23oz/639g-wt.): 350 calories (110 from fat), 12g total fat, 4g saturated fat, 30mg cholesterol, 730mg sodium, 45g total carbohydrate (3g dietary fiber, 5g sugar), 15g protein

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

tune in to “The Martha Stewart Show” weekdays
watch Martha make great recipes like these!

Spring is under way and you can surely imagine Martha Stewart in her garden, selecting fresh herbs and vegetables to feature in recipes for her “Everyday Food” magazine and best-selling book. Try it yourself! It needn't be a big production. Even a small container garden can help anyone enjoy the fresh flavors and budget benefits of the growing season.

3 Money-Saving Quick Tips
from Martha Stewart

- 1 **Canned wild salmon is great to keep on hand.** You can use it instead of fresh in some recipes (like the one on page 7), or to make salmon cakes, or as a substitute for canned tuna.
- 2 **Keep flavor on hand** to perk up the simplest of dishes. Fresh mint grows easily in a container outside. Unused herbs, such as parsley, thyme, rosemary and sage, will hold up well in a glass of water on a cool countertop.
- 3 **Use less-expensive oils for cooking,** as the subtle flavors are lost when heated. Pull out the extra-virgin olive oil when it counts, such as for salads and finishing dishes that need “a drizzle.”

Fennel, Orange, and Parsley Salad

Low fat, Low sodium, High fiber, Gluten free, Dairy free, Vegan, Vegetarian

The combination of fennel, citrus, and parsley makes this Italian-style salad an ideal palate cleanser. It is perfect for outdoor entertaining, when a green salad might wilt.

2 medium fennel bulbs (8 oz each)

5 medium oranges

2/3 cup fresh parsley leaves

2 TB slivered pitted black olives

1 tsp extra-virgin olive oil

Coarse salt and freshly ground pepper

1. Trim the fennel bulbs. Quarter, core, and thinly slice the bulbs crosswise.
2. Using a paring knife, remove the peel and pith from the oranges. Separate the oranges into segments over a large bowl (to catch the juices), then add segments to the bowl.
3. Add the fennel, parsley, olives, and olive oil; season with salt and pepper. Gently toss, and serve.

Serves 4. **\$1.96 per serving***

Per serving (about 10oz/296g-wt.): 130 calories (20 from fat), 2g total fat, 0g saturated fat, 0mg cholesterol, 340mg sodium, 29g total carbohydrate (8g dietary fiber, 16g sugar), 3g protein

sure deal!
a metaphorical truckload of organic grapes—in the form of wine—for \$10.99



Okay, so the nostalgic image of a hard-working old farm truck, loaded with grapes for the vintner, conveys what it needs to convey, but behind the scenes real hard work is truly happening! Winemaker Charlie Tsegeletos and growers Norma Gibson and the Bartolucci family are committed to everything that goes into producing good wines from organic grapes.

You can thank them for allowing you to balance your beliefs and your budget with a well-balanced, peppery, brambleberry Red that's both Earth friendly and food friendly. Or quench your thirst for good conscience with the White's crisp flavors of lemon peel, grapefruit and orange blossom. Get a 750-ml bottle of **Red Truck Zinfandel** or **White Truck Sauvignon Blanc**—made from organic grapes—for a measly \$10.99.

Unfortunately for some of you, the long arm of the law prohibits us from selling wine in some of our stores.

Zucchini and Chicken Salad

Gluten free

Here's the perfect dinner solution for evenings when you're not up for a lot of cooking. You can substitute leftover or store-bought roasted chicken for the sautéed chicken breasts.

¼ cup plus 1 TB extra-virgin olive oil, divided

¼ cup fresh lemon juice

Coarse salt and freshly ground pepper

1¼ lbs zucchini, thinly sliced

1 lb boneless, skinless chicken breast halves

1 bunch (8 oz) spinach, chopped

½ red onion, thinly sliced

¾ cup chopped pecans

¼ cup grated Parmesan cheese

¼ cup chopped fresh mint

1. In a large bowl, whisk together ¼ cup of the olive oil, the lemon juice, and salt and pepper to taste. Add the zucchini; toss to coat, and let marinate while cooking the chicken.
2. In a large nonstick skillet, heat the remaining 1 tablespoon olive oil over medium heat. Season the chicken with salt and pepper. Cook until golden brown on both sides, about 7 minutes per side. Remove from skillet, and slice thin.
3. Toss the chicken with the zucchini mixture, spinach, red onion, pecans, Parmesan cheese, and mint. Serve.

Serves 4. \$4.98 per serving*

Per serving (about 13oz/381g-wt.): 510 calories (340 from fat), 38g total fat, 6g saturated fat, 65mg cholesterol, 570mg sodium, 14g total carbohydrate (6g dietary fiber, 5g sugar), 31g protein

Farfalle with Salmon, Mint, and Peas

Low sodium, High fiber

This pasta features a few flavors of the season—mint and peas—along with lemon and ever-popular salmon. It's just the thing to hit the spot on a crisp spring evening.

Coarse salt and freshly ground pepper

1 lb farfalle (bowtie pasta)

1½ lbs skinless salmon fillet

2 lemons, zested and juiced

1 pkg (10 oz) frozen or fresh steamed peas

2 TB butter

¼ cup chopped fresh mint, plus more for serving

1. Cook farfalle. Drain, reserving 1 cup pasta water; return the pasta to pot.
2. Meanwhile, season the salmon with coarse salt and ground pepper; place in a large skillet. Add ¼ cup water and the lemon zest and juice. Bring to a simmer over medium heat. Cover; steam for 10 minutes.
3. Add the frozen peas; steam, covered, until the peas are tender and the salmon is opaque, 6 to 8 minutes.
4. Transfer to the pot with the pasta. Add the butter and mint. Season with salt and pepper. Toss, gently flaking the fish and adding reserved pasta water as desired. Serve immediately, sprinkled with more mint.

Serves 6. \$4.39 per serving*

Per serving (about 9oz/252g-wt.): 540 calories (120 from fat), 13g total fat, 4g saturated fat, 80mg cholesterol, 310mg sodium, 65g total carbohydrate (5g dietary fiber, 6g sugar), 39g protein

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

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sure deal!
raising the bar!
dark chocolate for
you, the people
and the earth,
just \$1.25 a day

Forget 100-calorie cookie snack packs. For 85 calories, you can enjoy a fourth of an incredible, single-origin, organic dark chocolate bar (complete with healthy antioxidants), returning 100% of company profits to the farmers' co-op for health, education and sustainable-development. The Napo rainforest and 850 indigenous Kichwa families in the Ecuadorian Amazon will benefit, along with you!

Perhaps best of all, "do good" comes with "tastes great," thanks to the complex, nuanced and non-bitter flavor of the Cacao Nacional bean used in making these bars. For the ultimate experience—and to get the most for your money—resist chewing. Break off a small piece and let it melt slowly on your tongue. Each 2.46-ounce single-origin, **Whole Trade™ Kallari Organic Chocolate Bar**—70%, 75% or 85% cacao—is available only at Whole Foods Market® for \$4.99.

here's the deal...

...about Whole Trade™. Committed to ethical trade, the environment and highest quality, this program also donates 1% of certified product sales to the Whole Planet Foundation™. Your purchases of Whole Trade products have contributed more than half a million dollars so far.

meals for four

or just another way to make extra for another day

3 Money-Saving Quick Tips

1. **Chop up leftovers right away** and wrap them tightly for the freezer to add to soup. Don't forget to label and date them!
2. **Make your own granola**, just how everyone likes it. It's easier than you might think.
3. **Check the web for more coupons.** Many natural products brands offer printable coupons.

Meals for Four: Daily Planner

MONDAY	TUESDAY
<p>Meatless Monday Bump up the health quotient and save by making fresh, seasonal (and perhaps local) veggies part of your family pasta supper. Find our Learn to Cook Pasta Primavera recipe on page 20 and alter it to your taste using the Pasta Primavera Chowdown Chart.</p>	<p>Entrée Salad Day Arrange greens on a big platter and top with heaps of steamed green beans (or asparagus), new potatoes, halved boiled eggs, olives and canned tuna (or smoked fish). Feel free to replace these typical Salad Nicoise (pronounced nee-SWAHZ) ingredients with what you have or what's on sale!</p>
WEDNESDAY	THURSDAY
<p>Hump Day Soup Plus Add cooked shrimp to chilled gazpacho, chopped ham to creamy leek or potato soup or float pork dumplings in ready-made miso soup.</p>	<p>Grilled Lamb Burgers Choose your favorite from our lamb burger recipes at wholefoodsmarket.com, perhaps "stretching" the ground lamb with bulgur wheat (a traditional method). Serve with cucumber salad. Shortcut? Nature's Rancher frozen Angus beef burgers.</p>
FRIDAY	WEEKEND
<p>Cook's Night Off! Go "out for dinner" by shopping our prepared foods department, where you get exactly what and how much you want... restaurant quality, no waste, no tipping. Stop by the bakery to let each person pick a cupcake for dessert.</p>	<p>Spring Cookout Try our Mahi Mahi Skewers (at right) or pick up satay or kabobs from the meat or seafood counter. Make the meat go further with lots of grilled veggies, serving over whole grains or salad greens, or wrapping in pitas with sandwich fixings.</p>

Mahi Mahi Pineapple Skewers with Tomatillo Salsa

Dairy free

Mahi mahi is at its best grilled hot and fast. That said, **you could just as successfully use chicken, pork, tofu or shrimp** in this recipe. Or you could simply pick up a few kabobs at the meat or seafood counter and serve them with our tasty tomatillo salsa...but if you like fish, give mahi mahi a spin on the grill!

1 12-oz pkg frozen Whole Catch™ Mahi Mahi, thawed and cut into 1" chunks

1 cup frozen 365 Everyday Value® Pineapple Chunks, thawed

1 green (or red) bell pepper cut into chunks

Salt and ground black pepper

1 pkg 365 Everyday Value® Organic Corn Tortillas

1 cup 365 Everyday Value® Tomatillo Salsa, divided

If using wood or bamboo skewers, put in water to soak 30 minutes. Preheat oiled grill to high heat. Alternate fish, pineapple and peppers on soaked skewers. Sprinkle with salt and pepper. Place skewers on hot grill and cook 3–5 minutes, turning once. Do not overcook! Wrap stack of tortillas in foil and place on grill to warm. Remove skewers to plates. Use tortillas to pull fish, pineapple and peppers from skewers as you eat, drizzling each bite with salsa.

Serves 4. **\$3.49 per serving**

Per serving (about 10oz/283g-wt.): 310 calories (90 from fat), 10g total fat, 1g saturated fat, 60mg cholesterol, 850mg sodium, 37g total carbohydrate (4g dietary fiber, 7g sugar), 19g 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 dried herbs and spices. There's no denying, if exposed to air, they get stale after a few months, and you might not use some of them very often. Waste not—money, nor herbs and spices—by scooping just what you need, and only what you need, from bulk jars.

entertaining on a budget

or how to do more than entertain the idea of an HPEC (healthier personal economic climate)

Are you great with food cost on an everyday basis, but when anything resembling a special event comes around it either seems impossible or “cheap” to bother with budget? Guess what? You can take advantage of values and stick to your values, too. The next several pages are for saving on celebrations, large and small!

Entertaining on a Budget Weekend Planner

	PARTY	BRUNCH	DINNER
	Taco Bar	Waffle Buffet	Spring Feast
HOW	Guests load their own crispy taco shells	Guests pile waffles with tasty, healthy toppings	Recipes at right: lamb stew with couscous; carrot salad
3 money-saving quick tips	1. combine small avocado chunks with chopped lettuce	1. mix berries with crumbled goat cheese or neufchâtel	1. portion stew onto big servings of whole wheat couscous
	2. combine rough-chopped cooked garbanzos with chicken	2. toss just a little chopped, cooked bacon into a lot of scrambled eggs	2. also serve a few varieties of on-sale veggies, steamed or in a green salad
	3. combine rough-chopped cooked kidney beans with ground beef	3. make real maple syrup go further by warming with some frozen fruit	3. dessert is sliced oranges (or other fruit) tossed with honey and mint

Spring Rotisserie Chicken Sandwiches

Sugar conscious

These elegant open-face sandwiches are a hit for brunch or lunch, and **rotisserie chicken is the shortcut tip of the year**. You can make 2 or 3 meals from each (recipes at wholefoodsmarket.com), plus freeze the bones for soup stock! But all rotisserie chickens are not created equal and customers who keep coming back for ours can attest to that. Ours are raised to taste better with stringent standards for quality and regard for health—yours and the chickens’.

1 cup low-fat buttermilk (or ¾ cup unsweetened soymilk)

½ avocado, peeled & pitted

3 TB lemon juice, divided

Salt & ground black pepper to taste

1 cup (about ½ bunch) packed flat-leaf parsley leaves, stems removed

1 bunch radishes, trimmed & thinly sliced

8 slices whole wheat hearth bread, toasted

1 rotisserie chicken, skin & bones removed, meat shredded & warmed

Combine buttermilk, avocado, 1 tablespoon lemon juice, salt and pepper in a food processor or blender until smooth; set aside. In a medium bowl toss together parsley, radishes, remaining lemon juice, salt and pepper. Arrange toasted bread on a large platter and top with chicken. Drizzle with avocado cream, top with parsley salad and serve.

Serves 8. **\$2.17 per serving***

Per serving (about 6oz/170g-wt.): 220 calories (70 from fat), 7g total fat, 2g saturated fat, 65mg cholesterol, 610mg sodium, 17g total carbohydrate (3g dietary fiber, 4g sugar), 22g protein

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



sure deal!

don't mess with our masa: organic taco shells by the dozen for \$2.69

When we developed our taco shells, we were determined to find an organic corn supplier because US law does not allow the use of genetically engineered ingredients or seeds in products labeled as organic. We didn't want anyone messin' with the potential for perfect Tex-Mex style crispy tacos by using GMO corn.

Made only with organic stone-ground corn masa, expeller-pressed oil and a traditional trace of lime, keep a box or two on hand for cheap and easy party fare with the highest integrity...and a touch of Tex-Mex sass. A 12-count box of **365 Everyday Value® Organic Taco Shells—Yellow Corn or Blue Corn**—for \$2.69.



sure deal!

going natural with soft drinks and mixers for \$2.49 a sixer

Just because you're holding a shindig doesn't mean you have to compromise your values to get a value. There's no reason to invite high-fructose corn syrup to your party, after all, if you don't have to. Party on cane sugar! Party on natural flavors!

Here's the guest list: Cola, Root Beer, Black Cherry, Cherry Vanilla Creme, Orange Creme, Raspberry, Ginger Ale, Key Lime, Tonic Water and Club Soda. Bring it on...as many six-packs as you need of **365 Everyday Value® All Natural Soda—or Tonic Water or Club Soda**—for just \$2.49 each.

Lamb Stew with Lemons and Olives

Low sodium, High fiber, Sugar conscious, Dairy free

This delicious, guest-worthy recipe can be made a day or two ahead and provides a **very nourishing meal for your money**. Lamb is an excellent source of vitamin B12 and a good source of highly usable iron and zinc, usually lacking in people's diets. (For the record, animal foods contain more zinc than plant foods and animal-source zinc is utilized twice as efficiently in the body.)

- 2 TB 365 Everyday Value® Extra Virgin Olive Oil
- 2½ lbs lamb stew meat, trimmed of excess fat
- Salt & ground black pepper to taste
- 1 yellow onion, chopped
- 2 tsp pimentón (Spanish smoked paprika)
- 32 oz 365 Everyday Value® Organic Low-Sodium Chicken Broth, divided
- ½ cup water
- 1 cup pitted black olives, such as Kalamata
- 2 (15-oz) cans 365 Everyday Value® Garbanzo Beans, rinsed & drained
- 1 small lemon, halved, thinly sliced, seeds removed
- 1 12-oz box 365 Everyday Value® Whole Wheat Couscous, prepared

Heat oil in a large skillet over medium-high heat. Season lamb and thoroughly brown in single-layer batches, transferring with a slotted spoon to a large pot as you go. Add onions to skillet and cook, stirring often, until softened. Stir in pimentón and cook 2 to 3 minutes more. Deglaze skillet with 1 cup broth then transfer contents of skillet to pot with lamb. Add remaining broth, water, olives, garbanzos, lemon, salt and pepper to pot and bring to a boil. Uncover and continue simmering until thickened, about 30 minutes. Season to taste and serve over generous portions of prepared couscous.

Serves 8. **\$3.99 per serving***

Per serving (about 16oz/461g-wt.): 510 calories (140 from fat), 16g total fat, 3.5g saturated fat, 95mg cholesterol, 540mg sodium, 53g total carbohydrate (11g dietary fiber, 2g sugar), 41g protein

Carrot, Red Onion and Cilantro Salad

Gluten free, Dairy free, Vegetarian

Here's a light and colorful side dish that complements everything from grilled meats to a spring stew to burgers or sandwiches. It is also a **perfect, budget-friendly dish for an outdoor party buffet table or potluck** as it won't lose its appeal on a warm day. We like to use organic veggies whenever possible, and for a slightly earthier flavor—or just variety—substitute up to half the carrots with parsnips.

- Salt & ground black pepper to taste
- 2 lbs 365 Everyday Value® Organic Carrots, thinly sliced
- 3 TB extra-virgin olive oil
- 2 TB lemon juice
- 1 tsp finely grated ginger
- ½ tsp 365 Everyday Value® Honey
- ½ cup roughly chopped cilantro
- ½ small red onion, very thinly sliced
- ½ cup roughly chopped roasted, salted almonds

Bring a large pot of salted water to a boil. Add sliced carrots and cook until just tender, about 2 minutes. Meanwhile, whisk together oil, lemon juice, ginger, honey and salt and pepper to taste in a large bowl. When carrots are done, drain and transfer to bowl with dressing. Gently toss cilantro and onions into carrots. Garnish with almonds and serve warm or at room temperature.

Serves 6 to 8. **\$1.13 per serving***

Per serving (about 5oz/146g-wt.): 170 calories (100 from fat), 12g total fat, 1.5g saturated fat, 0mg cholesterol, 280mg sodium, 15g total carbohydrate (5g dietary fiber, 7g sugar), 3g 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 food animal welfare. A survey conducted by the World Society for the Protection of Animals (WSPA) gave Whole Foods Market® the highest score among 25 US grocery retailers for availability of humanely labeled foods.



Pasta Primavera Chowdown Chart

Five Ways to Use What You Have, What's in Season or What's on Sale to Make Pasta for a Crowd (Feel Free to Mix and Match)

Pasta Primavera

Low sodium, Sugar conscious, Vegetarian

Pasta Primavera literally translates to "Spring Pasta" and everyone needs to know how to make a big, beautiful pasta dish for warm-weather get-togethers. It's a **crowd-pleasing, affordable contribution that goes with most anything, anywhere**. Or, make it for Sunday supper and pack up the leftovers for everyone's Monday lunchboxes.

1 lb Whole Foods Market™ Organic Fettuccine, cooked al dente, drained (reserving ¾ cup liquid)

2 TB 365 Everyday Value® Extra Virgin Olive Oil

½ lb button mushrooms, sliced

3 cloves garlic, roughly chopped

2 large spring (or 4 green) onions, thinly sliced

1½ cups fresh (or frozen and thawed) green peas

Salt & ground black pepper to taste

¾ cup grated Parmesan cheese

2 TB lemon juice

1 pint cherry tomatoes, halved

½ cup roughly chopped basil (optional)

1. Heat oil in a large, deep skillet over medium-high heat. Add mushrooms and cook until just golden brown, 3 to 4 minutes. Add garlic and onions and cook 2 to 3 minutes. Stir in peas, salt and pepper. Immediately cover and cook until just tender, 2 to 3 minutes. Transfer to a large bowl and set aside.
2. In the same skillet over medium heat, toss the hot, drained pasta with reserved pasta water, cheese and lemon juice.
3. Gently toss mushroom mixture and tomatoes into the pasta. Season to taste, transfer to serving bowl(s), top with basil and serve.

Serves 6 to 8. **\$2.37 per serving***

Per serving (about 8oz/225g-wt.): 220 calories (70 from fat), 7g total fat, 2g saturated fat, 10mg cholesterol, 310mg sodium, 29g total carbohydrate (4g dietary fiber, 4g sugar), 10g protein

PASTA 16 oz dry pasta (serves 6)	VEGGIES 3-4 cups total, prepped	ADDED FLAVORS 1-3 TB (in addition to salt, pepper & extra-virgin olive oil)	CHEESE about 1/2-3/4 cup, grated or crumbled
farfalle (bowtie) or orecchiette	thinly sliced onions and bell peppers	chopped chives and basil or parsley	parmesan
penne, rigatoni, rigate, fusilli, ziti or conchiglie (shells)	halved cherry tomatoes, sautéed mushrooms	chopped tarragon (use less), crushed or minced garlic	fresh goat cheese
linguine or fettuccine	sautéed peas, steamed broccoli or green beans	heavy cream	aged pecorino (sheep's milk grating cheese)
spaghetti or capellini (angel hair)	asparagus tips (fresh or frozen)	lemon zest, extra black pepper	asiago
orzo, casarecce or elbows	carrots, chopped spinach, yellow squash or zucchini	crushed or minced garlic, crushed red pepper flakes	feta

Don't Let Cheese Prices Get Your Goat. Get Cheese Buys Crumbled Goat Cheese!

Made by an award-winning producer, Cheese Buys Crumbled Goat Cheese starts with milk from family farms in Wisconsin. Really! The goats are never given added hormones, and no artificial preservatives taint this cheese. Big flavor means a little goes a long way. You'll save money and you'll save calories because goat's milk cheese has less fat than cow's milk cream cheese (and more calcium). Give it a sprinkle on salad, pizza, pasta and Mexican dishes.





sure deal! call it a fruit fiesta or call it celebration del sol, it's simply sangría for \$6.99

Nothing is complicated here; this is easy, crowd-pleasing fun in a bottle from sun-drenched Spain. Just keep plenty of it chilled and your party will be oh so smooth. Pour it in a pitcher with sliced fruit—peaches, apples, oranges—and ladle it out on its own or alongside anything halfway resembling tapas. If you serve it with a meal, it's especially delish with meats and especially if they're grilled.

Ours is all natural, naturally, with no artificial coloring, flavoring or preservatives. It's simply red wine flavored with some secret Spanish-language recipe using extracts of real citrus, herbs and spices. The details are a little complicated, but all you need to do is enjoy every full liter of **365 Everyday Value® Peñasol Sangría** at a bargain for \$6.99.

Unfortunately for some of you, the long arm of the law prohibits us from selling wine in some of our stores.

3 Money-Saving Quick Tips

- 1. Eat like the Italians.** Use high-quality pasta, adding smaller amounts of more costly ingredients to flavor it.
- 2. Grow your own!** Many of our stores offer organic seeds and seedlings to get you started with a full-blown Victory Garden or just a few containers.
- 3. Promote potlucks and block parties.** They spread the cost around along with the fun and community goodwill.

here's the deal...

...about growing your own. The easiest and best things to grow are herbs, tomatoes, radishes and lettuces.

Spanish Tortilla with Roasted Peppers and Spinach

Sugar conscious, Gluten free, Dairy free, Vegetarian

You really can't go wrong with eggs. They are **one of the most affordable, nutrient-dense sources of high-quality protein**. Plus, our standards require that eggs in our dairy departments are cage free, which we believe makes for better eggs. Here we feature them in a Spanish "tortilla" which is similar to an omelet or frittata. Serve it up as a first course for 10–12 or in larger pieces as an entrée for 6.

3 TB 365 Everyday Value® Extra Virgin Olive Oil, divided

3 cloves garlic, finely chopped

½ yellow onion, finely chopped

1¾ lbs red potatoes, unpeeled, cut into ½" cubes

Salt & ground black pepper to taste

1½ packed cups (about 4 oz) 365 Everyday Value® Organic Baby Spinach

1 cup thinly sliced roasted red peppers, drained well

8 365 Everyday Value® Eggs, lightly beaten

Heat 2 tablespoons oil in a large nonstick (or well-seasoned cast iron) skillet over medium-high heat. Add garlic and onions, and cook about 2 minutes. Add potatoes, salt and pepper, stir well, cover and cook, stirring occasionally, until potatoes are just tender, about 15 minutes. Transfer to a large bowl, add spinach and toss well. Let cool 10 minutes. Wipe skillet clean. Stir peppers and eggs into potato mixture. Heat another ½ tablespoon oil over medium heat. Transfer mixture to skillet and cook, running spatula around edges and gently shaking occasionally to prevent sticking, until eggs are set and bottom is brown, 12 to 14 minutes. Carefully invert onto a large plate. Heat remaining oil in skillet and slide tortilla back in, cooked side up. Cook about 5 minutes to golden brown. Transfer back to plate and let cool at least 10 minutes. Slice into wedges and serve.

Serves 10 to 12. **75¢ per serving**

Per serving (about 5oz/140g-wt.): 160 calories (70 from fat), 8g total fat, 1.5g saturated fat, 155mg cholesterol, 350mg sodium, 17g total carbohydrate (2g dietary fiber, 2g sugar), 7g protein

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

nobody needs to bathe less to spend less on body care

we're bathing in sales, sure deals and DIY opportunities

In addition to the great deals in our Whole Body™ department, just think what you could save doing home manicures, pedicures and facials. See our Home Spa guide at wholefoodsmarket.com/homespa and think “pamper Mom” (or yourself) with a homemade mask or scrub. Could be if you do mani-pedis at home, you can save enough for a spa weekend. Hmmm.

DIY Simple Face Mask

Oily skin: 1 TB French green clay, 1 drop each rosemary and lavender 100% essential oils

Dry skin: 2 TB mashed ripe avocado, 1 drop each chamomile and rose absolute 100% essential oils

Normal skin: 1 TB ground oatmeal, 1 drop geranium 100% pure essential oil

Combine ingredients. Moisten to desired consistency with filtered water or organic green tea, milk or juice. Apply to clean, damp skin. Rest 10–15 minutes. Rinse with warm water.

DIY Coffee Body Scrub

¼ cup ground Allegro® coffee

½ cup organic cane sugar

½ cup (or less) organic sweet almond oil

Combine ingredients. Gently rub from shoulders to toes in circular motions. Store extra in an airtight container.

here's the deal...

...about essential oils. Always use 100% pure essential oils to make sure you're getting what you paid for because fake stuff doesn't do anything! And do not use them directly on skin; dilute in massage oil, bath water, unscented body care products or water for a spritz or linen spray.

Everybody Loves “Three under \$3”

Whole Foods™ Lip Balms Peppermint, Tangerine or Vanilla Honey

If you think about the amount of lip balm you inevitably swallow, you might want to consider choosing one made with organics. Ours uses organic coconut and olive oils, natural flavors and/or 100% pure essential oils. It is smooth and creamy and meets our Premium Body Care™ standards and easily costs less than \$3.

365 Everyday Value® Super Greens Bar Original or Chocolate Coated

It's not always easy to get a good serving of green power, fiber and protein on the run. This bar can help. Made with organic spirulina, dates, almonds and quinoa flour, it contains more than a tablespoon of greens and no refined sugar or artificial anything. It's “nutrition that keeps up with you” for much less than \$3!

Chips & Salsa!

365 Everyday Value® Restaurant Style Tortilla Chips Lightly Salted or Unsalted

365 Everyday Value® Salsa Thick & Chunky, Raspberry Chipotle, Black Bean & Corn, Three Pepper, Tomatillo, Roasted Chipotle, Peach Mango or Tequila Lime

This ultimate snacking combo starts with thin, light and crispy chips—just like at a restaurant—made with finely stone-ground corn. The salsas are from San Antonio in uniquely delicious flavors. Both are formulated to avoid genetically engineered ingredients and you get 16 ounces of each for less than \$3 each.



sure deal!
many lovely,
luxurious latherings
of premium, organic,
french bar soap
for \$5.99

For those who love a nice soap, but wince at the price, triple milling is one of the greatest inventions of all time, extending the lasting power of a beloved bar beyond belief. We go a step further with the quality and Earth-friendliness. These skin-nourishing bars are crafted in France using organic, responsibly sourced shea butter and palm oil, no artificial colors and only scents from 100% pure essential oils.

Whether you prefer the sweet floral scent of Linden, earthy Vetiver or something in between, a very long-lasting, 8-ounce bar of **Whole Foods Market™ Organic Triple Milled Bar Soap**—Lavender, Lemon Verbena, Grapefruit Mint, Linden, Vetiver or Pomelo—is \$5.99.

meet the press and “buck” the system

a shortcut to saving on coffee drinks

Make your favorite coffee-shop drinks at home without an espresso maker by using a French Press (plunger pot) to make darker coffee, adding frothed milk and flavor afterwards. Here's how: Boil water. Add 4–5 TB ground coffee to plunger pot. Pour 8 oz water onto grounds. Stir gently. Place lid on pot. Wait 4 minutes. Gently press plunger straight down.

COFFEE: Allegro Coffee® (responsibly sourced)	COFFEE SHOP	HOMEMADE*
latte or cappuccino with organic milk	\$2.70–\$3.00	90¢
mocha with 365 Everyday Value® Organic Swiss Dark Chocolate	\$3.00–\$3.50	\$1.30
flavored latte with flavoring syrup containing no artificial flavors	\$3.00–\$3.30	\$1.70

*We overestimated (in your favor) the cost of ingredients used, but there's always a chance things add up a little differently in your neck of the woods.

Make it Worth It!

Top 10 Tips for Squeezing All You Can Get Out of Every Bean

1. Use good coffee beans—responsibly sourced—for the best coffee-shop flavor
2. Use filtered water...after all, coffee is 98% water
3. Heat water to a full boil to extract the most flavor from the beans
4. Grind coffee beans just before brewing for the freshest taste
5. Use correct ground (medium to coarse for a press pot, medium to fine for drip or espresso makers)
6. Preheat your coffee cup to retain heat in your brewed coffee longer
7. Use 1 oz flavored syrup per 12 oz brewed coffee
8. Place 2 squares of chocolate (or 2 oz good chocolate syrup) in your mug before pouring
9. Warm your milk/creamers before adding it to your coffee
10. Froth milk with a whisk (electric works best, and there are some made just for frothing)

here's the deal...

...about Allegro Coffee Company®. Among many other socially responsible endeavors, since 2004, they have replanted five trees in their coffee growing regions for every tree's worth of paper they use.

sure deal!

coffee that is so much more than 3000 beans in a bag: bargain brews at \$9.99



The “bargain bin” out front of a dime store is often the epitome of “you get what you pay for” with loads of questionable-quality goods they’re hoping to unload for anything, rather than take a complete loss. Forget that scenario when you see the Bargain Brews sign on these coffees. The only thing we’re trying to unload is any reservations about Allegro’s excellent coffee!

These are long-standing, tried-and-true blends, great tasting—and affordable—for everyday drinking. Each has a different roast profile so you’re bound to find one for your preferred taste profile, ranging from bright and sweet to rich, smooth and deep. Don’t be put off by any bargain-bin preconceptions, just get a good grasp on the concept of exceptional quality at a good price with a 12-ounce bag of Allegro® Bargain Brew Coffee—Vienna Roast, Vail Blend, Allegro Blend or Café Blend—whole bean or ground for \$9.99.



sure deal! more real fruit and organic grains in your six-pack of cereal bars for \$2.49

Our **Cereal Bars** are one of the top sellers in our **365 Everyday Value®** line. Customers and Team Members alike think they're the best for their balance of great flavor with great value, both nutritional and financial. Granted, there are whole grains in the popular conventional so-called "nutritional" grain bar, but the similarities don't go much further than that.

Ours use organic grains; theirs don't. Fruit is the first ingredient in ours; their first ingredient is high-fructose corn syrup! Ours has 29% less sodium than theirs. Theirs contain artificial colors, artificial flavors and sodium stearoyl lactylate. Not ours! Get the real nutri-value you're paying for in a six-bar box of **365 Everyday Value® Cereal Bars—Strawberry, Apple, Blueberry or Mixed Berry—** for only \$2.49.

Our Quality Standards...They Never Tasted So Good

As Whole Foods Market® became known and loved by more and more natural foods fans, the competition was bound to heat up! Thankfully, we—that's us and you—can all count on our strict Quality Standards. For decades we've been using them every day when determining which products to place on our shelves. Here's one standard that continues to set us apart (you'll find the others online): We feature foods that are free of artificial preservatives, colors, flavors, sweeteners and hydrogenated fats.

Whole Foods Market® Core Values

What We Value Most

- *Selling the highest quality natural & organic products available*
- *Satisfying & delighting our customers*
- *Supporting team-member happiness & excellence*
- *Creating wealth through profits & growth*
- *Caring about our communities & our environment*
- *Creating ongoing win-win partnerships with our suppliers*

Expand Your Options With Online Budget Tools at wholefoodsmarket.com

- *Money-saving tips from food bloggers and customers...add your own!*
- *2000+ searchable recipes by category, what's in your pantry or what you got on sale*
- *Your virtual recipe box, so you can easily find your favorites again*
- *Sign up for e-newsletters to receive the latest specials, tips, recipes and store events*
- *Up-to-date sales and product features for almost every Whole Foods Market location*

here's the deal...

...about **grocery bags**. Last year you helped us stop using plastic grocery bags in all of our stores by switching to reusable bags—the best choice! But if you forget to bring your bags, this year we're introducing FSC-certified paper bags made from 100% post-consumer reclaimed material.

Meditating on More Value?

The Value Guru humbly enlightens with personal money-saving kitchen tips on our Whole Story Blog every other week. Bring an open mind and share your frugal-spirit moments at wholefoodsmarket.com.

