

easy ways to harvest savings and preserve your values

the whole deal[®]

sept/oct 2014

WHOLE
FOODS
MARKET



SAVE \$47+
in coupons

10 recipes
at less than
\$4 per serving!

family meal ideas

organics on a budget

get more from organic kale,
chard and collards (p.2)

oodles of noodles! organic
whole wheat pasta for \$1.69 or less (p.7)

sure
deal

a bounty of values

find comfort in food that pleases your palate and your budget

Trying to squirrel away savings after a summer of fun, yet still need enticing meals that draw the family to the table? Our value guide can help. With recipes, deals and money-saving tips, you can reap the season's most delicious flavors—including organics—without breaking the bank. Now is the time to fall in love with cooking all over again!

10 new budget recipes

featuring fall's favorite flavors

Fall Sunset Sangria p.3

Monkfish Chowder p.4

Gluten-Free Autumn Fruit and Mascarpone Tart p.4

Health Starts Here® Fall Soup Toppers p.7

Raisin Bran Muffins p.16

Pasta Frittata with Chard, Bacon and Goat Cheese p.17

Mediterranean Whole Wheat Pasta Salad p.18

Mini Mummy Pizzas p.18

Crispy Brown Rice Treats p.19

Hippie Chow p.19

Online at wfm.com/recipes:

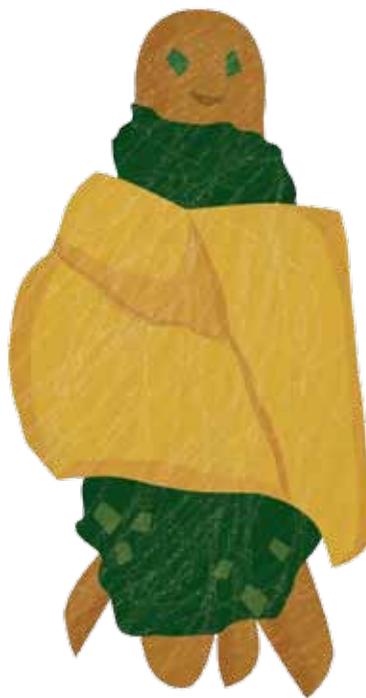
Hot Dog Sea Monsters

About Our Recipes

Find these recipes and more, including our full archive of recipes from *The Whole Deal*, with nutrition facts and photos at wfm.com. We do our best to estimate recipe costs (slight market variations are always possible). Special diet notes are included, but it's up to you to check product labels for changes.

Here's the deal...about greens' nutrients.

Why reach for kale, chard and collards? Dark leafy greens like these are nutrient powerhouses, containing calcium, folate, fiber and vitamins A and C. They provide an easy-to-absorb source of nondairy calcium, too.



SPOOKY FUN HALLOWEEN DINNERS

Find our recipe for this Hot Dog Sea Monster online. More ideas on the back cover!

a bunch of tempting tips for kale, chard and collards

- 1. GREEN EGGS.** Add cooked greens to frittatas, breakfast tacos and poached eggs.
- 2. SOUP'S ON!** Stir into soups (coupon p.7) and stews during the last few minutes of cooking.
- 3. GREAT GRAINS.** Add greens to grain dishes or serve grains over a bed of steamed chard like in Greens with Carrots, Feta Cheese and Brown Rice (wfm.com/recipes).
- 4. KID-FRIENDLY.** Hot Dog Sea Monsters (wfm.com/recipes) are a playful way to get in daily greens.
- 5. PERFECT PASTA.** Add sautéed greens to cooked whole wheat pasta (p.7), or stir into pasta sauces (p.7).
- 6. MAKE THEM LAST.** Wash dark leafy greens in a sink full of water to remove dirt and sand. Dry well, then store in a bag along with a paper towel in the crisping drawer of your refrigerator.



There's always More for Less at wfm.com/recipes

Use the advanced search option and choose "Budget-Friendly" recipes

organic all-stars

2, 4, 6, 8...great deals are what we appreciate

Sure deals

for tasty meals

Fall Sunset Sangria

\$2.62 per serving. Serves 8.

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

This chardonnay-based party cocktail is flavored with fresh pears, nectarines and apples. Topped off with subtly sweet soda, it's a crowd-pleaser.

1 (750-ml) bottle Natura Chardonnay (at right)

2 organic Bartlett pears, cored and chopped

2 organic Gala apples, cored and chopped

1 organic nectarine, cored and chopped

1 (25.4-fl.oz) bottle Whole Foods Market™ Lemon or Lime Italian Soda, or sparkling water, chilled

Pour wine into a large pitcher and stir in pears, apples and nectarines.

Chill for 6 to 8 hours, or up to 2 days. When ready to serve, pour into wine glasses (including some of the fruit) and top off with soda. Serve over ice, if you like.

5 money-saving tips when shopping for organics



1. SHOP 365 EVERYDAY VALUE®. From peanut butter and juice boxes to frozen veggies and cotton balls, it's easy to find hundreds of affordable organics with our 365 Everyday Value® line. Check out the Sure Deals in this issue!

2. CLIP COUPONS. Find coupons for organics throughout this issue and at wfm.com/coupons.

3. SAVE IN SEASON. Organic apples, pears and dark leafy greens are in season now. Make the most of them by trying new varieties as they go on sale.

4. SCOOP UP SAVINGS. From organic dried fruit to grains to beans, buy only the amount you need at great prices from our bulk bins.

5. CUT WASTE. Use only what you need, when you need it with bags of frozen organic fruits and veggies.

don't let cheese prices get your goat.
organic goat cheese for just \$3.99



Whole Foods Market™ Organic Goat Cheese.
Original or Garlic & Herb. 4 oz

With a mild, creamy flavor, this goat cheese is made with vegetable rennet and milk from goats fed organic feed and no antibiotics—no kidding. It's a match for beet salads, pasta dishes and omelets. Swap out for cream cheese on bagels, sandwiches and wraps, too.

a red and white for fall's best meals.
Chilean wine from organically grown grapes for only \$10.99



Natura wine. Pinot Noir or Chardonnay. 750ml*

Cheers to Chile! The dry Pinot Noir is bursting with berry aromas, spices and cocoa notes. Pair with Pasta Frittata with Chard, Bacon and Goat Cheese (recipe p.17). The Chardonnay is balanced, fresh and fruity with a delightful finish—serve with your favorite autumn salad.

*Sorry, some of our stores sell alcohol, some don't. It's the law.

Why go organic?



1. No persistent pesticides or herbicides.
2. No synthetic fertilizers or sewage sludge.
3. Genetically modified organisms (GMOs) are not allowed.
4. Animals are fed organic feed and given access to the outdoors.
5. Synthetic growth hormones and antibiotics for animals are forbidden.

For more reasons to care about organic agriculture, visit wfm.com/organic.

365 Everyday Value® Organic Cereal

- Breakfast without the fuss
- Organic means no toxic and persistent pesticides
- Varieties for everyone at your table



Redeemable only at Whole Foods Market®. Expires 11/30/14.

\$1.00 off



any ONE (1) 10–15-oz 365 Everyday Value® Organic Cereal: Bran Flakes, Brown Rice Crisps, Cocoa Rice Crisps, Corn Flakes, Crunchy Cinnamon Squares, Frosted Flakes, Honey Flakes & Oat Clusters, Morning O's, Peanut Butter Balls, Peanut Butter & Cocoa Balls, Raisin Bran or Wheat Waffles

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reinvent family dinners

meals that draw them to the table without withdrawing your savings

Daily Meal Planner

MONDAY: Veggie Monday

Organic Greens and Goat Cheese Gratin (wfm.com/recipes). Crusty bread. Sliced organic apples.

TUESDAY: Oktoberfest

Brats and sauerkraut or coleslaw. German beer for the adults. Gluten-Free Autumn Fruit and Mascarpone Tart (recipe at right).

WEDNESDAY: Cook's Night Off

A grab-and-go salad and Health Starts Here® soup from the Prepared Foods department (coupon p.7).

THURSDAY: Halloween Delights

Serve your goblins Mini Mummy Pizzas (recipe p.18). Cut veggies and hummus.

FRIDAY: Fish and Chips Night

Oven-ready Whole Catch® Wild Caught Turbot Fillets (coupon p.5) and fries or tots. Add steamed veggies. Trinity Oaks Pinot Grigio (at right).

WEEKEND: Breakfast of Champions

Raisin Bran Muffins (recipe p.16), bacon (coupon p.17) and eggs. Organic raspberries. Allegro® coffee or tea (p.16).

Here's the deal...about avoiding

GMOs. Recent research reveals that one-third of consumers say that one of the main reasons for buying organic foods and beverages is to avoid genetically modified products. Saying no to GMOs? Look for organics and for Non-GMO Project Verified foods.

Monkfish Chowder

\$1.59 per serving. Serves 8. *dairy free, high fiber, sugar conscious*

This surprisingly rich, dairy-free chowder combines flakes of tender monkfish with celery, onions, bell peppers and corn.

3 stalks celery, roughly chopped, plus celery leaves for garnish

1 red bell pepper, seeded and roughly chopped

1 small yellow onion, roughly chopped

2 TB extra-virgin olive oil

1 cup fish stock or chicken broth

¼ cup all-purpose flour

6 cups 365 Everyday Value® Organic Unsweetened Plain Soymilk

6 medium red potatoes (about 1¾ lbs), cut into small cubes

1 TB finely chopped fresh thyme

1 tsp fine sea salt

¼ tsp ground black pepper

1 (12-oz) pkg Whole Catch® Wild Caught Monkfish Fillets (at right), thawed according to pkg instructions and cut into 1-inch pieces

1 cup frozen yellow corn

¼ cup finely chopped fresh flat-leaf parsley

Put celery, pepper and onion into a food processor and **pulse** until chopped. **Heat** oil in a large pot over medium-high heat, **add** vegetables and **cook, stirring** occasionally, until golden brown, 6 to 8 minutes. **Add** stock and **cook, scraping** up any browned bits, until reduced by ⅓, about 2 minutes. **Add** flour and **cook, stirring** often, for 1 minute. **Whisk** in soymilk. **Stir** in potatoes, thyme, salt and pepper, and **bring** just to a boil. **Reduce** heat to medium-low, partially **cover**, and **simmer** until fragrant and thickened, and potatoes are almost tender, about 15 minutes. **Stir** in monkfish and corn and **cook** until fish is just cooked through, 6 to 8 minutes more. **Stir** in parsley and **serve**, garnished with celery leaves.

Gluten-Free Autumn Fruit and Mascarpone Tart

\$2.00 per serving. Serves 10. *gluten free, vegetarian, wheat free*

A celebration of fall, this rustic layered fruit tart combines a creamy mascarpone custard with sweet pears and apples in a premade crust for a simple and impressive dessert.

1 frozen Whole Foods Market™ GlutenFree Bakehouse® Pie Crust (coupon below)

½ cup half-and-half

⅓ cup plus 2 TB honey, divided

2 tsp pure vanilla extract

3 eggs

1 (8-oz) tub mascarpone

1½ tsp finely chopped fresh rosemary

1½ tsp chopped fresh thyme

2 ripe but firm Bartlett pears or Gala apples (or a combo), thinly sliced

Preheat the oven to 350°F. **Bake** empty pie crust for 20 minutes and then **cool**. In a medium bowl, **whisk** together half-and-half, ⅓ cup of the honey, vanilla, eggs and mascarpone. **Pour** into pie crust and **bake** until just set in the middle, about 30 minutes. **Set** aside to let **cool** completely. (Can be **covered** and **chilled** overnight at this point, if you like.) In a small bowl, **stir** together remaining 2 TB honey, rosemary, thyme and 1 tsp water. **Add** fruit, **toss** gently to coat and **pile** onto tart (or **fan** decoratively over the top). **Drizzle** with any leftover juices and then **slice** and **serve**.

Whole Foods Market™ GlutenFree Bakehouse® Pie Crusts

- Made fresh in our dedicated gluten-free bakehouse; find it in our freezer section
- Uses butter made from cows not treated with synthetic growth hormones (rBGH/rBST)
- No artificial preservatives or sweeteners



Redeemable only at Whole Foods Market®. Expires 11/30/14.

\$1.00 off

any ONE (1) 2-pack Whole Foods Market™
GlutenFree Bakehouse® Pie Crusts



WHOLE
FOODS
GlutenFree
BAKEHOUSE

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simple seafood suppers

Whole Catch® Wild Caught Frozen Fish (coupon below) offers a boatload of affordable options



Type of Fish	Flavor and Taste	Simple Meal Idea	What Else
Mahi Mahi Fillets	Mildly sweet and distinctively firm	Roasted Mahi Mahi, Collards and Pears (wfm.com/recipes)	Fish tacos are an easy weeknight dinner
Monkfish Fillets	Mild, slightly sweet with a dense, toothsome texture	Monkfish Chowder (recipe at left) and crusty bread	Roast, grill, pan-sear, make soup or gently cook in butter for a lobster-like experience
Sockeye Salmon Fillets	Full-flavored with silky texture and vibrant color	Poached salmon over quinoa with steamed broccoli, grape tomatoes and lemon zest	So versatile! Find more than 100 salmon recipes at wfm.com/recipes
Turbot Fillets	Whitefish with delicate flavor and flaky texture	Baked turbot with garlicky sautéed spinach and roasted butternut squash	A lesser-known, likeable and affordable fish...give it a try!
Tuna Steaks	Mild, rich and medium-firm	Seared Tuna Steaks with Coconut, Corn and Cilantro (wfm.com/recipes) over rice noodles	Like all our Whole Catch® fish, it's individually quick frozen; cook only what you need to avoid waste
Swordfish Steaks	Rich, meaty and firm	Swordfish steak sandwiches with arugula and lemon mayonnaise	Worth it! These are sourced from Marine Stewardship Council certified-sustainable fisheries



for family meals

cheese-lovers' dream.
mascarpone cheese for just \$3.99



Whole Foods Market™ Mascarpone Cheese. 8 oz
Creamy, spreadable mascarpone cheese is best known for its delicate flavor in tiramisù. But savvy home chefs can also enrich pastas, garnish soups and spread on crusty bread. Banana Bread Pancakes with Cinnamon, Honey and Orange Mascarpone (wfm.com/recipes) is a must, too! Ours is made with cream from cows not treated with synthetic growth hormones (rBGH/rBST).

California wine rooted in value for only \$7.99



Trinity Oaks. Pinot Noir or Pinot Grigio. 750ml*
With smooth silky texture and mild tannins, the Pinot Noir makes a perfect partner to salmon or roasted chicken. The Pinot Grigio is a crisp fresh White that you can enjoy as an aperitif or with a green salad with pear vinaigrette. Bonus: A tree is planted for every bottle sold through Trees for the Future, which has been helping communities around the world plant trees.

*Sorry, some of our stores sell alcohol, some don't. It's the law.

Whole Catch® Wild Caught Frozen Fish Fillets or Steaks

- Ready to cook—try something new tonight!
 - From Marine Stewardship Council certified fisheries or rated "Yellow" or "Green" for sustainability
 - Individually quick frozen and vacuum packed—cook only what you need
- print again before you shop again!**
All coupons are online at wfm.com/coupons



Redeemable only at Whole Foods Market®. Expires 11/30/14.

\$2.00 off

any ONE (1) 12-oz Whole Catch® Wild Caught Frozen Fish Fillets or Steaks:
Mahi Mahi Fillets, Monkfish Fillets, Sockeye Salmon Fillets, Turbot Fillets, Tuna Steaks or Swordfish Steaks

WHOLE CATCH

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be a weekday warrior

conquer the lunch and dinner frenzy without financial fallout

pastapalooza!

with 365 Everyday Value® Organic Whole Wheat Pasta, there's a noodle for everyone and every occasion

Occasion	Serve	Tip	Save
Date Night	Linguine with pesto and pan-seared salmon	Substitute kale, collard greens or mustard greens for basil in pesto like in Winter Greens Pesto (wfm.com/recipes)	Whole Catch® Sockeye Salmon Fillets (coupon p.5)
Family Dinner	Fusilli with mascarpone, lemon zest and toasted pine nuts	Shaped pastas like fusilli pair especially well with chunky or creamy sauces	Whole Foods Market™ Mascarpone Cheese is a Sure Deal (p.5)
Weeknight Winner	Spaghetti	Add protein with canned 365 Everyday Value® no-salt-added garbanzo or cannellini beans	Engine 2® Plant-Strong® Pasta Sauce is a Sure Deal (at right)
Mealtime Magic	Whole wheat elbow macaroni + broth + shredded cooked chicken + carrot + onion = chicken noodle soup	Boost nutrition with kale (stems removed, and leaves thinly sliced)	Freeze extra in individual servings for future lunches
Kids' Lunch	Macaroni and Three Cheese Lunch Muffins (wfm.com/recipes) with whole wheat shells	Use what you already have for add-ins—cooked ground turkey or shredded chicken, baby spinach or a frozen veggie like peas or corn	Whole Foods Market™ Organic Goat Cheese is a Sure Deal (p.3)
Game Day	Learn to Cook: Baked Pasta (wfm.com/recipes)	Ridged pastas like penne provide even more texture for sauces to cling to	Trinity Oaks Pinot Noir is a Sure Deal (p.5) and a delicious pairing

shopping list for meals on the fly

stock up on these shortcuts and make meals in a flash

PRODUCE

- Bagged fresh greens
- Precut produce

GROCERY

- 365 Everyday Value® Organic Whole Wheat Pastas (at right)
- Canned cooked beans
- Engine 2® Plant-Strong® Pasta Sauce (at right)
- Canned tomatoes
- Whole wheat couscous

FROZEN

- Whole Catch® Wild Caught Frozen Fish Fillets and Steaks (coupon p.5)
- Frozen cooked rice and quinoa
- Frozen veggies, fruits and greens

PREPARED FOODS

- Rotisserie chicken
- Premade soup (coupon at right)
- Premade pizza dough

10 things to do with pasta sauce (beyond pasta)

- EGGS IN PURGATORY.** Simmer 1 cup pasta sauce in a small skillet. Poach 2 eggs and top with black pepper and grated parmesan cheese.
- CHILI.** Take a pasta sauce shortcut to chili. Just add beans and chili powder.
- SPANISH RICE.** Cook 1 cup rice according to the package directions, substituting 1 cup pasta sauce for 1 cup of the water; stir in capers, green olives and chopped green onions.
- RATATOUILLE.** Chop bell peppers, zucchini, onion and eggplant. Toss with olive oil and garlic. Arrange in a baking dish. Add 2 parts pasta sauce to 1 part water to just cover. Bake at 350°F until vegetables are tender (about 40 minutes). Top with fresh basil.
- MINISTRONE SOUP.** Heat 1 jar pasta sauce and 5 cups water. Stir in cooked small pasta (p.7), chopped carrots, celery, chopped green beans and cooked kidney beans. Cook until vegetables are tender.
- ITALIAN MEATLOAF.** Pour a jar of pasta sauce over your favorite meatloaf before baking.
- PANINI.** Spread a layer of pasta sauce and layer your favorite melty cheese on a slice of crusty bread. Top with another slice of bread. Toast in a skillet or panini press.
- POACHED COD.** Pour a jar of tomato sauce into a skillet. Bring to a boil. Season cod with salt and pepper, and add to the skillet. Cover, reduce heat and simmer until cod is just cooked through, about 10 minutes.
- EGGPLANT PARMESAN.** Try our Easy Baked Eggplant Parmesan recipe (wfm.com/recipes) for a meal with rich real Italian flavor.
- PIZZA.** Mini Mummy Pizzas (recipe p.18) are a family-pleasing use for a jar of leftover pasta sauce.



sure deals

for everyone's favorite meals

Fall Soup Toppers

These multipurpose mini recipes each yield a tasty topping for fall's best soups, from hearty vegetable minestrone to creamy butternut squash purée.

Southwest Tortilla Strips: Stir together 1 TB chili powder, ½ tsp ground cumin and 1 TB water. Brush onto 4 365 Everyday Value® Organic Corn Tortillas, cut into strips and bake, seasoned-side up, at 350°F on a baking sheet until crisp, about 10 minutes. Serve as is or break into smaller pieces.

Crunchy Spanish Chickpeas: Toss 1 drained and rinsed (15-oz) can 365 Everyday Value® No Salt Added Garbanzo Beans with zest of 1 lemon, 1 tsp lemon juice and 1½ tsp smoked paprika, and bake at 350°F on a rimmed baking sheet until crisp, about 30 minutes. Let cool.

Honey-Garlic Popcorn: Whisk together 1 TB honey, 1 tsp water, ¼ tsp garlic granules and ¼ tsp fine sea salt, and toss with 3 cups unsalted popped popcorn. Bake at 350°F on a parchment-paper-lined baking sheet until golden brown, 5 to 7 minutes. Serve immediately.

Savory Pumpkin Seeds: Toss 1 cup pumpkin seeds with 2 TB nutritional yeast, 1 TB finely chopped fresh flat-leaf parsley and 1 TB 365 Everyday Value® Organic Low Sodium Vegetable Broth or water, and bake at 350°F on a rimmed baking sheet until crisp, about 10 minutes. Let cool.

Tahini Croutons: Whisk together 2 TB 365 Everyday Value® Organic Tahini, 1 TB water, 1 tsp 365 Everyday Value® Organic Low Sodium Shoyu Soy Sauce or Bragg Liquid Aminos, and ½ tsp onion powder. Toss with 2 cups small cubes Health Starts Here® bread and bake at 350°F on a parchment-paper-lined baking sheet, breaking up pieces that stick together, until crisp, 15 to 18 minutes. Let cool.

Health Starts Here® Soups

- Pack in the nutrients with freshly made healthy soups
- No artificial ingredients or preservatives, extracted oils or refined sweeteners
- A perfect time-saver—find it refrigerated in our Prepared Foods area



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give overspending the boot. a pound of organic whole wheat pasta for \$1.69 or less

365 Everyday Value® Organic Whole Wheat Pasta. Spaghetti, Linguine, Penne Rigate, Shells, Fusilli or Elbows. 1 lb

Spaghetti Bolognese, mac 'n' cheese, pesto pasta; when you start with quality noodles, there's no shortage of delectable dishes you can serve. Ours are made in Italy from organically grown durum whole wheat flour. We're not the only fans; the penne rigate was an award winner in the 2014 SELF Healthy Food Awards!

sizzling savings. low-sodium pasta sauce for no more than \$5.99

Engine 2® Plant-Strong® Pasta Sauce. Classic Tomato Basil or Red Bell Pepper Marinara. 24 oz

Having a mealtime emergency? Engine 2® Plant-Strong® Pasta Sauce to the rescue! Made without animal products and no added oils or sugar, it is a low-sodium hero atop pizza, casseroles, tofu, stuffed bell peppers and of course, pasta. Tip: Add finely chopped leafy greens for added nutrients.



Engine 2 Plant-Strong® Shopping List

look for these and more at your local Whole Foods Market

TORTILLAS. Brown Rice or Organic Sprouted Ancient Grains

ORGANIC GRAIN MEDLEYS. Ancient Grains Blend, Fiesta Blend, Wild Rice Blend or Morning Blend

PASTA SAUCE. Classic Tomato Basil or Red Bell Pepper Marinara (above)

PLANT BURGERS. Poblano Black Bean, Thai Basil Edamame, Curried Lentil or Tuscan Kale White Bean

Engine 2® is a plan of action for following—and sticking to—a heart-healthy, mind-healthy, body-healthy, taste-bud-tempting Plant-Strong® lifestyle. Created by former firefighter, Rip Esselstyn, its guiding principle is simple: Fruits, vegetables, whole grains, beans, nuts and seeds deliver all the nutrients you need. Discover more Engine 2 Plant-Strong® products and program information at wfm.com/engine-2.



Redeemable only at Whole Foods Market®. Expires 11/30/14.

\$1.00 off

any ONE (1) 24–32-fl.oz Health Starts Here® Soup (valid for refrigerated soups only)



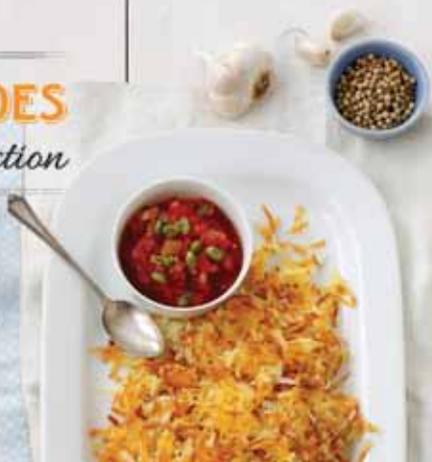
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HERE'S to
YUKON POTATOES
SEASONED TO *Perfection*



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75¢ off

any ONE (1) Alexia Item



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REAL MEAT. 100% PLANT PROTEIN.



All the protein, 1/2 the fat of beef
2 flavors in the freezer



As much protein as chicken
3 flavors near the chilled tofu

Redeemable only at Whole Foods Market®. Expires 11/30/14

\$1.00 off

any ONE (1) Beyond Meat Pack



PLU: 302975

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CANDLE CAFE VEGAN *A World-Renowned Vegan Restaurant Brings Delicious Meals to Your Freezer*

CANDLE CAFE®, a world-renowned vegan and vegetarian restaurant in New York City, proudly offers delicious frozen gourmet vegan meals that are certified organic* and are always all-natural, vegetarian, non-dairy and made without genetically engineered ingredients.

Candle Cafe Vegan Tofu Spinach Ravioli
Candle Cafe Vegan Macaroni or Vegan Cheese

*Certified Organic & Vegan. Contains no non-certified ingredients.

Redeemable only at Whole Foods Market®. Expires 11/30/14

\$1.00 off

any ONE (1) Candle Cafe Frozen Product



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You're **SO** gonna love this!



Redeemable only at Whole Foods Market®. Expires 11/30/14

\$1.00 off

any THREE (3) So Delicious Dairy Free Products



PLU: 302977

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www.facebook.com/SoDeliciousDairyFree

www.twitter.com/So_Delicious

print before you shop! All coupons are online at wfm.com/coupons.

CREAMY goodness!



Redeemable only at Whole Foods Market®. Expires 11/30/14

\$1.00 off

any ONE (1) 16-oz Organic Valley Sour Cream



PLU: 302978
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Lifeway
LifewayKefir.com

PROBUGS™ ORGANIC KEFIR

PROBIOTIC
GLUTEN-FREE
99% LACTOSE FREE
GMO FREE



Redeemable only at Whole Foods Market®. Expires 11/30/14

\$1.00 off

any TWO (2) Lifeway ProBugs 4-packs

Lifeway
MAKING KEFIR SINCE 1986

PLU: 302979
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Two cool ways to enjoy kefir with all the benefits



- 99% Lactose Free
- 10 Probiotics
- All Natural
- Low in Calories
- Gluten Free

Redeemable only at Whole Foods Market®. Expires 11/30/14

\$1.00 off

any ONE (1) Lifeway Frozen Kefir Pint or box of Frozen Kefir Bars

Lifeway

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Lifeway LifewayKefir.com f LifewayKefir @Lifeway_Kefir LifewayKefir



Coming Soon: New Look! New Cup!

Redeemable only at Whole Foods Market®. Expires 11/30/14

FREE

Buy ONE (1) 32-oz Brown Cow Yogurt,
Get ONE (1) 6-oz Cup FREE



PLU: 302980
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SOYATOO!
Whipped Toppings!
Amazing Desserts!
Vegan
Organic Ingredients
Gluten Free
Low Calorie, Less Fat
Dispenses best at room temperature

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50¢ off

any ONE (1) Soyatoo! Item



SOYATOO!

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TESSEMAE'S
All Natural

Redeemable only at Whole Foods Market®. Expires 11/30/14

\$1.00 off

any TWO (2) Tessemæ's Products



"Taste what matters!"

TESSEMAE'S
OLD COUNTRY

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0 00003 02982 4



Gluten Free Asian Cooking Sauces
Authentic Asian Flavors • Certified Gluten Free!

- Great for grilling, marinating, stir-fry, and as a dipping sauce.
- Visit www.san-j.com for recipe ideas.

SAN-J

Redeemable only at Whole Foods Market®. Expires 11/30/14

55¢ off

any ONE (1) 10 oz San-J Gluten Free Asian Cooking Sauce



SAN-J

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0 00003 02983 1

San-J International, Inc.
Brewer of Premium Tamari Since 1894.

All Natural
TASTY BITE
Indian & Asian Cuisine

Real Bold. Real Food.



- Heat & Eat
- Vegetarian/Vegan
- No Preservatives
- No Refrigeration

Redeemable only at Whole Foods Market®. Expires 11/30/14

\$2.00 off

any THREE (3) Tasty Bite Products



All Natural
TASTY BITE
Indian & Asian Cuisine

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Honest ingredients,
inspired taste™



Connect with us at facebook.com/imaginesoups

©2014 The Hain Celestial Group, Inc.

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\$2.00 off

any TWO (2) Imagine Broths, Soups or Gravies



PLU: 302985

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0 00003 02985 5

LATE JULY
ORGANIC

THE CHIPS
everyone's
TALKING ABOUT!



They're gluten free, non-GMO and always delicious. The perfect party chips!

Nicole

Nicole Bernard Dawes
Founder & CEO



Redeemable only at Whole Foods Market®. Expires 11/30/14

\$1.00 off

any TWO (2) Late July Organic Tortilla Chips



PLU: 302986

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0 00003 02986 2

MI-DELICIOUS
for the whole family!



Redeemable only at Whole Foods Market®. Expires 11/30/14

\$1.75 off

any TWO (2) MI-DEL Products



PLU: 302987

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0 00003 02987 9

back to
NATURE

The great stuff you want
Delicious foods made from the good things nature gives us.

- No hydrogenated oils
- No high fructose corn syrup
- No artificial colors, flavors or preservatives



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\$1.00 off

any ONE (1) Back to Nature Cookie, Cracker, Juice or Granola Item



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WAY BETTER SNACKS
eat better. live better. be better.
 Certified GF, Non-GMO, Small Farms, U

GoWayBetter.com

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Redeemable only at Whole Foods Market®. Expires 11/30/14

\$1.00 off

any ONE (1) Way Better Snacks Tortilla Chips and Pita Chips



WAY BETTER SNACKS

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Refreshingly HONEST™
 Brewed organic tea leaves. Real ingredients. Just a tad sweet.



USDA ORGANIC, Non-GMO, Fair Trade Tea

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\$1.00 off

any TWO (2) 16-oz Bottles of Honest Tea



HONEST™

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RUNA clean energy

Guayusa (gwahy-you-sa) is a native Amazonian super-leaf that gives you clean energy by balancing as much energy as a cup of coffee with double the polyphenol antioxidants of green tea.



Indigenous peoples in the Ecuadorian Amazon have brewed guayusa like tea for thousand of years as an essential part of what makes them "Runa"- fully alive. Unlike traditional teas, it contains no tannins, so it tastes surprisingly smooth and naturally sweet.

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\$1.00 off

any ONE (1) Runa Product



RUNA clean energy

PLU: 302991
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ORGANIC INDIA™

PURE ORGANIC ETHICAL SOCIALLY RESPONSIBLE VEGETARIAN

Redeemable only at Whole Foods Market®. Expires 11/30/14

\$1.00 off

any ONE (1) Organic India Product



ORGANIC INDIA™

PLU: 302992
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Trusted Natural Teas Since 1969!

- Discover our Organic Fair Trade Certified™ Estate Teas – available only at Whole Foods Market
- Enjoy a wide variety of delicious Herbal, Green and Wellness Teas made with nature's best ingredients – perfect for any mood, any moment

celestiaalseasonings.com

Redeemable only at Whole Foods Market®. Expires 11/30/14

75¢ off

any ONE (1) box of Celestial Seasonings Tea



PLU: 302993

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THE ORIGINAL ORGANIC TEA COMPANY

25th ANNIVERSARY CELEBRATION



Redeemable only at Whole Foods Market®. Expires 11/30/14

\$1.00 off

any TWO (2) boxes of Choice Organic Teas (any flavor/variety, 16 tea bags)



PLU: 302994

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NUTRITION FOR SUSTAINED ENERGY*



- Made with organic ingredients
- Good source of protein and fiber*
- 0g trans fats
- 23 vitamins and minerals

*CLIF BARS CONTAIN 3.5-7GRAMS OF FAT.

Redeemable only at Whole Foods Market®. Expires 11/30/14

\$1.00 off

any FIVE (5) CLIF Bars (mix & match)



PLU: 302995

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ENERGIZE
— your day —



*Contains 9g to 13g total fat.

GLUTEN FREE > GOOD SOURCE OF FIBER* > LOW GLYCEMIC

GRAB A MOJO AND GO #MojoGO

© 2014 Clif Bar & Company, M14-585

Redeemable only at Whole Foods Market®. Expires 11/30/14

50¢ off

any ONE (1) CLIF MOJO Bar



PLU: 302996

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Nutritious, Meet Delicious!

LUNA PROTEIN
12G PROTEIN
GLUTEN FREE
LOW GLYCEMIC

LUNA BAR
70% ORGANIC
LOW GLYCEMIC
9G PROTEIN, 3G FIBER

LUNABAR.COM

Redeemable only at Whole Foods Market®. Expires 11/30/14

\$1.00 off

any TWO (2) Luna Bars or Luna Protein

LUNA

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WELEDA
Since 1921

Your skin is your largest organ.
Cover it wisely.

In harmony with nature and the human being usa.weleda.com

Redeemable only at Whole Foods Market®. Expires 11/30/14

\$1.00 off

any ONE (1) full-size Weleda Body Care Product

WELEDA
Since 1921

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0 00003 02998 5

Keep calm, cool and collected
no matter how stress finds you
with RESCUE® Pearls.

Try RESCUE® Sleep Liquid Melts to
help calm your restless mind and
put your sleeplessness to bed.

www.RescueRemedy.com

*The claims for these products are based on traditional homeopathic practice. They have not been reviewed by the Food and Drug Administration.

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\$1.00 off

any ONE (1) RESCUE Pearls or
RESCUE Sleep Liquid Melts

RESCUE®

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0 00003 02999 2

BEAUTIFUL SKIN
IS ALWAYS IN.

ESSENTIALS BEST OF 2014
BEAUTY & BODY
NATURAL BEAUTY

NeoCell's award winning, high absorption
Collagen formulas provide stellar skin
support from the inside out.

NEOCELL
the true science of collagen

vitamin angels
Proud Sponsor

GMP
1.800.346.2922
NEOCELL.COM
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Redeemable only at Whole Foods Market®. Expires 11/30/14

\$3.00 off

any ONE (1) NeoCell Product

NEOCELL

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NUTRITION NOW™

Gummy Vitamins for Kids & Adults



Great Tasting Nutrition for All Ages.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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\$3.00 off

any ONE (1) Nutrition Now
Gummy Vitamins Product



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FLORA UDO'S CHOICE® PROBIOTICS



WHICH ONE IS RIGHT FOR YOU?

Please visit www.florahealth.com for more information.

Redeemable only at Whole Foods Market®. Expires 11/30/14

\$3.00 off

any ONE (1) Flora Udo's Choice Probiotic



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KIND ORGANICS



CERTIFIED ORGANIC WHOLE FOOD



Redeemable only at Whole Foods Market®. Expires 11/30/14

\$3.00 off

any ONE (1) Garden of Life
KIND Organics



PLU: 303003
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0 00003 03003 5

Kyolic® Aged Garlic Extract™



Kyolic is proven to help support:

- Healthy Immune Function
- Circulation
- Blood Pressure
- Cholesterol
- Homocysteine levels
- Other cardiovascular risk factors

Also available from Wakunaga, the makers of Kyolic, are **Kyo-Dophilus®** for intestinal function, **Kyo-Green®** to energize & alkalize, and **Moducare®** Plant Sterols & Sterolins for daily immune system health.

Visit our website at www.kyolic.com or call 800.421.2998

Redeemable only at Whole Foods Market®. Expires 11/30/14

\$2.00 off

any ONE (1) Kyolic, Kyo-Green, Kyo-Dophilus or
Moducare Product (excludes individual packets)



PLU: 303004
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0 00003 03004 2

worth waking up

start the day with the best ingredients around, affordably

Raisin Bran Muffins

50¢ per serving. Serves 12. *vegetarian*

Transform a favorite breakfast cereal into hearty, spiced muffins. Grated pear and tangy buttermilk keep these treats moist and flavorful.

½ cup honey

½ cup lowfat buttermilk

¼ cup (4 TB) unsalted butter, melted

2 eggs

2½ cups 365 Everyday Value®
Organic Raisin Bran Cereal, divided (coupon p.3)

1¾ cups 365 Everyday Value®
Organic 100% Whole Wheat Pastry Flour

2 tsp baking powder

¾ tsp ground cloves

½ tsp fine sea salt

1 firm Bartlett pear or Gala apple, grated

Preheat the oven to 400°F. Line a 12-cup muffin pan with paper liners. In a large bowl, whisk together honey, buttermilk, butter and eggs. In a second large bowl, toss together 1½ cups of the cereal, flour, baking powder, cloves and salt. Add cereal mixture to wet ingredients and stir just until combined. Fold in pear and spoon batter evenly into the prepared muffin pan. Scatter remaining 1 cup cereal over the tops of muffins. Bake until golden brown and cooked through, about 20 minutes.

7 ways to start your day with veggies

use ingredients from dinners and lunches in a new way

1. Carrot Cashew Spread

(wfm.com/recipes) on toasted whole wheat English muffins

2. Smoothie

packed with greens like kale or spinach—try adding ¼ cup of rolled oats, too

3. Roasted butternut squash

on whole grain hot cereal

4. Mashed avocado

on toast with a sprinkle of sea salt

5. Adzuki beans

over quinoa or a sweet potato

6. Beans and rice

with salsa

7. Roasted sweet potato cubes

over millet; top with shredded coconut

sure deals

for better breakfasts

sip strong values. organic tea at less than a quarter a cup

Allegro® Tea Organic Breakfast Blend. 20 bags

If savings on organics is your cup of tea, jump-start your day with this brisk and balanced blend for just \$4.49 a box. As a mission-driven company, Allegro® protects and conserves water resources by choosing organic farming methods. Plus, the Whole Trade® Guarantee blends quality, environment and responsible trade.

beans worth the buzz. coffee with a conscience for just \$9.99

Allegro® Coffee Costa Rica Dota. Whole Bean or Ground. 12 oz

Enjoy this coffee with notes of milk chocolate, white peach and honey. This light and satisfying blend comes from the Dota coffee cooperative in Costa Rica. The Whole Trade® Guarantee blends quality, environment and responsible trade, and funds from sales go to support the EARTH University scholarship program.

hip to be square. whole grain wheat cereal for \$2.99 or less

365 Everyday Value® Bite-Sized Wheat Squares.

Original or Frosted. 14 or 16 oz

If breakfast is the most important part of the day, do it right with savings and nutrition. This cereal is made with whole grains (40g per serving for the Frosted and 49g for the Original). It's also a good source of fiber and is sodium free. All that for under \$3 a box; talk about rising and shining!



hungry for more?

Find these breakfast-for-dinner ideas at wfm.com/recipes

- Zucchini Pancakes
- Bacon and Leek Tart
- Scrambled Tofu with Peppers and Mushrooms
- Southern-Style Baked Eggs with Grits and Collard Greens

Here's the deal ...about September.

It's National Organic Harvest Month. The USDA organic label means you can count on standards that prohibit toxic and persistent pesticides, synthetic growth hormones (rBGH/rBST), GMOs and antibiotics.



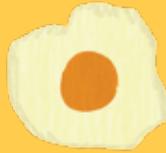
breakfast for dinner

shake up your routine without losing change

resourceful winners: breakfast for dinner

use what you might already have to create a dinner you really want

eggs + veggies + goat cheese (p.3) + pie crust (coupon p.4) = quiche



pasta sauce (p.7) + mozzarella + fried egg + bacon + green onions + premade pizza dough = pizza

eggs + chopped veggies + goat cheese (p.3) = frittata

eggs + sausage + tomatoes + brown rice + tortilla = burrito



frozen waffles + sliced cheddar cheese + tomato soup = waffle grilled cheese and soup



bread + eggs + mascarpone (p.5) + frozen berries = stuffed French toast

silken tofu + chopped veggies + whole grain tortillas = veggie and tofu-scramble tacos

hash browns + smoked salmon + Greek yogurt + chives = potato pancake

ham + cheddar + eggs + bread + kale, chard or collards = savory bread pudding

Here's the deal... about uncured bacon. Under federal labeling laws, processed meat products such as bacon, hot dogs and lunch meats that don't contain synthetic nitrates or nitrites must be marked "Uncured—No Nitrates or Nitrites Added." That can be confusing since uncured bacon often contains naturally occurring nitrates from sea salt and vegetable powders or juices. Our standards prohibit synthetic nitrates and nitrites in all products throughout our stores.

Wellshire Pork Shoulder Square Cut Uncured Bacon

- Applewood smoked; add to sandwiches, eggs, salads and pastas
- From pigs raised with no antibiotics, ever and never fed animal by-products
- No synthetic nitrates or nitrites



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Pasta Frittata with Chard, Bacon and Goat Cheese

\$2.01 per serving. Serves 8. *sugar conscious*

With all of the familiar carbonara flavors of bacon, rich cheese and pasta, this main course frittata is irresistible.

2 cups 365 Everyday Value®

Organic Whole Wheat Shells or Fusilli (p.7)

4 slices Wellshire Pork Shoulder Square Cut

Uncured Bacon, cut into small pieces (coupon below)

1 cup chopped yellow onion

4 lightly packed cups chopped chard

10 eggs

1 (4-oz) log Whole Foods Market™ Organic

Garlic & Herb Goat Cheese, crumbled (p.3)

2 TB chopped fresh flat-leaf parsley

½ tsp fine sea salt

½ tsp ground black pepper

Preheat the oven to 350°F. **Bring** a medium pot of water to a boil, **add** pasta and **cook** until al dente, about 10 minutes. **Drain** well and **set** aside. (If you're **using** leftover cooked pasta, you'll need about 3 cups.) Meanwhile, in a large, ovenproof skillet, **cook** bacon over medium-high heat until just crisp, 6 to 8 minutes. **Transfer** to a paper-towel-lined plate and **set** aside. Carefully **discard** all but 1 TB drippings and then **return** the skillet to the heat. **Add** onion and **cook, stirring** often, until golden brown, about 5 minutes. **Add** chard and **cook, tossing** occasionally, until wilted, 2 to 3 minutes more. Meanwhile, in a large bowl, **whisk** together eggs, half of the goat cheese, parsley, salt and pepper; **stir** in pasta and bacon. **Pour** into the skillet, **spreading** out evenly, **top** with remaining goat cheese and **cook** 2 minutes more. **Transfer** to the oven and **bake** until set in the middle and golden brown around the edges, 10 to 15 minutes. Let **rest** for 10 minutes and then **loosen** edges and bottom and **slide** out onto a plate. **Cut** into wedges and **serve**.

Redeemable only at Whole Foods Market®. Expires 11/30/14.

50¢ off

any ONE (1) 12-oz Wellshire Pork Shoulder Square Cut Uncured Bacon



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0 00003 03038 7

nurture whole kids for a whole lot less

make good choices fun and tasty



Mediterranean Whole Wheat Pasta Salad

Serves 4 to 6

Better Bites, an online resource at wholekidsfoundation.org, provides bite-size, easy-to-digest lessons, tips and recipes that help families make the most of every bite at mealtimes.

This quick pasta salad can be made ahead at the beginning of the week, stored in the fridge and used for lunches.

12 oz 365 Everyday Value® Organic Whole Wheat Elbows or Penne (p.7)

4 oz fresh baby spinach

1 (15-oz) can garbanzo beans, drained and rinsed

1 cup halved cherry tomatoes

½ cup pitted Kalamata or black olives, chopped (optional)

3 TB lemon juice

1 TB extra-virgin olive oil

Salt and ground black pepper, to taste

Crumbled feta (optional)

Cook whole wheat pasta in a large pot of water until al dente, 8 to 10 minutes, then **drain** in a colander and **rinse** with cold water. In a large bowl, **toss** the pasta with remaining ingredients.

Mini Mummy Pizzas

\$3.16 per serving. Serves 4. *high fiber, vegetarian*

Enjoy these English muffin pizzas, topped with greens and sweet peppers, for breakfast, lunch or dinner. They also make the perfect snack on a night of trick-or-treating!

4 whole wheat English muffins, split and toasted

⅔ cup red pepper marinara sauce

1 cup finely chopped kale or chard

1 yellow or green bell pepper, cored and finely chopped

1 (6-oz) pkg 365 Everyday Value® Organic Light String Cheese (at right)

16 slices black olives

Preheat the oven to 400°F. **Arrange** muffins on a parchment-paper-lined baking sheet and **spoon** marinara onto each half. **Top** with kale and peppers, and then **shred** cheese into strings, **arranging** it over the muffins like a mummy's bandages. **Arrange** 2 olive slices on each half for eyes and **bake** until cheese is melted, about 15 minutes.



for cleaning up

hands down a great deal! foaming soap for only \$4.99

365 Everyday Value® Foaming Hand Soap. *Citrus Grapefruit, Fragrance Free, Herbal Mint, Lavender Blend, Peppermint Vanilla, Fig & Tea or Pumpkin Caramel. 18 fl.oz*

Say goodbye to dirt and undesirable ingredients like parabens and artificial fragrance, and say hello to a hand soap that won't burst your budget bubble. The Premium Body Care™ seal indicates our highest standards for sourcing, environmental impact, results and safety. Fig & Tea, Peppermint Vanilla and Pumpkin Caramel are limited edition, so get your hands on them while you can!



Whole Foods Market
Premium Body Care

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Redeemable only at Whole Foods Market®. Expires 11/30/14.

\$1.00 off

ONE (1) 16-oz 365 Everyday Value® Trail Mix: Backcountry Bundle, Berry Bounty, Blueberry Blaze, Cape Cod, Chocolate Cherry Carnival, Double Feature, Hodgepodge Harvest, Island Hopper, Kahuna Crunch, Raspberry Beret, Sesame Serenity, Strider's Snack, Summit Seeker or Treasure Hunt

PLU: 303040
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Here's the deal

...about food for your kids. We have Quality Standards that don't allow hydrogenated fats and artificial colors, flavors, preservatives and sweeteners. That includes our entire 365 Everyday Value® line!



365 Everyday Value® Trail Mix

- The perfect salty/sweet/chewy addition to pancakes, yogurt and parfaits
- No added sulfites or artificial preservatives and flavors
- Resealable bag means no waste



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All coupons are online at wfm.com/coupons

score on smart snacks, wise spends

sideline overspending and unnecessary ingredients



Crispy Brown Rice Treats

40¢ per serving. Makes 2 dozen. *dairy free, low sodium, vegetarian*

Make these cereal-based fruit and almond butter treats for a quick snack or lunchbox surprise.

$\frac{2}{3}$ cup 365 Everyday Value® Creamy Almond Butter

$\frac{2}{3}$ cup honey

1 tsp pure vanilla extract

$\frac{1}{2}$ tsp fine sea salt

$\frac{1}{2}$ tsp ground cinnamon

6 cups 365 Everyday Value® Organic Brown Rice Crisps Cereal (coupon p.3)

1 cup raisins

$\frac{1}{2}$ cup flaxseed meal

In a small pot, **cook** almond butter, honey, vanilla, salt and cinnamon over medium-low heat, **stirring** constantly, until well combined and hot throughout, 3 to 4 minutes. In a large bowl, **toss** together cereal, raisins and flaxseed, and then **spoon** hot honey mixture over the top. **Stir** and **fold** together gently, and then **transfer** to a 9x13-inch dish. **Use** damp fingers to **pat** down evenly and very firmly, and then **press** down with the heel of your hand to **pack** the cereal mixture as much as possible. **Set** aside at room temperature for 1 hour and then **cut** into rectangles or squares. (**Store** for up to 5 days in an airtight container at room temperature.)

better bleacher bites

Whether your favorite team is professional or pint-size, be a smart snacking spectator. When possible, go for organics—no toxic and persistent pesticides allowed!

- Raspberries, nectarines, pears, apples or grapes
- Applesauce cups
- Whole grain frozen waffles and nut butters
- Popcorn or pretzels (below)
- String cheese (below)
- Trail mix (coupon at left)
- Wheat square crackers

sure deals

for snack attacks

stick to your values and budget with organic light string cheese for less than 77¢ a serving

365 Everyday Value® Organic Light String Cheese. six (1-oz) sticks

Mooove over, vending machine snacks! This better option for \$4.59 or less per package is organic and has 50% less fat than our regular string cheese. It's also made with milk from cows not treated with synthetic growth hormones (rBGH/rBST). With a few simple ingredients, our individually wrapped light string cheese can strip away your worries.



elevate your tailgate!

Join our in-store tailgate on Saturday, October 11. Score big on ideas to carry you through the season, whether you're at the game or watching from home. Get event details on wfm.com.

Hippie Chow

52¢ per serving. Makes about 10 cups. *vegetarian*

This wildly addictive version of everybody's favorite sweet snack mix is a tasty combo of trail mix, pretzels and crunchy wheat cereal.

$\frac{1}{2}$ cup 365 Everyday Value® Creamy Almond Butter

$\frac{1}{4}$ cup coconut oil

2 TB honey

6 cups 365 Everyday Value® Organic Wheat Waffles Cereal (coupon p.3)

1 $\frac{1}{2}$ cups almond flour

$\frac{1}{2}$ cup powdered sugar

$\frac{1}{4}$ cup unsweetened cocoa powder

2 cups 365 Everyday Value® Pretzel Mini Twists

2 cups 365 Everyday Value® Berry Bounty Trail Mix, Blueberry Blaze Trail Mix or Hodgepodge Harvest Trail Mix (coupon at left)

In a small pot, **heat** almond butter, oil and honey over medium-low heat until melted and well combined, 2 to 3 minutes. **Pour** over cereal in a large bowl and **toss** to coat. In a medium bowl, **stir** together almond flour, sugar and cocoa, and then **scatter** over cereal and **toss** to coat. **Spread** mixture out on a rimmed baking sheet, **shaking** off any excess coating. **Set** aside to let **dry** in a cool place for 1 hour. In a large bowl, gently **toss** together coated cereal, pretzels and trail mix.

snack on bulk bin benefits

1. Our standards don't allow hydrogenated fats and artificial preservatives, flavors, sweeteners and colors
2. An endless array of on-the-go foods...many organic!
3. Only shop (and pay) for what you need
4. No excess packaging waste

snack on straightforward values. organic pretzels for no more than \$2.19

365 Everyday Value® Organic Pretzel Sticks and Twists. Mini Twists, Unsalted Mini Twists or Crunchy Sticks. 8 oz

Ingredients leaving you tongue-tied? Here's some straight talk: USDA National Organic Standards prohibit toxic and persistent pesticides as well as genetically modified ingredients (GMOs). So our organic pretzels—with no fat and 110 calories per serving—deliver the flavor you do want and none of the junk you don't.



team member pick

365 Everyday Value® Veggie Straws

Latasha

Customer Service Supervisor, Washington, DC

Great in lunches and as snacks

My kids love the flavor too



Made with potatoes, tomatoes and spinach

Crispy and crunchy!



Many of our stores have achieved a waste stream diversion rate of between 80% and 90%. Interested in learning more? Our online Green Mission Report provides an overview of how we lessen our impact on the environment, as well as how we give back to our local and global communities.

standards that aren't standard elsewhere

We have Quality Standards in place every day, in every aisle. For example, our standards for food don't allow hydrogenated fats and artificial colors, flavors, preservatives and sweeteners. And our standards for meat, seafood, household cleaners and personal care lead the industry.

Here's the deal...about spooky ingredients.

This Halloween, when you're shopping for treats and parties, don't get startled by scary ingredients! You have more fun choices than ever without hydrogenated fats and artificial colors, flavors, preservatives and sweeteners. And no need to read labels because our food standards don't allow those tricks in our treats.



fright night delights

Find these and more at wfm.com/recipes

- No-Bake Halloween Cookies
- Halloween Googly-Eye and Spider Brownie Bites
- Creepy Ginger Ale with Spooky Ice Cubes
- White Chocolate Ghosts
- Pumpkin-Cream Cheese Truffles
- Lemony Sugar Cookie Monsters
- Hot Dog Sea Monsters
- Mini Mummy Pizzas

