

forward march, spring savers! celebrate the season with green tips and tasty picks

the whole deal[®]

mar/apr 2014

WHOLE
FOODS
MARKET



SAVE \$56+
in coupons

12 new budget recipes
(under \$4 per serving)

shop with a conscience
and save!

facial cleanser face-off



sure
deal

make the most
of mangoes (p.2)

cut costs, not quality, with a tray of
365 Everyday Value[®] Cracker Cuts
cheeses for only \$4.99 (p.5)

hello spring! hello savings!

welcome the sun, celebrate the earth and embrace a world of flavors

It's your time to shine! Whether you're hosting a gathering for friends and family, hoping to showcase the season's freshest flavors or cleaning up your house (and meals), *The Whole Deal* value guide can help. Pick from valuable tips, deals and recipes for every day and entertaining. The world's at your fingertips, so celebrate spring your way.

12 new budget recipes

including mini bites with maximum flavor

Health Starts Here®

Mango-Mint Green Smoothie p.3

Mini Tropical Cheese Toasts p.5

Mini Cajun Shrimp Frittatas p.5

Mini Chocolate Chip Sesame Cookies p.5

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**Roasted Asparagus
with Lemon-Feta Crumbles** p.16

**Korean-Style Fish
and Peppers with Rice Noodles** p.17

**Spinach Ravioli
with Pea Purée and Arugula** p.18

About Our Recipes

Find these recipes and more, including our full archive of recipes from *The Whole Deal*, with nutrition facts and photos at wholefoodsmarket.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.



Mini Tropical Cheese Toasts (recipe p.5)

5 tips for making the most of mangoes

- 1. DRINK UP.** Raise a glass to mango smoothies, aguas frescas, lassis, sparklers and sangrias.
- 2. WEDGES ARE IN!** Cut into wedges and sprinkle with chili powder or serve with a dollop of whipped topping.
- 3. COMPLEMENT YOUR CONDIMENTS.** Give marinades, sauces, chutneys and salsas tropical flair; try Mini Tropical Cheese Toasts (recipe p.5).
- 4. SEEK THE SALE.** One of the sweetest, smoothest varieties, the Ataulfo (aht-ah-uhl-foe), is in season around now...watch for special prices!
- 5. STRETCH THE SWEETNESS.** Use in recipes (wholefoodsmarket.com) such as Mango Tea Bread or a whole grain salad to get the most out of every sweet bite.

Here's the deal...about the Local Producer Loan Program®.

In addition to featuring local products in our stores, we are providing low-interest loans to independent local farmers and food artisans. So far we have given more than \$10.5 million—187 loans to 157 companies.

There's always More for Less at wholefoodsmarket.com/wholedeal

Get *The Whole Deal* online with more recipes, more money-saving tips and less paper (print your favorite coupons as often as you like).

refresh from head to toe, inside and out
plus, premium body care without premium pricing



sure deals

for face and body

**slather and save.
moisturizing lotion for only \$5.99**

365 Everyday Value® Moisturizing Lotion. 16 fl.oz

Consider this your new “nice” lotion but one that you can afford to share with the kids! Our fragrance-free and non-comedogenic lotion is lightweight and nongreasy for daily use on face and body for all skin types. The Premium Body Care™ seal assures the best in sourcing, environmental impact, results and safety.

**face the day with confidence.
facial cleanser for just \$5.99**

365 Everyday Value® Facial Cleanser.
Gentle or Daily. 16 fl.oz

Our cleansers are effective and rinse clean with no clogging residue, leaving skin feeling soft and smooth. They're gentle, non-comedogenic and proudly wear our Premium Body Care™ seal indicating our highest standards. Compare and save!



face-off!

365 Everyday Value® vs. Major National Brand Facial Cleanser

Our daily facial cleanser faces off against a major national brand and wins for your skin with better components and about half the price...just \$5.99!

INGREDIENTS	THEIRS	OURS
sodium lauryl sulfate (sls) Surfactants such as SLS can irritate and remove beneficial fatty acids.	YES	NO
methylparaben Harsh preservatives such as parabens are banned from Premium Body Care™ products for questionable safety and sensitivity reasons.	YES	NO
disodium edta Data show that chelators such as EDTA do not readily biodegrade in the environment (after swirling down the drain).	YES	NO
synthetic fragrance Only natural essential oils and components of natural essential oils are allowed as fragrances in Premium Body Care™.	YES	NO

Here's the deal...with body care products. The US government does not require health studies or pre-market testing for personal care products. That's why we created Premium Body Care™, our highest standards for sourcing, environmental impact, results and safety.

Health Starts Here® Mango-Mint Green Smoothie

\$3.82 per serving. Serves 2. *dairy free, high fiber, low fat, low sodium, vegan, wheat free*

Mint and fresh lime juice are the surprise ingredients in this incredibly refreshing morning smoothie made with mango and spinach.

- | | |
|--|--|
| 2 cups baby spinach or roughly chopped spinach leaves (about 2 oz) | ¼ cup lime juice |
| 1½ cups ice cubes | 1 large or 2 small ripe mangoes, roughly chopped |
| 1 cup unsweetened almondmilk | 1 small banana (optional) |
| ½ cup lightly packed fresh mint leaves | |

Purée all ingredients except for banana in a blender until smooth. **Taste** and **add** banana for extra sweetness, if desired. **Serve** immediately.



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FLAX OIL
DHA FLAX OIL**

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- Vegetarian
- Gluten-free
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Please visit www.florahealth.com for more information or call 1-888-436-6697

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\$3.00 off

any ONE (1) Flora Flax Oil or 7 Sources Oil



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party down costs

so many reasons to celebrate, so many ways to save

sure deals

worth celebrating

snack on crispy serendipity. potato chips for no more than \$2.99

365 Everyday Value® Potato Chips. Mesquite Barbeque or Sour Cream & Onion. 10 oz



Though lore has it that America's favorite snack was an unintentional innovation, it's no mistake that our chips have no artificial flavors. They're made with thin slices of potatoes, steadily cooked in expeller-pressed oil and lightly seasoned. Priced at under \$3, consider this a fortunate discovery.

pretty-as-a-picture pours. Spanish wine for just \$10.99

Milflores Rioja. Tempranillo, Viura or Tempranillo Rosé. 750 ml*



We know better than to buy a bottle for its label, but this wine lives up to its lovely look. Fresh and well balanced, the Rioja is best with roast lamb. The Viura, a crisp, dry White with a subtle nose of pear, peach and apricot, pairs with cheese or fish. Bursting with red currant fruit flavors, the Rosé is equally enjoyable as an aperitif or served with roasted organic chicken.

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

How to Ring in Spring on a Budget

(first, shop storewide for 365 Everyday Value®, high-quality goods at everyday prices)

Reason to Party	Save	Serve	Tips
Easter or Passover Brunch Gather family, friends and savings	Get your coupon for smoked salmon (below) or breakfast links (p.18)	Savory Brunch Bread Pudding (recipe p.7) or Cabbage and Leek Griddle Cakes (wholefoodsmarket.com/recipes)	Incorporate a couple of make-ahead dishes so you're not scrambling first thing in the morning
Mardi Gras Save and let the good times roll	Buy beans and rice in bulk, and look for family packs of chicken	Red Beans and Rice Soup (wholefoodsmarket.com/recipes)	Create a colorful crudité's platter with Whole Trade® peppers
Pot of Gold Put a tasty twist on St. Patrick's Day	Discover Sure Deals for Irish cheese and butter (p.6)	St. Patrick's Day Quiche (recipe p.7) or make tacos with pan-fried bell peppers and shredded corned beef	Have partygoers wear something gold
Neighborhood Cleanup & Potluck Wear green, eat green and be green	Choose whole foods—veggies, potatoes, legumes, grains—vs. highly processed foods	Health Starts Here® Mango-Mint Green Smoothie (p.3) or potluck-perfect Red Potato and Asparagus Salad (wholefoodsmarket.com/recipes)	Decorate with what's in season—artichokes and lemons make beautiful arrangements that can also be used in cooking
Small Wonders Spring sprouts, singing birds and mini bites	365 Everyday Value® Cracker Cuts cheeses (at right) and chocolate squares (p.18) are Sure Deals	Mini Chocolate Chip Sesame Cookies; Mini Cajun Shrimp Frittatas; and Mini Tropical Cheese Toasts (recipes at right)	Split up a bouquet of tulips into modern single-stem table decor
Bon Voyage Get ready for spring break with flavors from around the world	Cheers to a Milflores Rioja—a Sure Deal (at left)	Korean-Style Fish and Peppers with Rice Noodles (recipe p.17)	Upcycle old maps into placemats or accordion swags
Mad Hatter Tea Party Give your garden party a magical makeover	Buy candy and nuts from bulk bins	Mango Tea Bread (wholefoodsmarket.com/recipes)	Choose Allegro® tea. A mission-driven company that protects water resources (among other sustainably minded things!)

Whole Catch® Hot Smoked Sockeye Salmon

- Wild caught in Alaska
- Hot smoked with elder wood, expertly filleted, ready to serve
- Just the thing for spring in salads, sandwiches and appetizers (wholefoodsmarket.com/recipes)



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\$1.50 off

WHOLE CATCH®

any ONE (1) 4-oz Whole Catch® Hot Smoked Sockeye Salmon:
Traditional, Cracked Pepper or Cajun Spice

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make it a minis party

go big on small bites and save

sure deal



Mini Tropical Cheese Toasts

52¢ per serving (2 toasts). Makes 3 dozen. *sugar conscious, vegetarian*

Surprise and delight party or brunch guests with these crunchy cheese bites, topped with spicy, homemade mango and pineapple jam.

- | | |
|---|---|
| 1 cup finely chopped pineapple | ¼ tsp fine sea salt |
| 1 cup finely chopped mango | ¼ tsp crushed red chile flakes |
| 2 TB 365 Everyday Value® Mountain Forest Honey, Amber or Light Amber (p.18) | 1 pkg 365 Everyday Value® Organic Whole Wheat Mini Toasts |
| 2 TB white wine vinegar | 18 slices 365 Everyday Value® Cracker Cuts (at right), Monterey Jack or pepper jack cheese, each slice halved |
| ½ tsp ground coriander | 2 TB finely chopped fresh parsley |

Put pineapple, mango, honey, vinegar, coriander, salt and chile flakes into a small pot; **cover** and **cook** over medium heat, without stirring, for 5 minutes. **Uncover** and continue to **boil** gently, **stirring** occasionally, until jammy and fragrant, 5 to 7 minutes more. **Set** aside to cool slightly. **Position** an oven rack 6 to 8 inches away from the heating element and **preheat** the broiler. **Arrange** toasts on a foil-lined baking sheet and top each with a piece of cheese. Watching very closely, **broil** just until cheese is melted, about 1 minute. **Top** each toast with a small dollop of jam, **garnish** with parsley and **serve**.

Mini Cajun Shrimp Frittatas

52¢ per serving (2 mini frittatas). Makes 2 dozen. *dairy free, sugar conscious, wheat free*

These little frittatas, filled with mini shrimp, sautéed bell peppers and spicy Cajun seasoning, are terrific for brunch. Or top with finely chopped red cabbage for a Mardi Gras party!

- | | |
|---|--|
| Canola spray oil | 2 (6-oz) cans 365 Everyday Value® Wild Caught Tiny Shrimp Packed in Water, rinsed and drained (coupon below) |
| 2 Whole Trade® green and/or yellow bell peppers | 8 eggs |
| 1 TB salt-free Cajun seasoning | |
| ¾ tsp fine sea salt, divided | |

Preheat the oven to 350°F. **Spray** 2 12-mini-muffin tins with oil. **Heat** a large skillet over medium heat. **Spray** generously with oil, **add** peppers and cook, **stirring** often, until golden brown and tender, 10 to 12 minutes. **Remove** from the heat and **toss** with Cajun seasoning, ½ teaspoon of the salt and shrimp; **set** aside to cool until warm. In a large bowl, **whisk** together eggs and remaining ¼ teaspoon salt. **Spoon** shrimp mixture into muffin tins and then **pour** eggs evenly over the top. **Bake** until puffed and cooked through, 20 to 25 minutes. **Transfer** to a platter and **serve**.

cheese for everyone, anytime! a pound of cracker cuts for \$4.99

365 Everyday Value® Cracker Cuts. Mild Cheddar, Colby Jack, Monterey Jack and Pepper Jack. 16 oz. 64 slices

Sourced from family farms and made with milk from cows not treated with synthetic growth hormones (rBST/rBGH), our resealable pack is just right for kids' snacks, party platters or appetizers (recipe at left). With 64 slices (16 of each flavor!) in a package, you'll be cracker- and party-ready with minimal effort, minimal cash.

Mini Chocolate Chip Sesame Cookies

27¢ per serving (2 smaller mini cookies or 1 bigger mini cookie).

Makes 8 dozen smaller or 4 dozen larger. *low sodium, vegetarian*

Slightly crunchy and wildly addictive, this sesame-studded take on traditional chocolate chip cookies is nutty and rich. Make larger or smaller mini cookies to suit your needs.

- | | |
|--|--|
| 1 cup light brown sugar | 1 tsp baking soda |
| 8 TB (1 stick) unsalted butter, softened | ½ tsp fine sea salt |
| 2 TB 365 Everyday Value® Organic Tahini | 1 cup 365 Everyday Value® Semi-Sweet Chocolate Mini Baking Chips |
| 1 egg | ½ cup sesame seeds, toasted and cooled |
| 2 tsp pure vanilla extract | |
| 2 cups whole wheat pastry flour | |

In a large bowl, **beat** sugar, butter and tahini with an electric mixer on medium speed until light and fluffy, about 1 minute. **Add** egg and vanilla, and **beat** again until combined. In a medium bowl, **whisk** together flour, baking soda and salt, and then **add** to sugar mixture and **beat** until combined. **Stir** in baking chips and sesame seeds, and **shape** dough into 4 12-inch-long logs, **wrapping** them individually in wax paper and **twisting** the ends. **Chill** until firm, 4 hours or overnight. (To help maintain their shape, **arrange** the dough logs in a 9x13-inch dish to chill.) **Preheat** the oven to 325°F. **Slice** each log of dough into 12 (for bigger cookies) or 24 (for smaller cookies) coins. **Arrange** on parchment-paper-lined baking sheets about 2 inches apart and **bake** until golden brown around the edges, 8 to 10 minutes for smaller cookies, 10 to 12 minutes for larger cookies. Let **cool** and then **serve**.

365 Everyday Value® Wild Caught Tiny Shrimp

- Excellent source of protein
- From a certified sustainable fishery
- Packed in water
- Try them in crowd-pleasing Mini Cajun Shrimp Frittatas (recipe above)



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50¢ off

any ONE (1) 6-oz 365 Everyday Value® Wild Caught Tiny Shrimp



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sunny-side up

rise and have your values shine



for a delicious day

learn to cook: Poached Eggs

WHY SHOULD I?

Eggs Benedict is easily within your reach. An elegant composed salad crowned with a poached egg? No problem! You have scrambled and sunny-side up down pat; now's the time for perfectly poached eggs.

WHAT DO I NEED?

- | | |
|-------------------------|---------------------------------------|
| Distilled white vinegar | 4 large eggs, divided |
| Fine sea salt | Freshly ground black pepper, to taste |

OK, LET'S DO THIS THING

1. Fill a large saucepan with water to a depth of 3½ inches. Add 1 teaspoon vinegar and ¼ teaspoon salt for each cup of water. Bring to a boil over medium-high heat and then reduce heat to a simmer.
2. Crack 1 egg into a small bowl and then carefully slip it into the saucepan from just above the water. Working quickly, repeat with 3 more eggs, to cook 4 at once. Gently scoop the whites toward the yolks for a more compact and circular shape.
3. Simmer gently, without stirring, until eggs are done to your likeness, 4 to 5 minutes.
4. Using a slotted spoon, carefully transfer eggs to a large, paper-towel-lined plate. Trim off any trailing egg whites, if you like.
5. While still warm, transfer eggs to plates, season with salt and pepper, and serve.

HOW SHOULD I SERVE THEM?

- On top of a bowl of lentils and wilted greens
- Over Roasted Asparagus with Lemon-Feta Crumbles (recipe p.16)
- Break over a piece of buttered toast and top with chopped chives
- On large toast points, layered with smoked salmon (coupon p.4) and sliced green onions
- Over potato hash or rice pilaf
- Added to any green salad
- On a hamburger

this curd's the word.
hand-selected Irish
cheddar for just \$7.99



Kerrygold Kilaree Cheddar. 1 lb

Kerrygold's creamy tasting mature cheddar is produced with care by small family farms whose cows are never given synthetic growth hormones (rBST/rBGH) and are raised on lush pastures. It's aged at least 15 months for flavor that takes your cheesy eggs and grilled cheese up a notch.

kiss me, i'm saving! genuine
irish butter
for only \$3.19



Kerrygold Pure Irish Butter.
Unsalted or Salted. 8 oz

More Irish than St. Patrick's Day, this silky, creamy butter is made with milk from grass-fed cows and produced by a cooperative of small Irish dairy farms. Lauded by pastry chefs and relied upon by home chefs, it melts magnificently on steamed veggies or is like gold in quiches (recipe at right).

the whole deal for kids!

Something Else Worth Spending: Quality Time with the Kiddos

If you shop with us to avoid artificial coloring (among other things), when you get home, why mess up a good thing? Try our eggcellent recipe for Naturally Dyed Eggs at wholefoodsmarket.com/recipes.



Worth it!

Every whole egg we sell is cage-free, so you don't have to scramble all over town to find them. Plus, the 365 Everyday Value® name means you won't have to shell out a lot for high quality.

Whole Foods Market® GlutenFree Bakehouse® Muffins

- Tasty breakfast solution for those avoiding gluten
- Made in our own special bakehouse where no gluten is allowed
- Find them in our freezer and store them in yours; thaw, warm and serve



Redeemable only at Whole Foods Market®. Expires 5/31/14.

\$1.00 off

any ONE (1) 4-pk Whole Foods Market®
GlutenFree Bakehouse® Muffins



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Vegan Brunch Bread Pudding

\$2.56 per serving. Serves 8. *dairy free, high fiber, sugar conscious, vegan*

Our vegan take on a breakfast casserole is made with asparagus, smoky tempeh and fresh herbs. Almondmilk, silken tofu and flaxseeds add both nutrition and richness to this one-dish meal.

Canola spray oil

1 (1-lb) pkg silken tofu

3 cups 365 Everyday Value® Organic Unsweetened Almondmilk

½ cup 365 Everyday Value® Organic Finely Ground Flaxseed

½ tsp fine sea salt

¼ tsp ground black pepper

6 cups cubed Health Starts Here® Whole Grain Hearth Bread (coupon below), such as sprouted wheat sourdough (coupon below)

½ cup mixed chopped fresh herbs, such as parsley, chives and thyme

2 (6- or 7-oz) pkgs smoky tempeh strips, cut or crumbled into chunks

1 lb asparagus, sliced diagonally, divided

Preheat the oven to 350°F. **Spray** a 9x13-inch casserole dish with oil. In a blender, **purée** tofu, almondmilk, flaxseed, salt and pepper until smooth. In the prepared dish, **toss** together bread, herbs, tempeh and all but ¾ cup of the asparagus. **Pour** almondmilk mixture over the top and **press down** gently to submerge all of the bread. **Scatter** reserved asparagus over the top and **bake** until golden brown and just firm in the middle, 50 to 55 minutes.

Savory Brunch Bread Pudding

\$1.94 per serving. Serves 8. *high fiber*

Easy to put together the night before and bake in the morning, this one-dish sausage, asparagus and egg breakfast casserole will feed a hungry crowd.

Canola spray oil

6 cups cubed Health Starts Here® Whole Grain Hearth Bread (coupon below), such as sprouted wheat sourdough (coupon below)

½ cup mixed chopped fresh herbs, such as parsley, chives and thyme

1 (12-oz) pkg Brat Hans Chicken Breakfast Links (coupon p.18), chopped

1 lb asparagus, sliced diagonally, divided

3 cups reduced-fat (2%) milk

½ tsp fine sea salt

¼ tsp ground black pepper

6 eggs

Preheat the oven to 350°F. **Spray** a 9x13-inch casserole dish with oil. In a large bowl, **toss** together bread, herbs, sausage and all but ¾ cup of the asparagus, and then **spread** evenly in the prepared dish. In the same bowl, **whisk** together milk, salt, pepper and eggs, and then **pour** evenly over bread mixture. **Press** down gently to submerge all of the bread. **Scatter** reserved asparagus over the top and **bake** until golden brown and cooked through, 45 to 55 minutes.



Worth it!

Our ham is produced without synthetic nitrates/nitrites. Plus it's from pigs raised with no antibiotics, ever, no animal by-products in feed and no added growth hormones (which federal regulations prohibit in raising pork, but we wouldn't allow anyway).

Brighten your spring table or someone's day with tulips...priceless.



St. Patrick's Day Quiche

\$1.27 per serving. Serves 8. *sugar conscious*

Filled with tender cabbage and onions, Irish cheddar and ham, this quiche pays homage to one of our favorite spring celebrations. Tasty for brunch or an easy dinner, it's a great use for leftover spiral-sliced ham.

1 TB Kerrygold Unsalted Pure Irish Butter (at left)

2 cups chopped green cabbage

1 small yellow onion, chopped

2 TB 365 Everyday Value® Organic Dijon Mustard

1 (9-inch) whole wheat pie crust, in its tin

5 oz ham, cut into ½-inch cubes (about 1 cup)

1 cup half-and-half

½ tsp fine sea salt

3 eggs

4 oz Kerrygold Kilaree Cheddar (at left), cut into ½-inch cubes (about 1 cup)

Preheat the oven to 350°F. **Melt** butter in a large skillet over medium-high heat. **Add** cabbage and onion, and **cook**, stirring often, until tender, 10 to 12 minutes; **set** aside to cool until warm. **Brush** mustard over bottom and sides of crust. **Arrange** ham in crust. **Whisk** together half-and-half, salt and eggs in a large bowl and then **stir** in onion mixture and cheese. **Pour** evenly over ham and **bake** until golden, firm and cooked through, 50 to 60 minutes. **Set** aside to let rest for 20 minutes and **serve**.

Health Starts Here® Whole Grain Hearth Bread

- Made fresh in our own bakehouses from 100% whole grains
- No extracted oils, refined sweeteners or artificial preservatives
- Enjoy in brunch bread pudding (recipes above)



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\$1.00 off

any ONE (1) Full-Sized Health Starts Here®
Whole Grain Hearth Bread



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HERE'S to
YUKON POTATOES
SEASONED TO *Perfection*



Redeemable only at Whole Foods Market®. Expires 05/31/14

\$1.00 off

any ONE (1) Alexia Frozen Product



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Boca
MEATLESS PRODUCTS

- Vegetarian
- Made with non-GMO Soy
- Great in between a bun or as part of a salad



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50¢ off

any ONE (1) Boca Product
Made with Non-GMO Soy



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DREAM. WITHOUT LIMITS.™



- Dairy Free • Lactose Free
- Gluten Free • Cholesterol Free
- Non GMO • Kosher • Vegan



Redeemable only at Whole Foods Market®. Expires 05/31/14

\$1.00 off

any ONE (1) DREAM
Beverage or Frozen Dessert



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NEW!

VEGAN • SOY-FREE • GLUTEN-FREE

BEEF-FREE CRUMBLES

Half the fat
and all
the protein

OF 80% LEAN GROUND BEEF



BeyondMeat.com



Redeemable only at Whole Foods Market®. Expires 05/31/14

\$1.00 off

any ONE (1) Beyond Meat
11-oz Beef-Free Crumble Bag



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Obsessively organic.
Purely delicious.™



*Organic farmers don't use toxic persistent pesticides or GMOs.

Redeemable only at Whole Foods Market®. Expires 05/31/14

75¢ off

any ONE (1) 32-oz Stonyfield Organic Yogurt



PLU: 607272

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Obsessively organic.
Purely delicious.™



*Organic farmers don't use toxic persistent pesticides or GMOs.

Redeemable only at Whole Foods Market®. Expires 05/31/14

\$1.00 off

any TWO (2) 5.3-oz cups or ONE (1) 16-oz cup Stonyfield Organic Greek Yogurt



PLU: 607273

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**Creamy
GOODNESS**



Redeemable only at Whole Foods Market®. Expires 05/31/14

\$1.00 off

any ONE (1) Organic Valley Half & Half



PLU: 607274

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Nasoya America's #1
brand of Asian Pasta!**

- Wraps and noodles
- All Natural, Kosher
- Great for entertaining
- Found next to Nasoya tofu

Find great recipe ideas at nasoya.com

Asparagus and Prosciutto Rolls

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\$1.00 off

any ONE (1) Nasoya Asian Style Noodles,
Asian Style Wraps or Pasta Zero Product



PLU: 607275

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0 00006 07275 9

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back to NATURE since 1980

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

- Simple ingredients
- Intriguing flavors
- No artificial flavors or preservatives

© 2014 Back to Nature Foods Company, LLC

Redeemable only at Whole Foods Market®. Expires 05/31/14

50¢ off

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

back to NATURE since 1980

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Enjoy life eat freely

Gluten Free
Free From the 8 Most Common Allergens
Made in a Dedicated Facility
No Artificial Anything

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\$1.50 off

any TWO (2) Enjoy Life Products

Enjoy life eat freely

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MARY'S GONE CRACKERS

CONSCIOUS EATING®

ORGANIC • GLUTEN FREE
VEGAN • NON-GMO
WHOLE GRAINS

Try our cookies and pretzels!
Love Cookies *Stricks & Bits Pretzels*

MarysGoneCrackers.com • facebook.com/MarysGoneCrackers • twitter.com/GoneCrackers

Redeemable only at Whole Foods Market®. Expires 05/31/14

\$1.50 off

any TWO (2) Mary's Gone Crackers Products

MARY'S GONE CRACKERS

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MI-DELICIOUS
for the whole family!

GLUTEN-FREE
MI-DEL
Ginger Snaps

ALL NATURAL
MI-DEL
Ginger Snaps

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\$1.75 off

any TWO (2) MI-DEL Products

MI-DEL

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WHY BRING ORDINARY?

FOOD SHOULD TASTE GOOD

Redeemable only at Whole Foods Market®. Expires 05/31/14

\$1.00 off

any TWO (2) Food Should Taste Good Products



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BARBARAS
Since 1971

organic **Snackimals**
vanilla muesli

organic **Snackimals**
cinnamon crunch

USDA ORGANIC NON-GMO Project VERIFIED

Redeemable only at Whole Foods Market®. Expires 05/31/14

\$1.50 off

any ONE (1) Barbara's Organic Snackimals Cereal



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NUTRITION FOR SUSTAINED ENERGY*



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

*CLIF BARS CONTAIN 3.5-7GRAMS OF FAT.

Redeemable only at Whole Foods Market®. Expires 05/31/14

50¢ off

any ONE (1) CLIF Bar



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Nutritious, Meet Delicious!

Redeemable only at Whole Foods Market®. Expires 05/31/14

\$1.50 off

any THREE (3) Luna Bar, Protein or Fiber Bars (Singles)



PLU: 607283
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GREEN & BLACK'S
ORGANIC

AN ORGANIC ORIGINAL
AND A FAIRTRADE FIRST.

Chocolate made in good taste.

visit us at facebook.com/GreenandBlacks.US
©Mondelēz International group

Redeemable only at Whole Foods Market®. Expires 05/31/14

\$1.00 off

any ONE (1) Green & Black's
Organic Chocolate Bar (3.5-oz or larger)



GREEN & BLACK'S
ORGANIC

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0 00006 07284 1

CLEAN HAPPY

- non-toxic formulas made with naturally derived, biodegradable ingredients
- bright, nature-inspired fragrances
- people-friendly, animal-friendly, planet-friendly



method.
people against dirty®

methodhome.com | facebook.com/method | twitter.com/methodclean

Redeemable only at Whole Foods Market®. Expires 05/31/14

\$1.00 off

any ONE (1) Method Item



method.
people against dirty®

PLU: 607285
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0 00006 07285 8

Refreshment with Purpose

Vital Nutrients your body needs • Refreshingly Epic tasting • 20¢ from every bottle sold benefits a cause



USDA ORGANIC | NON GMO Project VERIFIED | PROTECTO | GF Gluten-Free | EXCLUSIVE

Redeemable only at Whole Foods Market®. Expires 05/31/14

\$1.00 off

any ONE (1) 12-oz bottle Suja Elements



suja elements

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0 00006 07286 5

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



USDA ORGANIC | NON GMO Project VERIFIED

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Redeemable only at Whole Foods Market®. Expires 05/31/14

\$1.00 off

any TWO (2) Honest Tea 16-oz Bottles



HONEST

PLU: 607287
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0 00006 07287 2

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Refreshingly
HONEST
Organic beverage options
for the entire family



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50¢ off
any ONE (1) Honest Product

HONEST

PLU: 607288
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CELESTIAL SEASONINGS
Discover the Estate Difference!
Introducing New Organic Fair Trade Certified™ Estate Teas – thoughtfully balanced blends from the world's finest tea gardens.

Redeemable only at Whole Foods Market®. Expires 05/31/14

\$1.00 off
any ONE (1) box Celestial Seasonings Tea



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Choice Organic Teas works closely with our international growers in countries around the world to create organic teas known for outstanding character and clarity of flavor. We rely on simple, pure ingredients, strict organic guidelines, and an ethics-driven Fair Trade philosophy.

Choice
ORGANIC TEAS



Redeemable only at Whole Foods Market®. Expires 05/31/14

\$1.00 off
any TWO (2) boxes Choice Organic Teas
(any flavor/variety, 16 tea bags)

Choice
ORGANIC TEAS

PLU: 607290
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NON-DROWSY ALLERGY RELIEF



Sabadil®
and
Children's Sabadil®
relieve symptoms such as itchy & watery eyes, sneezing, runny nose and itchy throat & nose.*

BOIRON
BRING OUT THE HEALTH WITHIN®

*These "Uses" have not been evaluated by the Food and Drug Administration.

Redeemable only at Whole Foods Market®. Expires 05/31/14

75¢ off
any ONE (1) Boiron Sabadil
or Children's Sabadil

BOIRON
BRING OUT THE HEALTH WITHIN®

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Discover the world of *Twinings® Teas*.



Redeemable only at Whole Foods Market®. Expires 05/31/14

75¢ off

any ONE (1) Twinings Tea



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RAW PROBIOTICS™

85 Billion Live Cultures
30+ Different Strains



Redeemable only at Whole Foods Market®. Expires 05/31/14

\$5.00 off

any ONE (1) Garden of Life RAW Probiotics



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Perfect Food®



SAVE \$5 on any one bottle of Perfect Food and Perfect Food RAW
This offer excludes individual packets.

Redeemable only at Whole Foods Market®. Expires 05/31/14

\$5.00 off

any ONE (1) Garden of Life Perfect Food RAW
(excludes individual packets)



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stop counting
Start Sleeping



Redeemable only at Whole Foods Market®. Expires 05/31/14

\$2.00 off

any ONE (1) Natrol Item

NATROL®

PLU: 607295
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print before you shop! All coupons are online at wholefoodsmarket.com/coupons.

NORDIC NATURALS®



#1 FISH OIL
IN THE U.S.†

✓ Brain* ✓ Focus* ✓ Immunity*

† Based on EPA's 2006 survey.
* 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.

Redeemable only at Whole Foods Market®. Expires 05/31/14

\$1.00 off

any ONE (1) Nordic Naturals
60-ct or 90-ct Product



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NUTRITION NOW™
Gummy Vitamins
for Kids & Adults



Great Tasting Nutrition for All Ages.

Redeemable only at Whole Foods Market®. Expires 05/31/14

\$3.00 off

any ONE (1) Nutrition Now
Gummy Vitamin Product



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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 05/31/14

\$2.00 off

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



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ARE YOU
READY
FOR THE
SEASONAL
ONSLAUGHT?

- ALL NATURAL SINUS CARE WITH XYLITOL
- SAFE FOR USE WITH ALL AGES



Redeemable only at Whole Foods Market®. Expires 05/31/14

\$2.75 off

any ONE (1) 1.5-oz Xlear Nasal Spray

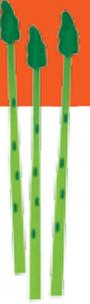


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tasty twists on traditional

affordable big flavors for new spring favorites



Sweet and Sour Roasted New Potatoes

\$1.22 per serving. Serves 4 to 6. *dairy free, fat free, low sodium, vegan*

For a fun twist on traditional roasted red potatoes, try this tangy version, tossed with our sweet and sour sauce and sliced green onions.

Canola spray oil
2 lbs small red potatoes, quartered

$\frac{1}{2}$ cup Whole Foods Market™
Sweet & Sour Sauce (below)
2 green onions, thinly sliced

Preheat the oven to 375°F. Generously **spray** a large, rimmed baking sheet with oil. In a large bowl, **toss** potatoes with sauce and **spread** out in a single layer on the prepared baking sheet. **Bake, stirring** every 15 minutes to **scrape** up all of the browned bits and **recoat** potatoes, until very tender and deep golden brown, about 45 minutes total. **Transfer** to a platter, **toss** gently with onions and **serve**.

Roasted Asparagus with Lemon-Feta Crumbles

\$2.25 per serving. Serves 4 to 6.
sugar conscious, vegetarian

Piquant peppered feta cheese and fragrant lemon juice and zest are ideal additions to roasted asparagus. Serve for an easy brunch or dinner side dish, topped with a poached egg (recipe p.6), if you like.

$1\frac{1}{2}$ lbs asparagus, halved crosswise
1 TB 365 Everyday Value® Extra Virgin Olive Oil
1 TB red wine vinegar
 $\frac{1}{4}$ tsp fine sea salt
 $\frac{1}{4}$ tsp ground black pepper
 $\frac{1}{2}$ cup 365 Everyday Value®
Feta Cheese Crumbles with Pepper (at left)
2 tsp finely grated lemon zest, plus 1 TB lemon juice

Preheat the oven to 450°F. In a large bowl, **toss** asparagus with oil, vinegar, salt and pepper. **Roast** on a large, rimmed baking sheet in the bottom third of the oven, **tossing** once or twice, until just tender and golden brown, about 15 minutes; **transfer** to a platter. In a small bowl, **stir** together feta, zest and juice, and then **spoon** over asparagus.

sure
deals

on flavor crusaders

be a sauce boss. world flavor sauces for just \$2.99 or less each

Whole Foods Market™ World Flavor Sauces.
General Tso's, Sweet & Sour or Korean BBQ. 12 fl.oz

Cook like a pro with easy-to-pair complex sauces. General Tso's is ideal for stir-fries, dips and marinades, and the Korean BBQ is great for short ribs or marinating steaks. The Sweet & Sour is tops on grilled meat and seafood, glazed on roasted veggies and for dipping too. All are Non-GMO Project Verified.



heavyweight helper without the high price. smooth creamy feta crumbles for \$2.99

365 Everyday Value® Feta Cheese Crumbles with Pepper. 6 oz

Let's get ready to crumble! Using a traditional Greek recipe, our cheese starts at third-generation family farms in Wisconsin. No artificial preservatives are used, and big flavors mean a little goes the distance—the old one-two knocks out the competition. Avoid playing referee to value and flavor by putting them in your corner...and on a pizza, salad or veggies (recipe at right)!



Here's the deal...

about food waste. Controlling the amount on your plate controls the amount in the garbage. Start with a small serving and get seconds if you want them. Refrigerate leftovers promptly ...and use them up within a few days!

Health Starts Here® Italian Green Garbanzo Crunch Salad

- No artificial preservatives, extracted oils or refined sweeteners
- The beans are Non-GMO Project Verified
- A portion of funds from each purchase during March and April supports Whole Planet Foundation®!



print again before you shop again!

All coupons are online at wholefoodsmarket.com/coupons

Redeemable only at Whole Foods Market®. Expires 5/31/14.

\$2.00 off

any ONE (1) pound or more Health Starts Here® Italian Green Garbanzo Crunch Salad (maximum discount \$2.00)



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Korean-Style Fish and Peppers with Rice Noodles

\$3.66 per serving. Serves 6. *dairy free, low fat*

Quick to put together, this weeknight supper of roasted fish, sweet bell peppers, crunchy cucumber and fresh herbs is tossed with brown rice noodles and spicy Korean BBQ sauce. Feel free to use Whole Catch® Tuna or Swordfish (coupon below) in place of the cod.

Canola spray oil

1 lb frozen cod, thawed, cut into 6 pieces and patted dry

2 Whole Trade® bell peppers, any color, sliced

½ cup plus 2 TB Whole Foods Market™ Korean BBQ Sauce (at left), divided, plus more for serving

1 (8-oz) pkg brown rice noodles, prepared according to package instructions

½ cup roughly chopped fresh cilantro

3 green onions, thinly sliced

1 cucumber, chopped

Preheat the oven to 425°F. **Spray** a large, rimmed baking sheet with oil. In a large bowl, **toss** cod and peppers with ½ cup of the sauce and **arrange** in a single layer on the prepared baking sheet.

Roast in the bottom third of the oven, without stirring, until cod is opaque and just cooked through and peppers are tender, 12 to 15 minutes. Meanwhile, **toss** noodles with remaining 2 tablespoons sauce in a large bowl. In a second bowl, **combine** cilantro, green onions and cucumber. **Serve** flaked cod and peppers over noodles, **topped** with cucumber mixture. **Drizzle** with more sauce, if you like.

Standards that aren't standard elsewhere.

Worth it every day!

We have Quality Standards in place every day, in every aisle. This means great food with no hydrogenated fats and artificial colors, flavors, preservatives and sweeteners allowed. And it means meat, seafood, household cleaners and personal care with standards that lead the industry.

Here's the deal...

about GMOs. In the US and Canada, GMOs (genetically modified organisms) are not required to be labeled and are found in more than 70% of processed food. We've committed to full GMO transparency by giving our supplier partners until 2018 to source non-GMO ingredients or to clearly label products with ingredients containing GMOs. For now, look for organics or the Non-GMO Project Verified seal.



Daily Meal Planner

MONDAY: Veggie Monday

Ancient Grain Stuffed Red Bell Peppers (wholefoodsmarket.com/recipes).

365 Everyday Value® Organic Milk & Dark Chocolate Squares (p.18).

TUESDAY: Sandwich Supper

Layer leftover ham, Kilaree cheddar (p.6) and honey mustard on bread (coupon p.7). Potato chips (p.4). Green salad.

WEDNESDAY: Cook's Night Off

Italian Green Garbanzo Crunch Salad (coupon at left) and a soup from our prepared foods department. Serve with smoked salmon (coupon p.4) and crackers.

THURSDAY: Italian Night

365 Everyday Value® Organic Ravioli (p.18).

Roasted Asparagus with Lemon-Feta Crumbles (recipe at left). Sliced Whole Trade® pineapple for dessert.

FRIDAY: Fish Friday

Quick thaw frozen tuna steaks (coupon below). Marinate in Whole Foods Market™ General Tso's sauce (at left), pan-sear and serve with steamed veggies and brown rice. Milflores Rioja Viura (p.4).

WEEKEND: Breakfast of Value Champions

Savory Brunch Bread Pudding (recipe p.7). Health Starts Here® Mango-Mint Green Smoothie (recipe p.3).

Whole Catch® Wild Caught Seafood Steaks

- Vacuum-packed for freshness
- Excellent source of protein
- Pole-and-line-caught tuna; MSC-certified sustainable swordfish



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All coupons are online at wholefoodsmarket.com/coupons

Redeemable only at Whole Foods Market®. Expires 5/31/14.

\$1.00 off

any ONE (1) two 6-oz Whole Catch® Wild Caught Seafood Steaks: Swordfish or Tuna

WHOLE CATCH.

PLU: 607309
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discover the value of organics

for you, your family and farm workers

Spinach Ravioli with Pea Purée and Arugula

\$3.84 per serving. Serves 4. *high fiber*

Made with organic ingredients, this is a delicious new way to enjoy ravioli! It's a full meal tossed with creamy pea purée and served with fresh arugula. Easy and elegant for supper, any night of the week.

1½ TB organic unsalted butter

2 cups frozen no-salt added 365 Everyday Value® Organic Green Peas

1 cup organic low-sodium chicken broth

¼ cup organic heavy cream

½ tsp fine sea salt

¼ tsp ground black pepper

2 (8-oz) pkgs 365 Everyday Value® Organic Spinach Florentine Ravioli (at right), prepared according to package instructions

4 packed cups organic baby arugula or baby arugula salad mix

½ large organic lemon

2 TB finely chopped fresh organic mint

Melt butter in a large skillet over medium heat until bubbly and brown, about 2 minutes.

Add peas and cook, stirring occasionally, for 2 minutes. Add broth, cook for 2 minutes more and then carefully transfer to a blender.

Add heavy cream, salt and pepper, and purée until very smooth. Toss in a bowl with hot ravioli. Arrange arugula in 4 wide, shallow bowls.

Top with a squeeze of lemon, the sauced ravioli and mint. Serve immediately.



Worth it! USDA National Organic Standards prohibit toxic and persistent pesticides as well as genetically modified ingredients (GMOs).

sure deals

for organics

mamma mia! frozen organic ravioli for no more than \$3.69

365 Everyday Value® Organic Ravioli. Spinach Florentine, Basil Parmesan, Mushroom Medley, Five Cheese or Butternut Squash. 8 oz

Ready in a few minutes for just a few dollars, these tasty meal solutions in five palate-pleasing varieties are made with family in mind (and the Spinach Florentine is vegan). With no artificial flavors or colors, they're no nonsense—just like nonna likes it.

organic honey without the sting for \$5.69 or less

365 Everyday Value® Organic Mountain Forest Honey. Amber or Light Amber. US grade A. 12 oz

Pure and simple, this makes beekeepers and bookkeepers happy. Organically produced without pesticides, so it's bee-friendly. Whole Trade® Guarantee blends quality, environment and responsible trade. Sweeten your life, including your hors d'oeuvres (recipe p.5).

hip to be square. organic milk and dark chocolate squares for \$6.99 or less

365 Everyday Value® Organic Milk & Dark Chocolate Squares. 5.7 oz

We're sweet on this bag of Whole Trade® chocolates. They're organic, imported from Italy and made without artificial flavors, colors or sweeteners. With about 35 squares per bag, these are the perfect portion for lunches or simply a wee treat, so get on the bandwagon!



Here's the deal... about organic milk. A new study in the journal PLOS ONE reports that whole milk from cows raised on organic dairy farms has about 62 percent more omega-3s than milk produced by cows on conventional dairy farms. That's more of the helpful fatty acids that contribute to your healthy skin, mood, joints and heart!

The Original Brat Hans Chicken Breakfast Links

- Fully cooked; just heat and serve!
- Pork-free casing
- From chickens raised on vegetarian feed with no antibiotics and no added hormones*
- Made without synthetic nitrates, nitrites or preservatives



*Federal regulations prohibit the use of hormones in raising poultry
print again before you shop again!

All coupons are online at wholefoodsmarket.com/coupons

Redeemable only at Whole Foods Market®. Expires 5/31/14.

\$1.00 off

Any ONE (1) 12-oz The Original Brat Hans Chicken Breakfast Links: Original, Organic or Maple Apple



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spring spruce-ups that honor the earth

how to trade up without trading in value



birdwatcher meets waste watcher

Keep your kids humming with fun learning opportunities. Whole Kids Foundation™ and ScrapKins have partnered to demonstrate upcycling with an art project making a hummingbird feeder from a liquid dish soap bottle. Find this activity and more at wholekidsfoundation.org.

8 ways for shopping with a conscience



Like many things in life, value means what you get, not just what you pay.

- 1. ORGANIC.** Organic agriculture promotes the health of consumers, farmers and the Earth. Shop 365 Everyday Value® organic products and find Sure Deals on the left.
- 2. NON-GMO PROJECT VERIFIED.** Choose Non-GMO Project Verified products, and vote with your dollars for a non-GMO food supply.
- 3. PREMIUM BODY CARE™.** This seal means our strictest standards for quality sourcing, environmental impact, results and safety. Most of our 365 Everyday Value® body care products meet this standard, making more high-quality products available to more people.
- 4. WHOLE TRADE®.** The Whole Trade® Guarantee blends quality, environment and responsible trade. Save on Whole Trade chocolates (p.18).
- 5. BIODYNAMIC.** With a goal of a farm that is a self-contained, self-sustaining organism, this is a form of organic agriculture that requires an even more integrated, holistic system.
- 6. ECO-SCALE®.** Pick effective cleaning products with Earth-conscious ingredients. Look to the right for Sure Deals!
- 7. RESPONSIBLY FARMED AND WILD-CAUGHT SEAFOOD.** We build partnerships with farmers and fishermen that are committed to bringing you high-quality seafood that's also environmentally friendly. Find coupons on p.5 and p.17.
- 8. RESPONSIBLY RAISED.** Our meat department standards require vegetarian feed, no added hormones* and no antibiotics, ever. Save with value packs, lesser-known cuts and coupons (at left).

* Federal regulations prohibit the use of hormones in raising pork, poultry, goat, veal and bison.

sure deals

that work hard for the money

clean every surface with a purpose for just a song. eco-cleaner for \$3.99 or less



Don't you wish you could snap your fingers like Mary Poppins and your house would be clean? We can't say these hardworking cleaners use magic, but they don't use phosphates, phthalates, chlorine or synthetic fragrances, either. Rated yellow on the Eco-Scale®.

Whole Foods Market™ All Purpose Concentrated Cleaner. 40.5 fl.oz

With pine essential oil, this is the hardest working partner in your cleaning closet for floors, sinks, counters, bathtubs and toilets.

Whole Foods Market™ Glass Cleaner. 32 fl.oz

This unscented cleaner helps you see the world in a new way without unnecessary ingredients to cloud your view.

Whole Foods Market™ All Purpose Spray Cleaner. 32 fl.oz

Removes dirt, grease and grime from hard surfaces such as tile and countertops. All it leaves behind is a fresh citrus scent from pure essential oils.



clean your dishes and your conscience with liquid dish soap for no more than \$3.99

Whole Foods Market™ Liquid Dish Soap. Mandarin Ginger or Unscented. 25 fl.oz

Scouring stores for an effective dish soap that's tough on grease but not mean to your budget? With no sodium laureth sulfate, it earned a very respectable yellow ranking on our Eco-Scale®. And the Mandarin Ginger is made with 100% natural fragrance from essential oils.



Here's the deal... about cleaning products. Though it's not required by law, our Eco-Scale® rating system requires that all cleaners on our shelves list their ingredients on the packaging. And to get on our shelves in the first place, they must have an orange, yellow or green rating...no red allowed.

team member pick

365 Everyday Value® Organic Distilled White Vinegar

Jason Grant

Receiver, North Atlantic Distribution Center, Cheshire, Connecticut

Whole Foods Market® Team Member since 2006

"cleans our
hardwood floors
and dishwasher"

"perfect for poached
eggs and naturally
dye eggs
wholefoodsmarket.com/recipes"



"all purpose!
cleans, deodorizes,
preserves, freshens"



We're Also Looking for Ways to Save!

We have close to 20 stores with on-site solar power to cover 2% to 5% of the store's energy usage and 10% to 20% of peak demand. Want to learn 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.

But Wait, There's More!

Sign up to receive *The Whole Deal* newsletter at wholefoodsmarket.com, where you will also find the latest sales, recipes and store events.



Hungry for an extra serving? Sign up at wholefoodsmarket.com for the latest sales, recipes and store events.

