the 1010 de de Whôle Foods

SAVE \$55+ in coupons

10 new recipes at less than \$4 per serving!

how to afford the dinners you want

cheat sheet to building a better lunch

get more from tomatoes in season (p.2)

mamma mia! fresh mozzarella is just \$3.99 (p.3)

on the road to success

deliciously affordable solutions for every journey

Summer may be winding down, but there's no reason to get wound up. Whether you're heading back to school, taking a road trip or simply getting back on track, our value guide has you covered with money- and time-saving tips, deals and recipes. Enjoy today's finest (juiciest!) flavors without worrying about tomorrow.

10 new budget recipes

starring peak-season produce

Summer Melon Caprese Salad p.3

Health Starts Here® Vegan Caprese Salad p.3

Easiest Lime Granita p.4

Gluten-Free Grilled Stone Fruit Trifle p.5

No-Cook Zucchini "Noodle" Salad p.5

Swiss Family Sandwich p.6

Crispy Calamari Lettuce Wraps p.16

Health Starts Here®
Chilled Thai Corn Soup p.16

Cocoa-Peanut Cereal Balls p.18

Feta-Herb Dressing p.19



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.



7 tips for making the most of tomatoes

one of the best things about summer—no matter how you slice it



- **1. SLICED.** Swiss Family Sandwiches (p.6) and Vegan Caprese Salad (recipe at right) are weeknight supper crowd-pleasers.
- **2. CHOPPED.** You only need a few chopped heirloom tomatoes, mozzarella, chopped basil and olive oil for a colorful no-cook pasta sauce.
- **3. PURÉED.** There's nothing like icy cold Classic Gazpacho on a blistering hot day (wholefoodsmarket.com/recipes).
- **4. SALSA-ED!** Fresh Salsa (wholefoodsmarket.com/recipes) is summer's must-have condiment for grilled steaks or shrimp, brown rice (p.17) and beans, scrambled eggs and of course, chips.
- **5. GRILLED.** Grilled cherry tomatoes are tops on fish, chicken, pasta and toast points. Toss tomatoes with olive oil (p.3), garlic and herbs. Cook in a grill basket until charred.
- **6. STORED.** Keep tomatoes at room temperature until ripe and then use within a day or two. (Avoid refrigeration; it affects their flavor and texture.)
- **7. PRESERVED.** Roasted, dehydrated or stewed—savor the season by saving a taste of summer for later.

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).

the flavors you've been waiting for!

enjoy the tastiest days of summer without a (financial) care in the world

Summer Melon Caprese Salad

\$2.11 per serving. Serves 4 to 6. vegetarian

This new take on the classic Caprese replaces tomatoes with slices of sweet summer melon. Serve it with ciabatta as the centerpiece of a light lunch or brunch, or as a first course at dinner.

½ cantaloupe, honeydew or Galia melon, cut into wedges, peeled and thinly sliced

1 (8-oz) pkg Whole Foods Market™ Fresh Mozzarella (at right), thinly sliced 1/4 cup lightly packed fresh basil leaves, sliced if large

1½ TB white balsamic vinegar

1 TB 365 Everyday Value® Extra Virgin Spanish Olive Oil (at right)

1/4 tsp coarse sea salt

¼ tsp ground black pepper

Layer melon and mozzarella slices on a platter and tuck basil in between slices. Sprinkle with vinegar, oil, salt and pepper.

Vegan Caprese Salad

\$1.93 per serving. Serves 6. dairy free, gluten free, low sodium, sugar conscious, vegan, wheat free



There's more than one way to layer a Caprese. Here we've given tofu a flavorful "cure" of vinegar and sea salt, then air-dried it in the fridge until it's delightfully firm and creamy, for a mozzarella stand-in.

1 (14-oz) pkg 365 Everyday Value® Firm Tofu, drained and patted dry

2 TB white balsamic vinegar, divided

½ tsp coarse sea salt

1½ lbs tomatoes (about 4 medium), sliced

1/3 cup lightly packed fresh basil leaves

¼ tsp ground black pepper

Halve tofu block lengthwise, and then cut each half into 12 equal slices. Place slices close together on the cutting board and sprinkle with 1 tablespoon of the vinegar and salt. **Transfer** slices to a rack fitted into a rimmed baking sheet and refrigerate, uncovered, 8 hours or overnight to dry out and absorb flavor.

Fan tomato slices out on a platter. Tuck tofu and basil between slices. Sprinkle salad with remaining vinegar and pepper and serve.

for the season's best dishes

give overspending the boot, fresh mozzarella for just \$3.99

Whole Foods Market™ Fresh Mozzarella. 8 oz

Arrivederci rubbery, bland mozzarella. Produced by Wisconsin family farmers, our fresh mozz is made on the same property where the cows are raised. The authentic creamy flavor is crucial for Italian (and family) favorites like homemade pizzas, tomato salads and sandwiches.

import great taste affordably. 1-liter extra virgin Spanish olive oil. \$7.99 or less

365 Everyday Value® Extra Virgin Spanish Olive Oil. 33.8 fl.oz

The siesta, the fiesta, tapas, soccer (fútbol) and wine —there is no shortage of things we love from Spain. This olive oil is simply our current favorite. Make salad dressing (recipe p.19), brush on grilled veggies, pour over vanilla bean ice cream (p.5), or do as the Spanish do, and drizzle it on a slice of toasted bread (coupon below) rubbed with garlic. ¡Está delicioso!



enjoy the finest flavors of the field

Find these recipes and more at wholefoodsmarket.com/recipes.

- Health Starts Here® Chilled Melon Soup with Basil
- Health Starts Here® Baked Salmon with Spinach and Strawberry Salsa
- Zucchini Feta Pie
- Roasted Corn and Tomato Pasta Salad
- Strawberry Watermelon Coolers
- Raw Berry Crisp
- Fusilli Pasta with Roasted Tomatoes and "Hidden" Zucchini

Fresh Ciabatta Bread

- Made in our own bakehouses with a traditional European recipe
- · No sweeteners or artificial preservatives
- · Make a Swiss Family Sandwich (recipe p.6) for a quick dinner



print again before you shop again!

All coupons are online at wholefoodsmarket.com/coupons

Redeemable only at Whole Foods Market®. Expires 9/30/14.

any ONE (1) Full-Sized Fresh Ciabatta Bread







grillin' and chillin'

enjoy outdoor meals without wilting your savings

Party on, lemonade!

365 Everyday Value® Organic Lemonades and Limeades are invited to all the best bashes

Reason to Party	Serve	Save	Tips
Pool Party Cool down with icy treats	Easiest Lime Granita (recipe below) and Frozen Arnold Palmers (freeze our Tea & Lemonade Blend in a baking dish and scrape into glasses with a fork)	Don't forget the 365 Everyday Value® Coconut Water—a Sure Deal (p.18)	Get the kids in the kitchen to help make the frozen treats
Birthday Bash You'll wish for a party like this	All things lemonade! Ice pops, slushies or ice cream lemonade floats, and of course, ice cold lemonade	365 Everyday Value® Organic Vanilla Bean Ice Cream is a Sure Deal (at right)	Shop for Gluten Free Angel Food Cake (coupon below), berries and whipped topping for an easy birthday cake
4th of July Red, white, blueand pink!	Purée watermelon in a blender until smooth; transfer to a pitcher; add lemonade to taste	365 Everyday Value® Organic Watermelon Lemonade is a Sure Deal (at right) shortcut	Why pay for a whole watermelon if you only need half? We're happy to provide just the half you need
Mom & Dad's Lazy Sunday Thanks to a sleepover, the house is quiet	Relax with a shandy (lemonade and beer in a 50/50 proportion)or two! Option: muddle berries at the bottom of the glass	Shop the sales for fresh fruit	Pick up some bread (coupon p.3) and cheeses you've been wanting to try; we cut to order
Bon Voyage Goodbye high school hello college!	Set up an assortment of lemonades and limeade, sparkling waters and fruit for mixing, matching and muddling	Get a discount when you buy a full case of sparkling water or anything nonalcoholic	Have precooked kielbasa (coupon at right) at the ready for when the crowd gets hungry

Easiest Lime Granita

40¢ per serving. Serves 8 to 10. dairy free, fat free, low sodium, vegan

Transform our sweet limeade into this classic icy Italian treat. Be sure to clear out space in the freezer and set aside 3 to 4 hours for freezing. Kids love to help with stirring. Serve with fresh berries or try a splash of tequila (for adults only of course!).

½ (64-fl.oz) bottle 365 Everyday Value® Organic Classic Limeade (at right) (4 cups) Zest of 1 lime (about 1½ tsp)

Pour limeade and zest into a 9x13-inch baking dish and stir to combine. Place uncovered in the freezer. Freeze until ice begins to form around edges of the pan, about 1 hour. Rake with a fork to break up large ice clumps; return to the freezer; continue stirring about every 30 minutes until all liquid is crystalized, 3 to 4 hours total. Using a large fork, flake granita into bowls to serve immediately or into an airtight container to freeze up to 1 week.

sweet cool downs

find these fruity desserts and more at wholefoodsmarket.com/recipes

- Double Melon Pops
- Minty Blueberry Peach Shiver
- Lavender Grilled Fruits Over Ice
- Frozen Fruit Kabobs
- Peach and Mango Sorbet
- Peach-Coconut Freeze
- Cherry Frozen Yogurt
- Chocolate and **Coconut Frozen Banana Pops**

GlutenFree Bakehouse® Gluten Free Angel Food Cake

- · Light and airy; serve with berries, chocolate sauce or ice cream (at right)
- · Made in our own dedicated gluten-free bakehouse
- No artificial preservatives or sweeteners
- Your new go-to starter for summer desserts



Gluten Free Angel Food Cake

any ONE (1) 12-oz GlutenFree Bakehouse®

Redeemable only at Whole Foods Market®. Expires 9/30/14.







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Gluten-Free Grilled Stone Fruit Trifle

\$1.65 per serving. Serves 10 to 12.

fat free, gluten free, low sodium, vegetarian, wheat free

When you want to make the most of summer grilling, grill your dinner and dessert too! Make individual servings of the trifle using small ramekins, too.

- 3 lbs mixed stone fruit such as peaches, nectarines and plums, halved and pitted
- 1 (12-oz) GlutenFree Bakehouse® Gluten Free Angel Food Cake (coupon at left), cut into 1" slices
- 2 TB fresh thyme leaves, chopped
- 2 cups (16 oz) 365 Everyday Value® Organic Low Fat Vanilla Yogurt

Prepare a grill for medium-heat cooking. In a small bowl, whisk together honey with 1 tablespoon very hot water. Brush cut side of fruit with honey mixture and grill 8 to 10 minutes or until tender and lightly charred, turning over halfway through grilling and brushing again with honey mixture. Grill cake slices 2 to 3 minutes or until lightly charred on both sides. Coarsely chop grilled fruit (some skins might slip off, but it's not necessary to remove all skins). Toss fruit with thyme and any remaining honey mixture until evenly combined. Cut grilled cake into bite-size pieces. Layer half of the cake pieces in a glass trifle dish or clear glass bowl. **Top** with half of the fruit and half of the yogurt. Repeat with remaining ingredients (reserving 1/4 cup fruit mixture for top of trifle). Keep refrigerated and serve within 1 day of assembly.

No-Cook Zucchini "Noodle" Salad

\$1.28 per serving. Serves 8. dairy free, sugar conscious, vegan

Thinly sliced summer squash fills in as a flavorful no-cook pasta salad at your next cookout or picnic. Enjoy with grilled sausages, on a grilled chicken sandwich or over a bed of mixed greens.

- 3 TB 365 Everyday Value® Extra Virgin Spanish Olive Oil (p.3)
- 2 TB white wine vinegar
- 2 TB minced fresh marjoram or oregano

34 tsp fine sea salt

¼ tsp ground black pepper

- 2 lbs zucchini and/or yellow summer squash
- 1 (4-oz) jar pimientos, drained

In a large bowl, whisk together oil, vinegar, marjoram, salt and pepper until blended. Using a vegetable peeler or mandolin, cut squash lengthwise into long, thin "noodles." Rotate squash as you peel and discard seedy core. Add squash to dressing in the bowl along with pimientos and toss to combine. Serve immediately or let marinate up to 15 minutes.

deals

for patio parties

drink up summer without squeezing your savings, organic lemonade, limeade or blends for \$2.99 or less

365 Everyday Value® Organic Lemonade. Lemonade, Light Lemonade, Watermelon Lemonade, Strawberry Lemonade, Mango Lemonade, Refreshingly Pink Light Lemonade, Classic Limeade, or Tea & Lemonade Blend. 64 fl.oz

When life hands us organic lemons and limes, we make organic lemonade and limeade without all the junk such as artificial colors or flavors. The light versions are sweetened with organic cane sugar and organic stevia. Plus, organic standards prohibit the use of genetically modified organisms.

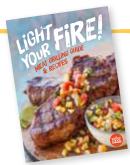
no need to scream, here's a quart of organic ice cream for no more than \$4.99

365 Everyday Value® Organic Ice Cream. Vanilla Bean, Mint Chocolate Chip, Strawberry or Dutch Chocolate. 1 quart

Chill out, you don't have to yell to afford organic ice cream. Here's the scoop: It's made with real stuff—no artificial flavors—and milk from cows not treated with synthetic growth hormones (rBST/rBGH). We also don't let fake colors or hydrogenated fats in our tubs...even when we go beyond plain vanilla.

Light Your Fire!

With recipes, tips and the best beef cuts for every occasion, our meat grilling guide is your secret weapon this summer. Pick up your copy in the meat department; your grilling adventure awaits!



Wellshire Smoked Polska Kielbasa

- · Precooked...just heat and serve with veggies, eggs, pasta or wrapped in a bun
- · No synthetic nitrates or nitrites
- 5-Step™ Animal Welfare Rated pork
- Pigs raised to our strict standards for no antibiotics, no added hormones* and no animal by-products in feed

*Federal regulations prohibit the use of hormones in raising pork.

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Redeemable only at Whole Foods Market®. Expires 9/30/14.

any ONE (1) 12-oz Wellshire Smoked Polska Kielbasa







a buncha lunches worth the bread

convenient solutions so you can save your lunch money

8 money- and time-saving tips for lunchtime

- **1. BATCH COOKING.** Prepare a big batch of a staple ingredient—beans, grains, roasted veggies or grilled chicken—and incorporate into lunches throughout the week.
- **2. SOUP MADE SIMPLE.** Make pots of soup and freeze in individual portions.
- **3. CASE DISCOUNT.** From lunchbox beverages to fruit strips, get discounted pricing on most items when you buy a full case. Ask at Customer Service for details.
- **4. BULK UP.** Our bulk bins let you get a little or a lot without waste. Don't delay, scoop grains, granola, seeds, nuts and dried fruits today!
- **5. ESSENTIALS GONE ORGANIC.** From peanut butter and juice boxes to crackers, it's easy to find hundreds of affordable organics with our 365 Everyday Value® line.
- **6. GREAT CLUCK FOR YOUR BUCK.** For wraps, tacos, pasta, salads and soups, our rotisserie chickens provide convenience and great flavor with a heaping helping of standards—including "no antibiotics. eyer."
- **7. TAKE YOUR INNOVATION TO THE BANK!** Transform meatloaf from dinner to sandwiches, crudités to roast veggies and rotisserie chicken to salad.
- 8. CLIP COUPONS. Whether you're making lunch (sliced meats) or buying it (Health Starts Here® Southwest Chicken Wrap), we've got coupons throughout this issue and at wholefoodsmarket.com/coupons.

sure deal

for the lunch bunch

Emmentaler that translates to savings, sliced Swiss cheese just \$5.99

365 Everyday Value® Emmentaler. 12 slices

Our mild cheese from Switzerland is made using vegetarian enzymes and with milk from cows not treated with synthetic growth hormones (rBST/rBGH). In a convenient resealable bag, it speaks the language of savings for days of burgers, wraps and snacks.

Swiss Family Sandwich

\$3.66 per serving. Serves 6. sugar conscious

A dinner that comes together this easily will make everyone happy. Layer ham, turkey, tomato and greens in between warm, melted Swiss cheese on a crusty loaf of ciabatta. Slice and serve with pickles, pepperoncini and your favorite crunchy potato chips.

- 1 (1-lb) loaf ciabatta bread
- 2 TB Dijon mustard
- 3 TB 365 Everyday Value® Organic Italian Dressing
- 6 slices 365 Everyday Value® Sliced Swiss Cheese or 365 Everyday Value® Emmentaler (at left)
- ⅓ (10.5-oz) pkg Applegate Sliced Black Forest Ham (coupon at right) (4 slices)
- ½ (10.5-oz) pkg Applegate Sliced Smoked Turkey (coupon at right) (4 slices)
- 1 large tomato, sliced
- 1½ cups mixed baby greens

Preheat the oven to 400°F.

Split ciabatta lengthwise through the middle with a serrated knife. **Place** cut side up, on a large baking sheet. **Spread** top half with mustard and **drizzle** bottom half with dressing. **Top** each half with 3 cheese slices. **Bake** 5 to 7 minutes or until cheese has melted.

Arrange bottom half of bread with ham slices, turkey slices, tomato slices and mixed greens.

Place top half of bread on bottom half, and press sandwich together. Slice and serve.

Health Starts Here® Southwest Chicken Wrap

- Grilled chicken, avocado, red bell pepper, lettuce and pico de gallo wrapped in a whole wheat tortilla
- Made fresh by our own chefs and ready to eat
- Pick up in our Prepared Foods department for picnics in the park and lunches on the go

print again before you shop again!

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EMMENTALE

\$2.00 off

any ONE (1) Health Starts Here® Southwest Chicken Wrap





PLU: 607554

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build a better lunchbox

whether it's in a bento box or not, whether you're in school or not Choose something from each category and load up on fruits and veggies.

WHOLE GRAINS

Corn or whole

wheat tortillas

Brown rice, quinoa, whole wheat couscous, barley, wheat berries,

buckwheat or millet

Multigrain **English muffin**

Granola

Popcorn

100% whole grain sandwich bread

Wheat crackers or chips

Wheat pasta

Whole grain pita bread

FRUITS

Apple Apricot Banana

Peach Pear

Orange

Blueberries Grapes

Plum **Strawberries**

Olives

Walnuts

Sunflower seeds

Pineapple

Kiwi Melon

Raspberries

Nectarine

HEALTHY FATS

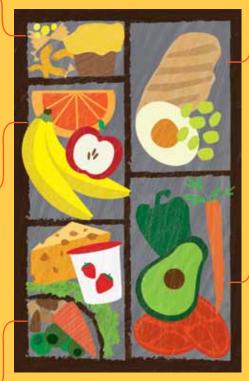
Almonds or almond butter

(get protein, too!)

Tahini

Avocado

Flaxseeds



PROTEIN

Beans

Canned tuna or salmon

Cheese

Cottage cheese

Edamame Ham, turkey or chicken

Hard-boiled egg

Hummus

Lean beef

Nut butters

Seitan

Shrimp

Tempeh

Tofu

Yogurt

VEGETABLES

Asparagus

Artichokes

Bell pepper

Broccoli

Cabbage wedges

Carrots

Cauliflower

Celery

Cucumber

Eggplant

Green beans

Jicama

Leafy greens

Peas

Snap peas

Summer squash

Sweet potatoes

Tomato (technically

a fruit)

Zucchini

Applegate Sliced Meats

- No synthetic nitrates or nitrites
- 5-Step™ Animal Welfare rated
- · Animals raised with no antibiotics
- Special family-size options only at Whole Foods Market®
- A favorite for brown bag lunches and sandwich suppers

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Redeemable only at Whole Foods Market®. Expires 9/30/14.

any ONE (1) 10.5-oz Applegate Sliced Meat: Roast Turkey, Smoked Turkey, Slow Cooked Ham or Black Forest Ham











Redeemable only at Whole Foods Market®. Expires 09/30/14

\$1.00 off

any ONE (1) DREAM Non-Dairy Beverage or Frozen Dessert



DREAM

PLU: 607516

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Redeemable only at Whole Foods Market®. Expires 09/30/14

\$1.00 off

any ONE (1) Earth's Best Frozen Product





PLU: 607517

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EVOL Foods makes real food with simple, easy to recognize ingredients and big taste. EVOL burritos, weals and snacks are made from the highest quality ingredients, including antibiotic free weats, and are always free of artificial preservatives and fillers. Love what you eat!









Redeemable only at Whole Foods Market®. Expires 09/30/14

\$2.00 off

any TWO (2) EVOL Products





PLU: 607518

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MEATLESS WONDER.



Deliciously meat-free

Good source of protein
Vegan • Kosher
Non-GMO soy, wheat & canola

Redeemable only at Whole Foods Market®. Expires 09/30/14

\$1.00 off

any ONE (1) bag Gardein Frozen Meat Alternative Product





Deliciously meat-free

PLU: 607519

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Redeemable only at Whole Foods Market®. Expires 09/30/14

any TWO (2) 6-pack Lifeway Frozen Probugs





PLU: 607520





Redeemable only at Whole Foods Market®. Expires 09/30/14

any THREE (3) So Delicious **Dairy Free Products**





PLU: 607521









-> Vegan



Redeemable only at Whole Foods Market®. Expires 09/30/14

any TWO (2) Sunshine Burger Items











Redeemable only at Whole Foods Market®. Expires 09/30/14

any ONE (1) 8-oz Organic Valley Cream Cheese or Neufchatel









Redeemable only at Whole Foods Market®. Expires 09/30/14

any ONE (1) 6-oz Organic Valley Stringles String Cheese (single serve excluded)





PLU: 607524

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Obsessively organic. Purely delicious."



Redeemable only at Whole Foods Market®. Expires 09/30/14

any ONE (1) Stonyfield YoKids





PLU: 607525

FLU: 80/525

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Redeemable only at Whole Foods Market®. Expires 09/30/14

any TWO (2) Enjoy Life Products





PLU: 607526





The great stuff you want

Delicious foods made from the good things nature gives us.



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



2014 Back to Nature Foods Company, LLC

Redeemable only at Whole Foods Market®. Expires 09/30/14

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







Kashi Snack Bars mean:

- · Real foods with real, visible ingredients and a simple ingredient list
- Living well via unique ingredients that promote wellness
- · Healthy food enjoyment via tasty, healthy foods





Redeemable only at Whole Foods Market®. Expires 09/30/14

any TWO (2) boxes of Kashi Snack Bars (mix & match)





PLU: 607528

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REAL FOOD. NATURAL INGREDIENTS.



Redeemable only at Whole Foods Market®. Expires 09/30/14

any ONE (1) Kettle Brand Real Sliced Potatoes





PLU: 607529

PLU: 607529
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NEW from Back to Nature Dinners

Entire brand moving to USDA-certified Organic



- Good source of calcium & protein
- Made without antibiotics, added hormones, or synthetic pesticides







Redeemable only at Whole Foods Market®. Expires 09/30/14

any TWO (2) Back to Nature Dinner Items





PLU: 607530



Pacific Flavor is in the detail



Non-Dairy Goodness

Delicious alternative to milk

Try our unique varieties -Oat, Hemp, and Almond



Redeemable only at Whole Foods Market®. Expires 09/30/14

any ONE (1) Pacific Non-Dairy Beverage (8-oz or larger)





PLU: 607531



#2014 PACIFIC FOODS OF OREGON . WWW.PACIFIC FOODS.COM



MEN COLUMN Redeemable only at Whole Foods Market®. Expires 09/30/14

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





PLU: 607532





Redeemable only at Whole Foods Market®. Expires 09/30/14

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









PLU: 607533

PLU: 607533
Some products may not be available in all stores. Limit one coupon per purchase of specified product(s) per individual. Void if altered, transferred, reproduced, exchanged, sold, purchased, or where prohibited



smärtwater.

purity | electrolytes taste the difference

smartwater. 1 liter 12-pack



Redeemable only at Whole Foods Market®. Expires 09/30/14

any ONE (1) case of Smartwater (12 1-liter bottles)





PLU: 607534



Splendidly Still... Luxuriously Sparkling



www.vosswater.com facebook.com/vossworld

Redeemable only at Whole Foods Market®. Expires 09/30/14

any TWO (2) Voss Water











- One serving of whole grains*
- Good source of fiber!
- 70% organic ingredients

Found in the granola aisle.

Taxed on USDA Guidelines "Contains 8-10 grams Total Foll.

Redeemable only at Whole Foods Market®. Expires 09/30/14

any TWO (2) boxes CLIF CRUNCH (mix or match)



PLU: 607536

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Redeemable only at Whole Foods Market®. Expires 09/30/14

any ONE (1) CLIF Kit's Organic Fruit + Nut or Fruit + Seed Bar



KIT's ORGANIC

PLU: 607537

PLU: 607537
Some products may not be available in all stores. Limit one coupon per purchase of specified product(s) per individual. Void if altered, transferred, reproduced, exchanged, transferred, reproduced, exchanged or restricted by law. Valid only in the



ENERGIZE

your day

GLUTEN FREE

MADE WITH ORGANIC INGREDIENTS > GOOD SOURCE OF FIBER* > LOW GLYCEMIC #MojoG0

Redeemable only at Whole Foods Market®. Expires 09/30/14

any ONE (1) CLIF MOJO Bar (any flavor)





PLU: 607538





Redeemable only at Whole Foods Market®. Expires 09/30/14

any TWO (2) CLIF Kid Multipacks











Kyolic is proven to help support:

· Other cardiovascular risk factors

· Healthy Immune Function

Circulation

 Cholesterol · Homocysteine levels

Blood Pressure



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 09/30/14

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





PLU: 607541

PLU: 607541
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Beautiful skin is always in.



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

www.neocell.com NEOCELL

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any ONE (1) NeoCell Product



NEOCELL

PLU: 607542





Redeemable only at Whole Foods Market®. Expires 09/30/14

any ONE (1) Nutrition Now **Gummy Vitamins**











ANY OF THE BAD FATS YOU SHOULD AVOID.

PLEASE VISIT WWW.FLORAHEALTH.COM FOR MORE INFORMATION.





like us? facebook.com/wholefoods need a tweet? twitter.com/wholefoods

dinner done...easily!

draw the family to the table without withdrawing your savings

Crispy Calamari Lettuce Wraps

\$2.07 per serving. Serves 6. sugar conscious

This easy appetizer is packed with flavor and crunch and comes together in less than half an hour—that means less time in the kitchen and more time enjoying long summer evenings! Spoon the mixture into halved mini sweet peppers to serve it as a festive party dish.

1 (12-oz) box frozen 365 Everyday Value® Lightly Breaded Calamari (coupon at right)

2 tsp expeller-pressed canola oil

1/2 lb (8 oz) green beans, thinly sliced

1/2 (20-oz) bag frozen Whole Foods Market™ Vegetable Fried Rice (coupon below)

4 green onions, thinly sliced

2 TB 365 Everyday Value® Organic Soy Ginger Sauce

1 head butter lettuce or romaine, leaves separated

Preheat the oven to 425°F. Place calamari on a baking sheet and bake until browned and crisp, about 10 minutes, turning rings over halfway through cooking time. Meanwhile, heat oil in a large skillet over medium heat. Add green beans; stir frequently until crisp-tender, about 2 minutes. Stir in frozen fried rice. Cover the skillet; stir occasionally until rice is tender and begins to brown, about 8 minutes. Stir in green onions. Remove from heat and stir in soy ginger sauce. Place 12 lettuce leaves on a platter; cut large leaves in half if necessary. **Spoon** about ¼ cup rice mixture into each. Cut calamari into bite-size pieces and arrange over rice. Serve, letting diners roll up the leaves before eating.

our wine guys said they are good

Choose from our Top 10 Wines for Summer. From romantic dinners to happy hour with friends, find the right wine for every occasion.

Chilled Thai Corn Soup

\$2.00 per serving. Serves 4. dairy free, vegan

This terrifically flavorful soup is a great way to enjoy fresh sweet corn and aromatic basil. We suggest serving it chilled, though it's delicious hot as well.

3 cups fresh corn kernels (from 5 to 6 ears)

2 cups 365 Everyday Value® Coconut Water (p.18), divided

1 cup plain 365 Everyday Value® Organic Unsweetened Almondmilk

2 TB fresh lime juice

1/4 tsp fine sea salt

Pinch cayenne pepper

1/3 cup toasted unsweetened coconut flakes

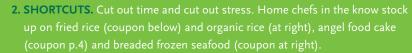
1/4 cup unsalted dry-roasted peanuts, chopped

1/4 cup chopped fresh basil leaves

Blend corn and 1 cup of the coconut water together in a blender until very smooth and frothy, about 1 minute. Pour mixture into a saucepan and bring to a boil over high heat. Lower heat and cook, stirring frequently, until soup is slightly thickened and no longer tastes starchy, about 3 minutes. Remove from heat and stir in almondmilk, lime juice, salt, cayenne and remaining 1 cup coconut water. Refrigerate until chilled, at least 1 hour and up to 2 days. Combine coconut flakes, peanuts and basil. Ladle soup into bowls and top with coconut mixture.

7 money- and time-saving tips for dinner





- 3. HIT THE BAR. Shop at our salad bar when you need small amounts of veggies.
- 4. BIG CHILL. Make baked pasta, chili or a casserole, and freeze in individual portions.
- 5. "MEATBALL" MANIA. Divide seasoned lean ground meat into small patties or balls stir-fries, pizzas, sandwiches or stuffed peppers.
- 6. CUT COSTS IN HALF. If you need only half a cabbage, sandwich, chunk of cheese,
- **7. SIGN UP AND SAVE.** Subscribe to our email newsletters to receive the latest specials

Whole Foods Market[™] Fried Rice

- Hungry now? It's ready to go in 2 to 3 minutes
- · Seasoned long-grain white rice, stir-fried with veggies
- Chicken or vegan Vegetable to meet everyone's needs
- Find it in our freezer; store it in yours

print again before you shop again!

¹⁶ All coupons are online at wholefoodsmarket.com/coupons

Redeemable only at Whole Foods Market®. Expires 9/30/14.

any ONE (1) 20-oz Whole Foods Market™ Fried Rice: Vegetable or Chicken









deals ?

for super suppers

a lotta rice at the ready. a big bag of organic frozen rice for \$2.99 or less

365 Everyday Value® Organic Rice. Thai Jasmine White Rice or Whole Grain Brown Rice. 20 oz

Ready in mere minutes for about 75¢ a serving, our Non-GMO Project Verified frozen rice eases mealtime scrambles and budget woes. The brown rice is a good source of fiber, so invite it to lunch paired with leftover grilled veggies and feta cheese crumbles (p.19). The jasmine rice makes a delicious dinner companion to your favorite stir-fry.

cheers to tradition! summer-meal wines for \$8.99

Douglas Green wines. Sauvignon Blanc or Cabernet Sauvignon. 750ml*

If going big on flavor without going overboard on cost is your family's custom, then Douglas Green, a 70+-year-old family company, is your kind of wine. The Sauvignon Blanc, a light-bodied dry White, is delicious as a refreshing aperitif or with seafood, chicken or green salads. With its vibrant fruit and soft tannins, pair the medium-bodied Cabernet Sauvignon with grilled steak or tomato-based Italian dishes.



Bota Box. Malbec or Pinot Grigio. 3L*

Sip sip hurray! The portable Bota Box is the equivalent of four bottles of wine, but its compact size means it conveniently fits on the counter or in the fridge. The fresh and fruity pinot grigio pairs well with no-fuss dinner entrées like pork stir-fry and grilled chicken salad. With jammy, luscious flavors of blackberry and blueberry syrup, the plush, medium-bodied malbec is a match for red meats as well as spicy favorites and tomato-based Italian dishes.

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

Here's the deal...about bulk. Though it sounds like you have to buy a lot, it actually lets you get just the amount you need or want without paying for excess packaging. And it's a great way for you and your family to try new-to-you foods and recipes. From granola, cereals and dried fruit to beans, rices and spices, you can save by shopping our bulk bins.



Daily Meal Planner

MONDAY: Veggie Monday

Grilled veggie kabobs with rice (at left). Grilled angel food cake (coupon p.4) with strawberries and whipped topping.

TUESDAY: Garden Goodness

No-Cook Zucchini "Noodle" Salad (recipe p.5) with grilled kielbasa (coupon p.5). Fruit salad. Douglas Green Sauvignon Blanc (at left).

WEDNESDAY: Cook's Day of Freedom

Pick up Health Starts Here® Southwest Chicken Wraps (coupon p.6). Crudités and hummus. Patriotic red and blue berries.

THURSDAY: Picnic on the Porch

Swiss Family Sandwiches (recipe p.6). Simple green salad with feta cheese crumbles (p.19). Organic lemonade (p.5).

FRIDAY: Fish Friday

Make fish tacos with lightly breaded fish strips (coupon below), shredded cabbage, salsa, avocado and a squeeze of lime. Tortilla chips and salsa. Muddled cherries in sparkling water.

WEEKEND: Weekend Unwind

Pasta with basil pesto. A simple tomato salad with Feta-Herb Dressing (recipe p.19). Chilled stewed apples with a sprinkle of cinnamon and sugar and a dollop of Greek yogurt. Bota Box of Pinot Grigio (left).

365 Everyday Value® Lightly Breaded Seafood

- Meet your favorite new suppertime shortcut—think fish tacos!
- Fish Fillets, Bites and Strips are made with fish from Marine Stewardship Council certified sustainable fisheries in the USA



Redeemable only at Whole Foods Market®. Expires 9/30/14.

any ONE (1) 10-12 oz 365 Everyday Value® Lightly Breaded Seafood: Fish Fillets, Fish Bites, Fish Strips or Calamari











ready? steady? go back to school

savvy solutions without financial fallout

Cocoa-Peanut Cereal Balls

16¢ per serving. Makes 50. dairy free, low sodium, sugar conscious, vegetarian

Pack these cereal balls with a secret ingredient (coffee!) for an easy road-trip snack or special treat for your college student. Feel free to substitute unsweetened almondmilk for the coffee to make a kid-friendly variation.

- 1 (10-oz) box 365 Everyday Value® Organic Peanut Butter & Cocoa Balls cereal (at right)
- 1½ cups 365 Everyday Value®
 Organic Crunchy Peanut Butter
- 1 TB unsweetened cocoa powder
- 6 to 8 TB brewed coffee

Place entire box of cereal in a food processor and process until finely ground. Remove ½ cup cereal crumbs and set aside in a medium bowl.

Add peanut butter and cocoa powder to the food processor and pulse several times to combine.

Add coffee, several tablespoons at a time, and pulse until mixture is moistened enough to stick together. Roll heaping teaspoonfuls of the mixture into balls and coat in reserved cereal crumbs.

Store in the refrigerator for up to 1 week or in the freezer for up to 1 month.

lunch money for college Kids



sure deals

that make the honor roll

good luck saving this for the kids. slightly sweet organic cereal for \$3.99 or less

365 Everyday Value® Organic Cereal. Peanut Butter & Cocoa Balls, Peanut Butter Balls or Crunchy Cinnamon Squares. 10 oz

A good source of fiber and calcium with 17g of whole grains per serving, Crunchy Cinnamon Squares have the warm, spicy flavor of organic cinnamon. Peanut Butter & Cocoa Balls have the creamy, nutty flavor of organic peanut butter and 110 calories per serving. Plus, it's an easy-to-pack snack for all ages and makes delicious Cocoa-Peanut Cereal Balls (recipe at left).

chill out with coconut water for no more than \$1.99

365 Everyday Value® Coconut Water. 17.6 fl.oz

If you've got your eye on spending but have a big thirst for water with a tropical twist, sip (or heck at this price, gulp) with ease knowing that ours is made from 100% pulp-free juice—not from concentrate. Plus, it's naturally refreshing with five essential electrolytes.

premium body care without premium pricing, travel-size moisturizer for \$2.49

365 Everyday Value® Maximum Moisture Body Lotion. 1.75 fl.oz

Slightly scented and made with macadamia oil and shea butter, our lotion is ultra-emollient for dry skin. The refillable travel size—with a locking lid on the pump—means you can throw it in your pool bag, carry-on or backpack without worry.



oconi

Peanut Butter

Here's the deal...about body 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. We identified more than 440 ingredients as unacceptable, including parabens, polypropylene and polyethylene glycols and sodium lauryl and laureth sulfates. More than 4,000 personal care products have met these standards. Look for the seal!

365 Everyday Value® Effervescent Vitamin C Fizzy Drink Mix

- Delivers 1,000mg vitamin C, 24 nutrients and 7 B vitamins plus antioxidants and electrolytes
- · No artificial flavors or colors
- Don't hit the road—or the books—without it!



Redeemable only at Whole Foods Market®. Expires 9/30/14.

\$6.00 off

any TWO (2) 30-packet boxes 365 Everyday Value® Effervescent Vitamin C Fizzy Drink Mix: Orange, Raspberry or Tangerine









Some products may not be available in all stores. Limit one coupon per purchase of specified product(s) per individual. Voi di faltered, transferred, reproduced, exchanged, sold, purchased, or where prohibited or restricted by law. No monetary value. Valid only in the USA.



meals in minutes

reinvent fast casual dining with homemade savings

If you have 25 minutes

- Go fish. While 365 Everyday Value® Lightly Breaded Fish Fillets or Bites (coupon p.17) bake, cook greens and whole wheat couscous.
- Mediterranean medley. Grill slices of eggplant, zucchini and portobello mushrooms, and a split loaf of ciabatta (coupon p.3). Spread bread with lemon-garlic mayo.
 Assemble sandwich and top with feta cheese crumbles (below) and arugula.
- No tropical troubles.
 Pineapple Teriyaki Beef
 (wholefoodsmarket.com/recipes). Serve with
 Whole Foods Market™
 Fried Rice (coupon p.16).

If you have 15 minutes

- Pasta party. Whole
 wheat pasta tossed with
 minced garlic and olive oil
 (p.3). Garnish with fresh
 mozzarella (p.3) or chopped
 Wellshire Smoked Polska
 Kielbasa (coupon p.5).
- French fave. For a Niçoise salad, arrange lightly steamed haricot verts (green beans), chickpeas, canned tuna, hard-boiled eggs, sliced cucumber and tomato on a bed of greens. Dress with a lemon-Dijon vinaigrette.
- Rice, rice baby. 365 Everyday Value® Organic Brown Rice (p.17). Top with quick stir-fried chicken or tofu and veggies.

If you have 5 minutes

- Grilled cheese please. Add greens and sliced tomatoes to a melty mozzarella (p.3) sandwich. Serve with zucchini noodles drizzled with olive oil (p.3).
- Souper supper. Broth + leftover ingredients (like rotisserie chicken, steamed broccoli and rice) = soup! Add chopped fresh parsley or a squeeze of lemon.
- Bean town. Make a bean salad with canned beans, cut veggies from the salad bar and Feta-Herb Dressing (recipe at right).

FETA CHEESE



WHÔLE KIDS

Think outside the box

Jot this down: Using a 365 Everyday Value® Organic Cereal box, you and your child can make a healthy eating journal. Whole Kids Foundation® and ScrapKins have partnered to demonstrate upcycling by turning an everyday item into something new and useful. Find this activity and more at wholekidsfoundation.org.

Feta-Herb Dressing

62¢ per serving. Makes 1½ cups. sugar conscious, vegetarian

Here's a terrific summer-ready dressing that is great on salads, burgers, as a dip for veggies, as a sandwich spread and more. This generous batch takes just a few minutes to make and will keep for up to 5 days in the fridge.

1 (6-oz) pkg 365 Everyday Value® Feta Cheese Crumbles (at left)

1/4 cup fresh lemon juice

34 tsp ground black pepper

½ tsp sugar

¼ tsp fine sea salt

½ cup 365 Everyday Value® Extra Virgin Spanish Olive Oil (p.3)

3/4 cup fresh dill

1/3 cup lightly packed fresh oregano leaves

Combine feta, lemon juice, 7 tablespoons water, pepper, sugar and salt in a food processor and pulse until mixed. Drizzle in oil with motor running. Add dill and oregano and pulse until smooth.



with big flavor

heavyweight helper without the high price. creamy feta crumbles for \$2.79

365 Everyday Value® Feta Cheese Crumbles. 6 oz

Get ready to crumble! Using a traditional Greek recipe, our cheese starts at third-generation family farms in Wisconsin with milk from cows not treated with synthetic growth hormones (rBST/rBGH). Big flavor means 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 pasta, grilled zucchini or Tomato and Watermelon Salad with Feta and Mint (wholefoodsmarket.com/recipes).

Here's the deal...about honey bees. The lives of bees and humans are intricately linked. One out of every three bites of food is pollinated by bees and other pollinators, so many of your late-summer foods wouldn't be here if it weren't for bees. Alarmingly, US honey bee colonies are declining at an annual rate of 30% or more. Help give bees a chance! Learn more at wholefoodsmarket.com/sharethebuzz.

college care package for less than \$38

- 365 Everyday Value®
 Sesame Serenity Trail Mix (back cover)
- 365 Everyday Value®
 Coconut Water (at left)
- 365 Everyday Value®
 Maximum Moisture Body Lotion
 Travel Pump (left)
- 365 Everyday Value®
 Effervescent Vitamin C
 Fizzy Drink Mix—two boxes
 (coupon at left)
- 365 Everyday Value®
 Organic Cereal (at left)
- Cocoa-Peanut Cereal Balls (recipe at left)

team member pick

365 Everyday Value® Sesame Serenity Trail Mix

Sheila Garcia

Marketing Team Leader, San Antonio, Texas Whole Foods Market® Team Member since 2013

No artificial sweeteners, colors or preservatives!

Mmmm...sesame sticks, almonds and cranberries



Resealable bag is easy to grab and go

In pursuit of making our Green Mission™ goals a reality, our transportation fleet uses biodiesel in nearly one-third of our trucks, reducing our dependence on fossil fuels and reducing CO, emissions into the atmosphere. 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.

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.

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.









