

Sunday

Monday

Tuesday





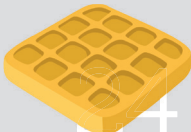



Wednesday

Thursday

Friday

Saturday

# August 2015

						1
2	<p>National Watermelon Day</p> 	<p><b>Product Demo &amp; Tasting</b> 1 - 3 p.m.</p> <p>Creekstone hot dogs with Farmhouse Culture sauerkraut</p>	5	<p>Enjoy <b>National Root Beer Float Day</b> with Talenti Vanilla Bean Gelato &amp; Natural Brew Draft Root Beer</p> <p><b>Music on the Green</b> at 5:30 p.m.</p>	7	<p>National Zucchini Day</p> 
9	10	<p><b>Product Demo &amp; Tasting</b> 11 a.m. to 1 p.m.</p> <p>St. Dalfour Gourmet to Go meals with Live Kombucha Soda</p>	<p><b>Product Demo &amp; Tasting</b> 1 - 3 p.m.</p> <p>Taste Smart Flour gluten free pizzas and Guayaki Yerba Mate</p>	<p><b>Music on the Green</b> join us for the last concert of the season, wrapping up our 15th year of Music on the Green</p>	<p><b>Product Demo &amp; Tasting</b> 1 - 3 p.m.</p> <p>Annie's Mac &amp; Cheese with G.T.'s kombucha</p>	15
<p>It's National Bratwurst Day - find them in our meat department - no added nitrates or nitrites</p>	17	<p>National Potato Day</p> 	<p><b>Product Demo &amp; Tasting</b> 11 a.m. to 1 p.m.</p> <p>Orgain Healthy Kids shake with Uncle Eddie's Cookies</p>	<p>National Lemonade Day</p> <p>Get it fresh in our deli, or in the grocery department in the "drinks" section</p>	<p><b>Product Demo &amp; Tasting</b> 12 - 2 p.m.</p> <p>Newman's Own cookies with Wallaby Greek Yogurt</p>	 <p>Enjoy sweet, juicy peaches at their peak this month!</p>
23	<p>National Waffle Day</p> 	<p><b>Back to School lunch and snacks samples</b> 12 - 2 p.m.</p> <p>Santa Cruz apple sauce, Clif &amp; Luna bars</p>	<p><b>Back to School lunch and snacks samples</b> 1 - 3 p.m.</p> <p>fruit snacks, granola bars and more.</p>	<p><b>Banana Lover's Day</b> 11 a.m. to 1 p.m.</p> <p>Taste Barbara's cereal, Almond Breeze, and banana slices</p> 	<p><b>Backpack Giveaway!</b> Register to win throughout the month.</p>	29
30	<p>Enjoy the dog days of summer while you can. It's <b>Eat Outside Day.</b></p> 			<p>"I discovered that summer is a completely different experience when you know how to grill."</p> <p>- Taylor Swift</p>		

# New Frontiers Events & Information

## Music on the Green

with Frank Palmer, Ray Pannell and Richard Diaz

**Thurs, Aug. 6 • 5:30 - 7:30 p.m.**

We all know Frank as a member of the popular group, The Grasshoppers. Frank and Ray have been busy in the studio, creating a whole batch of new material. Richard is also well known to Valley audiences as a solid guitar player, singer, and songwriter. In addition to playing a sampling of their original songs, these musicians will join together to sing several tunes by Greg DeLeon, the singer and songwriter for The Grasshoppers, who passed away in a construction accident. New Frontiers is happy to host this special event, and help celebrate Frank's birthday.

## Music on the Green

**Thurs., Aug. 13 • 5:30 - 7:30 p.m.**

For the second year in a row, Stephen Styles closes out our summer season of concerts. Stephen always brings good vibes and a strong set of Country Rock Pop-flavored original songs to the stage. Help us say so-long to another season of Music on the Green, voted Best Live Music event in the Valley in the SYV News Readers Poll. As always, enjoy our now-famous, all-natural barbecue, featuring New Frontiers beef, Smart Chicken, and veggie burgers, with all the fixings, plus a side salad and a slice of watermelon - a great value at \$8.

## New Frontiers 5% Day

To benefit Bethania Preschool

**Friday, Aug. 21**

On the third Friday of each month, New Frontiers donates five percent of sales to a local non-profit organization. This month's recipient is the Bethania Preschool in Solvang. Founded in 1987, Bethania offers a year-round, state-licensed, non-denominational educational program for ages 2 - 5 (and an after school program for grades K-6.) The staff works with parents to meet each child's cognitive, emotional, social, spiritual and physical development needs, emphasizing the growth of each child's sense of self-confidence, wonder and self-worth. As our donation is based on a percentage of sales, you can help support Bethania by shopping with us on this day.

## Art in the Deli

by Jackie Seaman

**Aug. 2 - 29**

Jackie will hang pastels, watercolors and acrylics; featured subjects include horses, Grass Mountain, sunflowers, teapot with lemons, and much more.

## Late summer sales events

**all month long - see our sales flyer**

Make the final barbecues and outdoor get-togethers of summer special - with New Frontiers all-natural beef, chicken, pork and seafood; great flavor with no hormones and antibiotics.

## It's Time to Go Back to School

With the beginning of each new school year comes a renewed commitment to establishing and maintaining good habits, including good study and organizational habits, good sleep habits, and healthy eating habits.

There is a large body of evidence linking healthy eating among school-aged children with better grades and test scores, reduced absenteeism and increased cognitive performance, including memory, alertness, attention and problem-solving. Lack of adequate consumption of specific foods, such as fruits, vegetables and dairy products, and deficits of specific nutrients, in particular vitamins A, B6, B12, C, folate, iron, zinc and calcium, are associated with lower grades, higher absenteeism and tardiness, and increased instances of irritability, fatigue and difficulty with concentration.

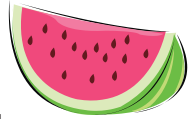
Eating breakfast improves academic performance. The effects are even more pronounced when the breakfast includes nutritious components, such as oatmeal or other whole grains, whole wheat toast, whole-grain cereals, eggs, milk, yogurt, lean meat, fresh fruit or 100 percent fruit juices.

As far as lunch goes, many students trade or discard items from their packed lunch, which makes it hard to know if they're getting the kind of well-balanced meal necessary to support learning. Here are some tips that might help your kids eat the lunch you packed for them:

- Vary the items you pack in their lunches, such as a sandwich one day, and a macaroni and vegetable salad the next.
- Vary breads for sandwiches, such as pita bread, rolls or hot dog buns. Choose whole grain breads for good nutrition.
- Have a good supply of healthy treats on hand for your child to choose from; including granola bars, applesauce cups, various fruits and cut vegetables.

## Watermelon: The Sweet Taste of Summer

Sweet ... refreshing ... juicy ... delicious ... fun ... exciting ... the taste of summer ... we're talking



about the wonderful world of watermelon! This great-to-look-at and even better to taste fruit is one of those rare foods that work perfectly at breakfast, lunch, dinner and in-between.

A special treat for the taste buds, watermelon is also a nutritional powerhouse. At 92 percent water, it delivers needed fluids and nutrients to the body, including lycopene and citrulline, phytonutrients that are especially important for blood flow and cardiovascular health.

A single watermelon can feed a dozen people, placing it at the top of the list of budget-friendly fruits, at only 14 cents a serving (source: The Perishables Group.)

When buying watermelon, choose one that is firm, heavy, symmetrical, free from bruises, cuts or dents, and that has a creamy yellow spot on one side, which is where it sat on the ground and ripened in the sun.

**New Frontiers**  
natural  
marketplace

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