

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
 <p>It's Non-GMO Month Look for this symbol to find Non-GMO Project Verified products throughout the store.</p>				<p>World Vegetarian Day</p> 		
<p>National Taco Day</p> 	<p>Product Demo & Tasting 12 - 2 p.m. Diestel sliced turkey sandwiches on Cadia brea</p>	<p>National Pasta Month</p>  <p>Explore the many varieties of pasta we offer.</p>	<p>Product Demo & Tasting 1 - 3 p.m. Frozen veggie fries with Follow Your Heart dressing</p>		<p>Product Demo & Tasting 1 - 3 p.m. Chocolove chocolate with Steve's chocolate salty caramel ice cream</p>	
<p>It's Apple Month October is the start of peak apple season.</p> 	<p>Product Demo & Tasting 1 - 3 p.m. HopeFood Hummus with Luke's Organic Chips and Bragg's drinks</p>	<p>Light Healing Drs. Adam & Kendyl Pollenz, D.C. 1 p.m. Utilizing cold laser to accelerate healing</p>	<p>Celebrate National Cheese Month with fine artisan and farmstead cheeses from our Specialty Cheese case.</p> 		<p>5% Friday Your purchases will benefit The Non-GMO Project</p>	<p>Product Demo & Tasting 12 - 2 p.m. Amy's Mac & Cheese</p>
<p>It's National Cupcake Day</p> 		<p>Health By Choice Drs. Adam & Kendyl Pollenz 6 p.m. Health through care, diet and prevention</p>		<p>National Nut Day Large Fancy Organic Cashews are on sale now in our Bulk Dept.</p> 		
	<p>Time to carve those jack-o-lanterns for National Pumpkin Day</p> 	<p>Introducing TRE By Daphne Romani 1 - 3 p.m. Learn techniques to reduce tension and trauma; free lecture</p>	<p>Apple Extravaganza 11 a.m. to 2 p.m. Free sampling of many varieties of new crop local and organic apples</p>		<p>Product Demo & Tasting 1 - 3 p.m. Pumpin-inspired snacks, with Knudsen's sparkling drinks</p>	<p>Happy Halloween</p> 

"All things on Earth point home in old October."
—Thomas Wolfe



October 2015

New Frontiers Events & Information

Healing at the Speed of Light

Free lecture with Drs. Adam & Kendyl Pollenz

Oct. 13 • 1 p.m

Dr. Pollenz will give an exciting and informative presentation on utilizing cold super-pulsed laser to accelerate the healing process in injured or damaged tissues. A wide variety of studies have been reported attesting to the safety and effectiveness of cold laser therapy in the treatment of sprains, strains, pain and inflammation. Join us for this free lecture on this fascinating natural healing technology.

New Frontiers 5% Friday

To benefit the Non-GMO Project

Friday, Oct. 16

For the last eight years (this will be the ninth), New Frontiers has chosen the Non-GMO Project as it's October 5% recipient.

The Non-GMO Project works in several different capacities to ensure the availability of non-GMO products and to help support informed choice. They offer North America's only third party verification and labeling for non-GMO food and products. You can help support this important work by shopping with us on this day.

Health by Choice

Free lecture with Drs. Adam & Kendyl Pollenz

Oct. 20 • 6 p.m

The information in this lecture is presented by Drs. Adam & Kendyl Pollenz, as part of their mission to be "the doctors of the future" that Edison spoke of, who

"interest their patients in the care of the human frame, in diet, and in the cause and prevention of disease."

Apple Extravaganza

Free apple tasting event

Wednesday, Oct. 28 • 11 a.m. to 2 p.m.

Our produce tables are filled with an amazing variety of new crop apples, including Gala, Fuji, Honeycrisp, Granny Smith, Pink Lady, Ambrosia, and of course Red and Golden Delicious. Have you tasted all of them? Do you know the difference, and what to expect from the one to the other? Well here's your chance. This is an opportunity for you to expand your horizons and try some apple varieties that you might not normally buy or be familiar with. We'll offer some great apple recipes - for salads, side dishes, desserts, breakfast foods, and more. Join us for an Apple Extravaganza.

TRE for Stress Release

Free lecture with Daphne Romani

Tuesday, Oct. 27 • 1 p.m.

Join Daphne Romani in our Community Room as she explains the physiology of stress and trauma, and offers techniques to help restore health. Romani will introduce TRE - Tension Release Exercises to help dissolve deep muscle tension. Documented benefits of this technique include: release of chronic tension and emotional or physical trauma, increased energy, greater stamina, reduced anxiety pain relief, improved sleep, and greater mobility. For more information, visit www.TRECentralCoast.com.

October is Non-GMO Month

New Frontiers is again partnering with the Non-GMO Project to celebrate consumers' right to choose food and products that do not contain GMOs.

GMOs, or "genetically modified organisms," are plants or animals that have been genetically engineered with DNA from bacteria, viruses or other plants and animals. These experimental combinations of genes from different species cannot occur in nature or in traditional crossbreeding.

Most developed nations do not consider GMOs to be safe. In more than 60 countries around the world, including Australia, Japan, and all of the European Union, there are significant restrictions or outright bans on the production and sale of GMOs. In the U.S., the government has approved GMOs based on studies conducted by the same corporations that created them and that profit from their sale.

In the absence of mandatory labeling, the Non-GMO Project offers North

One apple, two apple ...

October is apple-lovers' paradise, and at New Frontiers, we're thrilled to have a huge selection of delicious local and organic apples.

Our featured apples come from Cuyama Orchards, owned by our friends Howard and Jean Albano. They're located just 90 miles from our store, where the temperature provides the right seasonal combination for growing apples that are crisp and bursting with flavor.

We're proud to partner with the Albano family and to offer sweet, crisp, organic apples, including new crop Gala, Fuji, Honeycrisp, Pink Lady, Ambrosia, and more - on sale throughout the month.

Join us Oct. 28 for an Apple Extravaganza, where you can sample our amazing variety of apples.

America's only third party verification for products produced according to rigorous best practices for GMO avoidance.

An effective safeguard against the presence of GMOs in your food is to buy products that are certified organic. Further assurance can be achieved by choosing food and products that are Non-GMO Project Verified.

The list of verified Non-GMO products is growing weekly. To see an updated complete list, visit: www.nongmoproject.org/find-non-gmo/search-participating-products/.

New Frontiers' 5% Friday donation on Oct. 16 will go to the Non-GMO Project to support their work and help ensure viable non-GMO alternatives into the future. You can help support this important effort by shopping with us on Friday, Oct. 16.



Art in the Deli

By Suzan Hamilton-Todd

On display Oct. 4 - 31

New Frontiers is thrilled to display works by Suzan Hamilton-Todd throughout October. Known primarily as an equine artist, but also with a strong background in fashion, Suzan is a prolific painter. Suzan has lived in the Santa Ynez Valley since 1994, and starts each day working in her studio in Solvang. She has learned to channel everything life throws her way into art. We're honored to feature her work.



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