

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

# September 2016

Celebrate **National Rice Month** with *Lundberg Family Farms Rice* - selected 2# bags are on sale now.

**National Baby Back Ribs Day** Our antibiotic-free ribs from Beeler's Pure Pork are tender and succulent.



1

2

4

**LABOR DAY**

**It's National Cheese Pizza Day!** Our favorites are from Cadia and Amy's. They're available in our freezer section.

**Product Demo & Tasting**

12 - 2 p.m.  
Glutino Pretzels with Royal Hawaiian Macadamia milk

**Product Demo & Tasting**

1 - 3 p.m.  
Amy's burritos, Lily of the Desert aloe vera juice

8

9

10

Patriot Day



11

**For Vegetarian Awareness Week,** consider starting Meatless Mondays in your house. [www.meatlessmonday.com](http://www.meatlessmonday.com)

**It's National Peanut Day**

Grind your own peanut butter in our bulk dept. - Plain or Honey Roasted

14

**Product Demo & Tasting**

1 - 3 p.m.  
Bio Naturae pasta with Cucina Antica pasta sauce

15

**5% Friday!**

5% of today's sales go to Los Olivos School  
Free Lecture by **Dr. Greg Anderson, D.C.** on Vitamin D.

16

**It's National Apple Month** Crisp, organic, California grown Gala Apples are on sale now!



17

**National Chicken Month**

Our air-chilled Smart Chicken is absolutely the best!



25

**Product Demo & Tasting**

12 - 2 p.m.  
Pirate's Booty with Kevita Pineapple Coconut juice

19

**Product Demo & Tasting celebrating World Honey Bee Day**

Hungary Bees Honey on bread, with cookies and Choice Tea

20

**Product Demo & Tasting**

12 - 2 p.m.  
Sunshine Burger Falafel

21

**Product Demo & Tasting**

1 - 3 p.m.  
Rising Moon Butternut Squash Ravioli, Knudsen Cranberry Juice

22

23

**Whole Grains Month**  
*We've got a huge array of nutritious and unique grains. Have you tried Farro or Black Rice?*



24

**It's National Pancake Day**

Birch Benders Pancake Mix is on sale now!



19

**It's National Chocolate Milk Day** Try one of the many varieties from Organic Valley, SoDelicious, Califa Farms, and Silk. It's so good!

27

**Product Demo & Tasting**

1 - 3 p.m.  
Wolfgang Puck Chicken with Wild Rice soup

28

**National Coffee Day**

1 - 3 p.m.  
Sample several varieties of New Frontiers coffee

29

**Product Demo & Tasting**

12 - 2 p.m.  
Celebrate Vegan Baking Day with Wonderfully Raw Cocorrans

30

**Celebrate Organic Harvest Month**



"Summer lingers through September, in Camelot."  
— Alan Jay Lerner

# New Frontiers Events & Information

## Organic Harvest Month all month long

September is Organic Harvest Month, and there is no better time to discover, or rediscover, the many benefits that organic products and agriculture offer.

At New Frontiers, we've always been enthusiastic supporters of organic foods. We believe that growing and supporting organics is one of the best things we can do for ourselves, our children and the earth. As part of our commitment to this principle, we own and operate our own certified organic farm south of Buellton, which provides fresh organic produce to our stores.



Look for the "Grown On Our Own Farm" symbol to identify items from our farm.

## New Frontiers 5% Day

To benefit Los Olivos School Foundation

### Friday, Sept. 16

On the third Friday of each month, New Frontiers donates 5 percent of the day's sales to a local non-profit organization. The recipient of this month's donation is the Los Olivos School Foundation, a nonprofit public benefit corporation whose specific goal it is to improve the quality of education at Los Olivos School. The foundation raises funds to help augment the school's programs and facilities. Since the donation is based on a percentage of sales, you can help by shopping with us on this day.

## National Coffee Day

*The Coffee We Drink Makes a Difference*

**Thursday, Sept. 29 • 12 - 2 p.m.**

We're committed to providing you with the best coffee possible while supporting social and environmental responsibility. We offer coffees that are organic (no chemical fertilizers or pesticides) and shade grown (the traditional method that protects the trees, the bird populations and the soil quality) purchased at a fair wage from small family farmers. The result is unbeatable flavor, aroma, quality and freshness that promotes social and environmental responsibility.

Sample and compare many of our coffee flavors, and find new favorites for your at-home coffee moments.

## Art in the Deli

*By Jackie Seaman*

**all month long**

New Frontiers is delighted to add beauty to your day by making available the walls in our deli for local artists to display their works. The featured artist this month is Jackie Seaman.

Jackie is a versatile sculptor and painter. Living for 20 years in the wide-open spaces of Northern Arizona opened Jackie's heart to the spirit of the West and the beauty of horses. She now has lived for several years in the Santa Ynez and Santa Maria Valleys, and her artistic interests expanded to include local scenes and pet portraits.

## Supporting Gluten-Free

An estimated three million people in the United States suffer from Celiac Disease, and another 18 million may have non-celiac gluten-sensitivity. For these people, even small amounts of gluten can cause symptoms like gas and bloating, stomach upset, diarrhea, headaches, fatigue, weakness, and can lead to unwanted weight-loss. Sufferers often need to go on a gluten-free diet, which means eliminating any bread, cereal, pasta or baked goodies that contain wheat, wheat gluten, barley, rye, malt or hydrolyzed vegetable protein (because it usually contains wheat.) Thankfully, New Frontiers carries a wide selection of gluten-free products, including an assortment of breads, cereals and pasta made out of rice, corn, or quinoa instead of wheat products. Check the labels to make sure it says "gluten free."

Our deli and bakery offer gluten-free options every day, so you can still enjoy cakes, pies, cookies and other goodies.

At New Frontiers, we support your healthy choices. We're all about Your Quality of Life.

## National Chicken Month

At New Frontiers, because we take such pride in the chicken we sell, we feel that's cause for a celebration.

Our air-chilled Smart Chicken is the freshest, safest, most flavorful chicken you can buy. Most chicken sold in the U.S. is chilled in immense ice-cold water baths after being slaughtered. This allows the chickens to absorb the water, which adds more weight and dilutes the flavor. Another concern is that the "bath" can become a breeding ground for bacteria, thus contributing to contamination and the spread of food borne diseases.

Air-chilling is a sensible and safer alternative during these drought

conditions.

Smart Chickens are raised by family farmers in a free range environment without the use of antibiotics, hormones or animal by-products. They are certified humane raised and handled. Smart Chicken is committed to environmental stewardship. Their facilities are surrounded by the farms where the grain to feed the chicken is grown, which saves energy on grain-hauling.

The combination of environmental stewardship, humane treatment, and a safe product that has superior flavor makes Smart Chicken the premium value. Try it and find out why Smart Chicken is the best choice for you and your family.

## Top Ten Reasons to Buy Organic

1. Protect future generations.
2. Organic food tastes great.
3. Organic production reduces health risks.
4. Organic farming prevents soil erosion.
5. Organic farms respect our water resources.
6. Save energy.
7. Organic farmers work in harmony with nature.
8. Promote biodiversity.
9. Help small farmers keep rural communities healthy.
10. Support a true economy.



**New Frontiers**  
natural  
marketplace

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[www.NewFrontiersMarket.com](http://www.NewFrontiersMarket.com)