







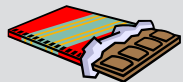



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
 <p><b>It's Non-GMO Month</b> Look for this symbol to find Non-GMO Verified products throughout the store.</p>				<p>"October had tremendous possibility. The summer's oppressive heat was a distant memory and the golden leaves promised a world full of beautiful adventures. They made me believe in miracles." — Sarah Guillory, Reclaimed</p>		 <p>World Vegetarian Day</p>
<p><b>It's Apple Month</b> October is the start of peak apple season.</p> 		<p>National Taco Day</p> 	<p><b>Non GMO Product Demo &amp; Tasting</b> 1 - 3 p.m. Think Thin Maple Almond bars, Rise, and SO Delicious</p>	<p><b>Product Demo &amp; Tasting</b> 12 - 2 p.m. Angie's Boom Chicka (Non-GMO) Popcorn</p>	<p><b>Product Demo &amp; Tasting</b> 11 a.m. to 1 p.m. Bio Nature with Cucina Antica Pumpkin Pasta Sauce</p>	
<p><b>October is Fair Trade Month</b> Fair trade is an approach to business and to development based on dialogue, transparency, and respect that seeks to create greater equity in the international trading system. Look for the Fair Trade Logo.</p> 		<p><b>Non GMO Product Demo &amp; Tasting</b> 11 a.m. to 1 p.m. Lenny &amp; Larry's Snickerdoodle with SO Delicious Coconut Milk</p>	<p><b>Non GMO Product Demo &amp; Tasting</b> 12 - 2 p.m. Apple &amp; Eve Apple Juice, Cascadian Farms Choc Chip Granola</p>	<p><b>Celebrate National Cheese Month</b> with fine artisan and farmstead cheeses from our Specialty Cheese case.</p> 		<p>National Pasta Month</p>  <p>Explore the many varieties of pasta we offer.</p>
		<p>It's National Cupcake Day</p> 	<p><b>Non GMO Product Demo &amp; Tasting</b> 12 - 2 p.m. Annie Chun's Chicken &amp; Veggie Potstickers with Choice Tea</p>	<p><b>Non GMO Product Demo &amp; Tasting</b> 1 - 3 p.m. Celebrate Pork Month with New Frontiers fresh made pork sausage</p>	<p><b>5% Friday</b> Your purchases will benefit The Non-GMO Project</p>	<p><b>National Nut Day</b> Large Fancy Organic Cashews are on sale now in our Bulk Dept.</p> 
		<p><b>Product Demo &amp; Tasting</b> 1 - 3 p.m. Enjoy Life Foods Caramel Apple Chewy</p>	<p>Celebrate National Pumpkin Day by carving a jack-o-lantern</p> 		<p><b>Chocolate Day</b> 1 - 3 p.m. Sample Endangered Species chocolate</p> 	<p><b>Product Demo &amp; Tasting</b> 11 a.m. to 1 p.m. Nature's Path oatmeal and bulk walnuts</p>
	<p><b>Happy Halloween</b></p> 		<h1>October 2016</h1>			

# New Frontiers Events & Information

## New Frontiers 5% Day

To benefit the Non-GMO Project

Friday, Oct. 21

New Frontiers believes in giving back to our community, both financially and by becoming involved personally. One way we do this is through our 5% Friday program. On the third Friday of each month, we donate five percent of the day's sales to a local non-profit organization. The only exception to this occurs in October, when we donate to a national organization - the Non-GMO Project (this will be our tenth consecutive year supporting them in what we believe is very important work.)

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.

## Art in the deli

by Ian Palmer / Inspired Emotion

all month long

Ian grew up in the Valley, and established himself as a video artist and budding filmmaker while still in high school. In 2012, he started Inspired Emotion, a company whose mission is to inspire individuals to take action in their lives

and be positive role models for others. They did this, primarily, through a clothing line that displayed positive messages and designs. In 2015, he created Inspired Print Shop, which allowed his team to move beyond the fabric of the clothes to project positive messages and beautiful designs on to all sorts of different materials and surfaces, including wood, glass, leather and more.

## Senior Discount Days every Tuesday and Thursday

We realize that prices for natural and organic items can sometimes be higher than conventional groceries, and because we want to make sure that the elders in our community can enjoy the wonderful benefits of healthy eating, we offer a 10 percent off Senior Discount every Tuesday and Thursday.

## We've moved our Home Office!

*an update on the Valley Plaza renovation*  
Every day, we get asked - what's happening with the renovation of the shopping center. While we are anxious for the demolition and new construction to begin, things did take another step forward last month when we moved our Home Office one building to the west of our store, where we are currently sharing the space with the People Helping People Thrift Store and Bloom Yoga. You can see the renderings for the new store and center above the salad bar in our deli.

## 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.

Despite biotech industry claims to the contrary, it is uncertain whether any of the GMOs currently on the market offer increased yield, drought tolerance, enhanced nutrition, or any other benefit to the consumer.

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 profit from their sale.

In the absence of mandatory labeling, the Non-GMO Project was created to give consumers the informed choice they deserve, and offers North 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/](http://www.nongmoproject.org/find-non-gmo/search-participating-products/).

New Frontiers' 5% Friday donation on Oct. 21 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. 21.



## Cuyama Orchards Fuji Apples

Fans of sweet apples adore Fujis because of its high sugar levels. Fujis are also great storing apples, and because of that, are available year-round.

Cuyama Orchards, owned by our friends Howard and Jean Albano, is the largest grower of organic Fuji apples in the United States. Cuyama Orchards is located just 90 miles from our Solvang store. The temperature in the Cuyama Valley 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 Fujis on sale throughout the month.

## We're Proud of our Pork

New Frontiers is proud to sell Beeler's Pork - the best tasting pork products on the planet - all from animals that are humanely raised without antibiotics or growth promotants and that are vegetarian fed. For an exceptional, consistent, wholesome, safe and flavorful experience, try Beeler's pork, from New Frontiers.



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