

THE WHEATSVILLE BREEZE

A PUBLICATION OF WHEATSVILLE FOOD CO-OP • 3101 GUADALUPE • AUSTIN, TEXAS 78705



2013 is The Year for Opening Our Second Store!

by Dan Gillotte, General Manager

We're moving at top speed to open our second store at 4001 South Lamar in mid-2013! As of press time our plans are submitted to the city for permitting, our primary financing is secured, our equipment is largely selected, and on December 13th, we were granted our variance to sell beer and wine!

I can't tell you how excited I am to be at this stage. We've got a few more budget issues to work out with our contractor, but we expect to be starting demolition any day now and then starting construction in the next month or so! At this stage, we're expecting our opening to be in June (late spring, right?) Woo hoo!

As many of you know, we needed to get a waiver from City Council in order to sell beer and wine in the South Lamar store due to the proximity of the plaza to the Ann Richards School.

In preparing for the issue, I was reminded just how special Wheatville is and how much community support and goodwill there is for our shared cooperative enterprise. Council received hundreds of supportive emails and we had dozens of people show up in support at City Hall.

The outpouring of support was so wonderful to see it made me weepy! I got the privilege of seeing many of the emails and hearing the many reasons that people support us and love Wheatville so much. It really is a special thing for a business to be in such a community as ours and this interaction with Council really demonstrated it.

Special thanks to our Council Champion, Mayor Pro Tem Sheryl Cole and her office, in particular Greg Anderson and Mike McGill. We appreciate all of the council members and their hard work in governing our special city and we're so appreciative of the unanimous vote in our favor on this issue!

We're so excited to open this store and bring the community feeling we all love to South Lamar! Stay tuned to our website, Facebook and the *Breeze* for updates. We'll share pictures of the demolition, and construction, more plans, and even a 3D model at some point pretty soon!

Hurry In!

Patronage Rebate distribution is almost over!

If you are a fully-Invested Owner, stop by the Hospitality Desk TODAY to see if you have one waiting for you. Rebates may be:

- applied to your purchase
- redeemed for cash
- donated to the current Community Action Recipient



Patronage Rebates are a great benefit for the co-op owners. Redeeming yours helps the co-op receive a tax-free income benefit and, if you donate it to Community Action, you are strengthening the community groups YOU voted for!

All rebates must be picked up and redeemed by February 15, 2013.

Want to donate your rebate? Contact Gabriel, our Ownership Coordinator at membership@wheatville.coop.

See www.wheatville.coop/rebate.html for answers to frequently asked rebate questions.

This MONTH'S **Owner** APPRECIATION DAYS!

OWNERS RECEIVE 10% OFF ANY ONE SHOPPING TRIP!

→ SATURDAY, JANUARY 19TH
THRU SUNDAY, JANUARY 27TH!



Do you pre-order cases for Owner APPRECIATION DAYS?

If so, please note that we are **no longer stacking case discounts with the Owner Appreciation Discount**. Our NEW *everyday* case discount policy is:

- **10% OFF** on ALL unopened cases! If we have an unopened case on hand, you will receive **10% OFF EVEN WITHOUT A PRE-ORDER!**
- **10% OFF** 5 lbs bags of coffee beans!
- **10% OFF** 6 or more bottles of wine!
- **10% OFF** Pre-ordered cases!
- Discount applies to **UNOPENED CASES ONLY** (not product currently on our shelves) from our backstock or a pre-order.
- **10% OFF** is our new case discount price all year round but cannot be used in addition to **Owner APPRECIATION DAYS 10% OFF DISCOUNT**.

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Community Action Wednesday



Wheatsville donates 1% of Wednesday's sales to benefit community groups elected by our owners. Customers can also contribute their bag credits or any dollar amount at the cash register any day of the week.

If you a fully Invested Owner we might have a Patronage Rebate waiting for you! If you would like to **donate your rebate to the current Community Action Recipient**, contact Gabriel at [membership\(at\)wheatsville.coop](mailto:membership(at)wheatsville.coop).



In January, we will support **People's Community Clinic!**

PCC is a unique Austin institution and one of the oldest continually-running independent clinics for primary care in America. They offer comprehensive health and wellness care to the uninsured and have been locally managed and operated for over 40 years. www.austinpcc.org



In February, we will support **SafePlace**

SafePlace works to end sexual and domestic violence through safety, healing, prevention and social change. Their work has helped create change in attitudes, behaviors and policies that perpetuate the acceptance of, and impact our understanding and responses to sexual and domestic violence. www.safeplace.org

During January, we will be collecting kids books for the People Community Clinic's reading program.

They provide free books to read in PPC's waiting room and the kids can take the books home with them. Please leave new and gently used childrens books in the bins by the out door.



You Own It!

by Gabriel Gallegos, Ownership Coordinator

As a cooperative, Wheatsville operates by and for the co-op owners, people who have voluntarily joined by paying a \$15 joining fee and \$55 investment. Purchasing an ownership in the co-op is a great way to invest in your community and help grow the cooperative economy!

Co-op Owners enjoy:

Owner Appreciation Days – 10% off of one shopping trip, four times a year

Owner Deals – sale items just for owners

Patronage Rebates – a share of Wheatsville's profits (during sufficiently profitable years as determined by the Board of Directors)

Democratic Participation – vote in the Wheatsville Election...plus more! Stop by the Hospitality Desk when you are ready to join!

Total Co-op Owners as of December 1, 2012: **12,387**

Patronage Rebate

Are you a fully Invested Owner and think you may have had over \$500 in purchases during our last fiscal year? If so, we might have a Patronage Rebate waiting for you! Stop by the Hospitality Desk at the front of the store to find out. Vouchers are for in-store use only and can be redeemed for cash, applied to your purchase, or donated to our current Community Action Group. **Rebates must be picked up and redeemed by February 15, 2012.**

If you have an ownership inquiry or need to update your mailing information, please contact Gabriel Gallegos, Ownership Coordinator at [membership\(at\)wheatsville.coop](mailto:membership(at)wheatsville.coop).

DOGGONE IT! WHERE DID YOU GO?

Owners- if you've moved and you're not getting the Breeze in the mail, please email your new address to Gabriel at [membership\(at\)wheatsville.coop](mailto:membership(at)wheatsville.coop)



Community Action Recipients for 2013

January	People's Community Clinic
February	SafePlace
March	Sustainable Food Center
April	Ecology Action
May	Austin Pets Alive!
June	Out Youth
July	Hospice Austin
August	Amala Foundation
September	Meals on Wheels and More
October	Capital Area Food Bank
November & December	Wheatsville Co-op Community Fund



Come Grow with the Sustainable Food Center!

by Susan Leibrock, SFC Community Relations Director



Have you heard? A 40-year dream in the making for local 501(c)(3) nonprofit Sustainable Food Center (SFC) is becoming reality! Thanks to a donation of land by the MFI Foundation, along with the support of our community, SFC will soon be able to grow, share and prepare food with our fellow Austinites in ways that have never before been possible for us.

With a permanent place to call home, SFC will be equipped to expand our programs, create a state-of-the-art teaching kitchen and host community events from hands-on workshops to film screenings to public forums for change.

In addition, a 2.3 acre community garden adjacent to the property will provide access for east side neighbors to grow their own food as well as children and families to learn the principles of organic food production.

Recently, Wheatsville's Brand Manager, Raquel Dadomo, took a tour of the site and is excited about the possibilities for ways in which the co-op and SFC can continue to partner. The location is immediately adjacent to the Capital MetroRail MLK station, situated within SFC's target area of service.

We invite you to watch a brief film on our project at: www.sustainablefoodcenter.org/capital-campaign/about. For more information, including naming opportunities for you and your family, please email Angela Kraybill Osborn at [angela\(at\)sustainablefoodcenter.org](mailto:angela(at)sustainablefoodcenter.org).

The Wheatsville Breeze is a publication of

Wheatsville Food Co-op

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Photos by: Aldia Bluewillow, Raquel Dadomo, Annie Downs, Bob Kinney, Mike*Antares except where otherwise noted or not known

The Wheatsville Board of Directors meets at 6pm the fourth Tuesday of every month at 3105 Guadalupe (building North of store). Check <http://wheatsville.coop/BODindex.html> for details. Members are encouraged to attend. Something that you would like discussed at the meeting? Contact General Manager Dan Gillotte at 478-2667 or [gm\(at\)wheatsville.com](mailto:gm(at)wheatsville.com)

Wheatsville 2013 Board of Directors

Rose Marie Klee, president
Doug Addison
Marcia Erickson
Steven Tomlinson
John Vinson
Reyna Bishop
Christina Fenton
Kate Vickery
Mark Wochner

The purpose of Wheatsville is to create a self-reliant, self-empowering community of people that will grow and promote a transformation of society toward cooperation, justice, and nonexploitation.

The mission of Wheatsville is to serve a broad range of people by providing them goods and services, and by using efficient methods which avoid exploitation of the producer and the environment. The focus of this mission is to supply high-quality food and non doctrinaire information about food to people in Austin TX.

super *AWESOME ONE DAY DEALS!

DURING
OWNER APPRECIATION DAYS
(JANUARY 19TH - 27TH)
SALE PRICES FOR OWNERS ONLY!

Not an Owner yet?

Find out how YOU can become one at the Hospitality Desk. There are LOTS of benefits to being a co-op Owner!

MONDAY JANUARY 21ST
GRANDMA'S HUMUS

9oz IN THE DAIRY CASE

\$1 OFF
Reg. \$4.99

\$3.99

TUESDAY JANUARY 22ND
in the freezer

ALL AMY'S PIZZAS

Reg. \$6.99-\$8.99

11-14, 0Z

\$5 each

WEDNESDAY JANUARY 23RD

CHOCOLOVE^{3.2oz}

ALMONDS & SEA SALT
CHOCOLATE BAR

excludes all other Chocolove Chocolate Bars

Reg. \$2.69

3 for \$4

THURSDAY JANUARY 24TH

BULK SPROUTED ALMONDS PLU
& CHOCOLATE COVERED 212
SPROUTED ALMONDS PLU 211

\$9.99-\$14.99/lb
Reg. \$14.99-\$19.99/lb

\$5 OFF/lb

FRIDAY JANUARY 25TH
Only in the Grab & Go case

POPCORN TOFU

Po'BOY

\$2 OFF
Reg. \$6.49

\$4.49

Get Involved Early and Often *by Kate Vickery, Board Member*

Your Board gives a great deal of thought to the ways in which we can deepen our connection to Wheatsville Owners. We are honored to serve as your representatives and we are deeply committed to finding ways to facilitate meaningful linkage between your everyday relationship with WV (shopping, eating, etc), the governance structure (the board) and the big-picture cooperative movement in Austin (our BIG Direction).

In the spirit of connectedness, we make a concerted effort to give Owners more opportunities to engage in leadership roles with the Board of Directors. The purpose of this is threefold. First, we hope that you will consider ways in which you can lend your wisdom and thoughtfulness to your co-op in a **volunteer** capacity. Second, we know that getting involved with Wheatsville from a **governance** level is a great way to learn more about what makes co-ops truly different from other business models. And third, we think that these opportunities may inspire you to consider running for a **seat on the board** some time in the future.

Serving on Wheatsville's board of directors is the most fulfilling community activity I am involved with in Austin. To have the opportunity to cooperatively lead (with 8 amazing colleagues) an organization that is making meaningful changes in our community (by creating more hospitality and kindness, cooperative economy, and sustainable food access) is truly an honor. We all love serving as a Wheatsville board member - read us gush in the May/June 2012 Breeze: wheatsville.coop/breeze_online/2012breeze05.pdf (page3)

This list of volunteer opportunities is not exhaustive, but we want to present a few concrete ways you can get involved with the Board in the coming year.

Attend an Orientation for Prospective Candidates

We will hold one-hour information sessions to give you a chance to learn about what the board does and what our governance structure looks like. You should attend if you are interested in learning more about Wheatsville's Board of Directors, think you might want to serve as a director, or just want to engage more deeply with your co-op. The meetings are held at Wheatsville's administrative offices (building north of the store at 3105 Guadalupe) in the main meeting room.

The tentative schedule for 2013 is:

Saturday	February 2	12-1pm
Wednesday	March 6	6-7pm
Saturday	April 13	12-1pm
Wednesday	May 15	6-7pm
Saturday	June 15	12-1pm
Wednesday	June 26	6-7pm
Saturday	July 13	12-1pm
Wednesday	July 24	6-7pm

An RSVP to [boardemail\(at\)wheatsville.coop](mailto:boardemail(at)wheatsville.coop) is appreciated so we can let you know if there has been a change to the schedule. This schedule will be posted on our Facebook page and website.

Join a Board Committee

Annual Report Review Committee or Audit Committee

Owners who would like to help with the Board's governance and financial oversight can volunteer to serve on the Annual Report Review Committee or the Audit Committee. Owners who have experience with audits or financial reviews can be especially helpful on these committees. The board oversees a full audit in even-numbered years (when we appoint an audit committee) and a less extensive financial review in odd-numbered years. The Annual Report Review committee looks at the results of the audit or review, conducts additional spot checks on the co-op's financial processes and prepares a report to the owners to be distributed with the Annual Report at the Fall Owner Gathering.

Fall Owner Gathering (FOG) Committee

Every autumn, Wheatsville throws a big party for its Owners planned and executed by a group of hearty volunteers. The purpose of these gatherings is to give context to the year, to give Owners a chance to meet and mingle with other Owners, to present the candidates for the Board, and to have fun and eat good food.



Austin Cooperative Summit

Presented by the Austin Co-op Think Tank & National Cooperative Business Association

January 25-26

Friday Night—Networking party at Vuka Co-op
Saturday—Education, training and skill building conference.
Premier of "Many Hands: Building a Cooperative Future" documentary about the history of co-ops in Austin.

Registration and more information at www.thinktank.coop

Get involved with the Austin Co-op Think Tank (ACTT)

The Think Tank is a cross-sector collaboration of cooperators all over Austin and is dedicated to a thriving cooperative economy in Austin. Getting involved with ACTT is a great way to learn about the cooperative movement and to learn more about how co-ops can work together to solve some of our most pressing social problems.

To learn more, visit ACTT on Facebook: www.facebook.com/ThinkTank.coop and get monthly announcements by signing up for the newsletter: www.thinktank.coop

If any of these activities sound like things you'd like to get involved with, please tell us! Send us an email at [boardemail\(at\)wheatsville.coop](mailto:boardemail(at)wheatsville.coop). We hope you'll consider these opportunities to deepen your connection to Wheatsville and to your community.



Super Snacks for Your Game Party! by Dana Tomlin, Deli Manager

Austin knows football, and even when it's not our local faves in the Big Game, we still party like it is! In fact, that means there's possibly even less time spent shouting in front of the screen and more time savoring all the tasty treats at your **Superbowl Party!**

It is our first anniversary for **Buffalo Popcorn Tofu!** That's right, we have been selling our spicy version of our best-selling, vegan PCT, for a full year now and it has been a huge hit! Recently I was looking for a filling, fun contribution for a party. I stopped by the deli and picked up a few Popcorn Po'Boys, cut them into thirds, and everyone loved them. For Game Day, fuel enthusiasm with a mix of Buffalo Popcorn Tofu and traditional Popcorn Po'Boys. YAY!

We'll have large containers of both our classic **Popcorn Tofu** and the **Buffalo Popcorn Tofu** along with the **Blue Cheez** and **Cashew-Tamari dressings** available for game day.

In the Deli, we will be featuring many other Superbowl-friendly entrees:

- Our awesome **Hot Wings**, made with oven-roasted Buddy's local, all-natural chicken with a spicy Sriracha glaze
- **L'il Cheddar Meatloaf Muffins** – betcha can't eat just one!
- **Tempeh Chili**
- **Turkey Chili**
- **Bacony Baked Potato Salad**
- **Bucky's Baked Beans**
- **Meme's Coleslaw** and lots more!

Raw Veggie Platters are the perfect take-along to a party, and are fantastic dipped in our creamy **Spinach-Feta Dip**. **Fruit Platters** and **Dessert Platters** are just enough to take to a party and share! Or just grab a box or two of crackers, some savory **Walnut Pate**, and a **Garlic Chive Cheddar Cheese Ball**, easy and delicious! We'll be featuring **Sweet Mango Fire**, **Roasted Tomato**, **tangy Salsa Verde**, and **spicy Chipotle** in addition to our ever-popular mild red Casera and chunky fresh **Pico**

de Gallo. Add a tub of our legendary, easily re-heatable **Vegan Queso** and you're all set for chip-dippin' delight! We also have a nice variety of mini-platters available from our fantastic local vendors like **Kala's Kuisine** and **Tom's Tabooley** in our grab'n'go cooler!

And if you're really planning big, think about taking advantage of the convenience of our

Catering Trays! From **Popcorn Tofu** to **Middle Eastern spreads** to a selection of **Sliced Meats and Cheeses** to **Sweet Dessert Bars**, we've got the perfect tray for every occasion. Don't

forget our sushi partners are making gorgeous and affordable trays of vegan and fish sushi rolls and wraps!

Check out our online menu at

www.wheatstville.coop/catering.html and call the Deli at 512-478-1164 to place your order. We will do our best to make your Superbowl party dreams a delicious reality!



Slow Cooking in the Crock Pot by Mark Maddy, Meat & Seafood Buyer

My crock pot is one of my favorite cooking tools. I make a braised bone-in pork roast that uses a basic techniques that is easy to change up with seasonal ingredients.

I start with a fresh Niman Ranch pork roast. I like bones for my soups, stews and roasts. They bring extra flavor and extra nutritional value if you are braising. Since the pork is going to just fall apart, you could use steaks as well.

- 2-3 lbs Niman Ranch pork roast (bone-in or boneless)
- 1 onion, chopped
- 3 carrots, chopped
- 3 celery stalks, chopped
- 3-6 cloves of garlic smashed
- 8-15 whole cracked peppercorns
- 1 cup red or white wine, or 1 cup stock or broth
- 1 cup dried fruit (apples, or apricots for example)
- mushrooms, to taste—I would recommend nice earthy mushrooms like morels or hen of the woods, also, if you have a fussy eater who thinks they hate mushrooms,



but you love them, use a couple of drops of white truffle oil. A very little goes a long way and you don't end up with a pile of deliciousness at the bottom of a bowl.

1 Tbsp of your choice of curry powder, cinnamon, all spice, cumin, oregano
Chilis—I always add a few dashes of ground cayenne, but dried smoked chilis would be great too.

Browning serves several purposes like adding flavor and color. Trapping in moisture however is not one of them. Brown the roast or steaks everywhere and put them in the crock pot with the carrots, celery, garlic, peppercorns, chilies, dried fruit, cumin and seasoning.

Fill the crock pot with water to cover the roast.

Add a mixture of oil and butter to the pan you browned in and throw in the onion.

When they are limp and brown, add the wine or stock and stir to get the charred bits off the pan. Put this liquid into the crock pot.

Cook on high for about two hours or until the bones are easily pulled from the roast. Remove the pork and save. Strain off the liquid. If you would like to reduce the fat of the dish, go ahead and put it in the fridge until the fat separates to the top and remove. Reheat the broth/stock and add whatever veggies you like. Cook until tender and then add the pork back in until heated through. I usually serve it over rice, or reduce the liquid and make a sauce for something like gnocchi.



New Clean Start by Nicole Purvis, Wellness Team Clerk

Most people take a shower everyday without even thinking about it, but what about internal cleansing? We are constantly bombarded with pollution, pesticides, preservatives, etc.

Luckily, Wheatstville has many options to cleanse gently. **HealthForce Zeoforce** contains Zeolite, an earth clay that can be taken internally to rid the body of toxins like radiation, heavy metals, etc. Its negative charge works by binding with toxins, which are then eliminated.

Want an extra boost? **HealthForce SCRAM** uses a blend of anti-parasitic herbs to kill off nasty parasites, and contains milk thistle, and wasabi to support the liver.

While you're at it, why not add in a super nutritive formula such as **HealthForce Vitamineral Greens**. This hard-core green powder is packed full of superfoods, probiotics, and enzymes all in one. It's nutritious and cleansing all at the same time!



Happy New Year!

by Adam King, Produce Manager

2012 was a great year. My son Emmett was born on August 24th, my daughter Maya turned a precocious two, my lady Cristin and I bought a nice little house out in the country, and I had the great fortune to work at Wheatstville Food Co-op.

2013 is sure to be a huge year with lots of milestones in my family. Emmett'll learn to walk and maybe say his first word, Maya'll start her first dance lessons, and we'll chip away at the numerous jobs to be done around this old house. On par with all that great home stuff, I've got many amazing things to look forward to in my career at Wheatstville.

2012 in produce was amazing—more staff employed, more sales, more produce purchased from local growers, new relationships forged and old ones strengthened. 2013 is sure to be overflowing with new rewards and opportunities. First of all, we've got to find enough produce to meet the growing demand at 3101 Guadalupe, PLUS stock the shelves in an even bigger store at 4001 Lamar. We want to retain our focus on locally grown produce but that always presents challenges: creating a steady supply of products from a patchwork of different growers with different growing practices, prices, and needs. We're looking for a special kind of farmer, one who may be outgrowing the farmers market or just looking to leave the retail side of it to us retailers.

Product aside, we're keen to reproduce the "people systems" in our store in Guadalupe into a new store on south Lamar. We have a huge amount of human capital here, with a staff that's engaged and invested. We've got to prepare our staff for new roles in both our existing store and the new one. We'll be taking a hard look at why we do things the way we do, and how we can make them better. We're also eager to hear your feedback: what do you think of the product mix we have right now? What would you like to see changed? Any new programs you'd like to see implemented or unmet needs you may have? We're always open to constructive feedback but this year, it'll be even more important to us. 2013 will be a huge year and we want to get it right!





New at Wheatsville!

by Nina Norton, Category Management Coordinator

Punk Rawk Labs Vegan Nut Cheeses

These cheeses are made with organic nut milks and simple, pure ingredients to make for an incredible raw food product. The process used is an artisanal handcrafted method that is similar to that used for making dairy cheese, except of course, there's no dairy whatsoever in these delicious vegan cheeses. These aren't like other dairy-free cheeses—Punk Rawk Labs Nut Milk Cheeses are incredible gourmet varieties that are excellent when sliced or spread on crackers or pastries, and the firmer macadamia varieties are incredible with a drizzle of agave nectar on them for a true delight. These are the most impressive non-dairy cheeses we've seen yet, and Wheatsville is the only place in town to stock them! Available in three varieties:



Cashew — Possessing the softest texture of the three (similar to goat cheese or cream cheese), this cheese features the earthiest flavor. It's fairly soft and is quite spreadable as it comes to room temperature, making it excellent for crackers and appetizers alike.

Herbed Cashew/Macadamia — A blend of both varieties; the best of both worlds! Not too soft, but not too firm, there's an exquisite intermingling of textures and flavors of organic cashew and macadamia nut milks with an elegant herbed accent.



Smoked Macadamia with Crushed Black Peppercorn Crust

With a more solid texture and refined flavor, the Macadamia cheese is ideal for slicing. Lighter

and fluffier, this cheese is almost like a ricotta, but it can be cut into wedges. The premiere cheese of the line!

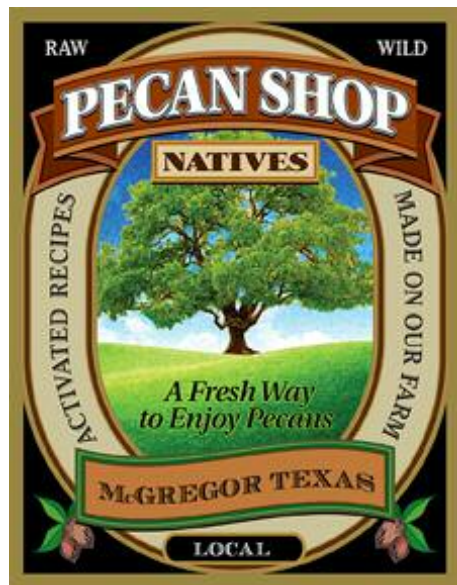
Pecan Shop Native Pecans

Native pecans are many Texans' favorite, and are richest among pecans in healthy oils. Smaller in size than common "paper-shelled" varieties, native pecans more than make up for their diminutive stature in the flavor department.

The Pecan Shop prepares native pecans on their small family farm in McGregor, Texas, where they work together raising food in a sustainable way that honors the land.

Enjoy these natives fresh or try them "activated," the way Pecan Shop prefers. Soaking the nuts in filtered water and a little sea salt improves digestibility while releasing vitamins and enzymes. Delicate nutrients are preserved while low heat brings out the crisp texture and buttery flavor.

Available varieties include Pecan Halves, Crispy Pecans, and Mesquite Smoked and Apple Pie favored pecans. The Pecan Shop's recipes use no refined sugar and only wholesome ingredients.



ON TRACK ARTS

QUALITY ARTS HANDPICKED VINTAGE
RURAL SETTING ROAD TRIP WORTHY
BIG RED BUILDING 13020 HWY 90 WEST HARWOOD 78632

Former Wheatsville Arts Festival vendors,
Jan Meeks of Windfall Designs
and Hal Shipley of Shipley Stained Glass Studio,
open permanent location in 1920's building.

Custom Stained Glass for Homes and Businesses
Stained and fused glass, jewelry,
chimes, found object art
Selection of vintage jewelry, linens,
kitchen items, hats and furniture

FRIDAYS & SATURDAYS 9:00-5:00

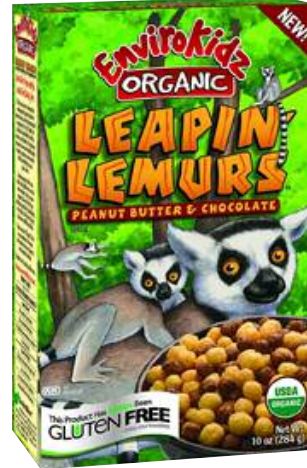
One hour southeast of Austin: Hwy 183 South through
Lockhart and Luling; Hwy 90 or IH 10 (exit 637) to
Harwood. Population 112, easy to find.

facebook ontrackarts.com



Staff TOP 10 PICK

ROB MILLER: FRONT END CLERK



EnviroKidz Leapin' Lemurs Cereal

YOU'RE NEVER TOO OLD
TO ENJOY THESE NOMZ.

Go Take a Hike Trail Mix (in Bulk)

I WILL GLADLY TAKE CASHEWS AND
MULBERRIES OVER PEANUTS AND
RAISINS IN MY TRAIL MIX ANY DAY!

Pro Bar Superfood Slam

SLAM IS RIGHT!
SETS YOU UP RIGHT!



Dandies Vegan Marshmallows

MULTIFACETED LITTLE PUFFS OF
VEGAN JOY. MAKE SOME RICE
CRISPY BARS!

Celeste's Best Cookie Dough

2190 CALORIES OF PURE ENJOYMENT.
I CHALLENGE YOU TO EAT IT ALL IN
ONE SITTING— RAW!



JJ Sweets Sea Salt Cocomels

PAIR WITH A CLASSIC HORROR MOVIE
AND YOU'VE GOT A NIGHT OF GUILTY
PLEASURES!

Field Roast Frankfurters

BEST VEGGIE DOGS
ON THE MARKET!



Vegenaise

IN MY BOOK, NO KITCHEN
IS COMPLETE WITHOUT IT.

Tofutti Yours Truly Caramel Sundae Cones

SO GLAD WE GOT THESE IN;
ONE OF MY ALL TIME
FAVORITE ENJOYMENTS!



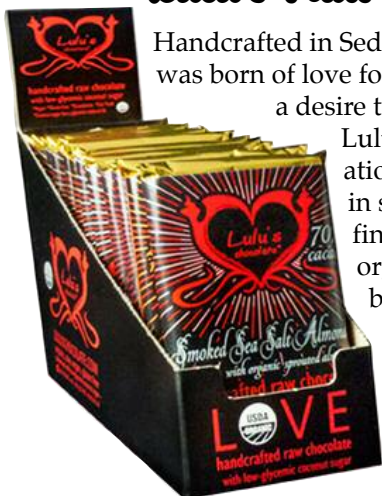


For the LOVE of Chocolate *by Niki Nash, Merchandising Manager*

"There is nothing better than a friend, unless it is a friend with chocolate." — Charles Dickens

How do you like your chocolate? Dark or Milk? Raw or richly roasted? Nuts or absolutely no nuts, never ever? Small bites or big bars? Wheatsville has something for everyone, with a focus on small, independent chocolatiers who are creating new and marvelous delights from the beloved chocolate bean.

Lulu's Raw Chocolate



Handcrafted in Sedona, Arizona, Lulu's Chocolate was born of love for exquisite raw chocolate, and a desire to eat only pure, whole foods.

Lulu's Chocolate's delicious creations are handcrafted with heart in small batches using only the finest ingredients for making organic raw chocolate bars. Their beautifully designed packaging is printed on recycled paper using purely soy and veggie ink. The inside foil is made from 100% compostable Natureflex. Try the best selling flavor: Smoked Sea Salt Almond bar made with sprouted almonds, coconut sugar crystals and smoky sea salt. Or go for the two newest additions: Maca Buttercups and Love Truffles.



Cocoa Puro

Another Austin original, Cocoa Puro's Kaka'wa Cocoa Beans are small batch roasted and then coated first in white chocolate, then in milk chocolate, then in dark chocolate. Finally, the beans are rolled in a luxurious cocoa powder. In case you weren't counting, that's 4 different layers of chocolate!! You may have seen them at the Farmer's Market on the weekend and they're at Wheatsville everyday!



Chocolove Chocolate Bars



Of course I have to mention the most popular chocolate bar at Wheatsville, Chocolove's Almonds and Sea Salt in Dark Chocolate. If by chance you have not tried it yet, stop whatever you are doing right now and get some. Romance Bonus: every bar comes with a love poem in every wrapper!



Lovebean Raw Organic Fudge Cream

The creation of every jar of Lovebean is owed to the persistent quest of founder (and Wheatsville shopper) Ryan Ferester, to create a delicious and innovative organic chocolate while living in the climes of Costa Rica. Now in Austin, he creates Lovebean Raw Organic Fudge Cream by combining 100% Raw Organic Coconut Nectar with Organic Raw Cacao Powder and Organic Raw Coconut Oil topped off with a touch of Raw Organic Vanilla Bean Powder. Paleo-diet friendly, try it on strawberries, frosting a vegan cupcake, or just by the spoonful!



More Chocolate favorites:

- Limited Edition Dark Chocolate Sea Salt Caramels Box from Long Grove Chocolates
- Limited Edition Valentine Truffle Birdie Box from Sjaak's Organic Fair-trade Chocolate
- Taza Stoneground Chocolate Mexicano Discs and Bars
- JJ's Sweets Chocolate Covered Cocomels
- Godiva Dark Chocolate Ganache Heart & Milk Chocolate Praline Crescent



Great Bean Raw Chocolate

Another local treat, Great Bean Raw Chocolate Bars are handcrafted here in Austin with well balanced combinations of powerful herbs that promote happiness, aphrodisia, or a healthy dose of minerals depending on which of the 3 delicious flavors you choose. I recommend them all!



Keeping a Clean Kisser *by Cody Atkins, Wellness Team Supervisor*

Maintaining a kissably clean mouth this Valentine's Day is easy when you visit our oral health section. You'll find everything you need from tongue scrapers to toothpaste to gum to keep bad breath at bay. Here's my daily regimen and some of the products I use:

It all starts with floss and I recommend **Dr Tung's Smart Floss**. I like Smart Floss because it stretches thin to glide between teeth easier. Once in between your teeth, it expands into interdental spaces, providing a larger surface area to remove plaque.



After flossing comes tongue scraping. This practice originated in ancient India and is a recommended daily practice in Ayurveda. Its benefits go beyond fresh breath and include: aiding in digestion, gently stimulating the internal organs, and cleansing the body of toxins. I use **Dr. Tung's Stainless Steel tongue scraper** and subscribe to the Ayurvedic practice of scraping in the morning and on an empty stomach.



My next step is brushing and for toothpaste I prefer **Theodent**. It's fluoride-free and uses an extract of theobromine, found in cocoa beans, to prevent cavities and to strengthen tooth enamel. Discovered by accident by a team of researchers, the non-toxic and safe-to-swallow toothpaste is safe to use by the whole family. In several studies the active ingredient, Rennou™, has been shown to be more effective than fluoride to repair tooth enamel.



The final step in my morning routine is to rinse with **Silver Botanicals' Silver Tongue Oral Disinfectant**. It's alcohol-free and contains nanosilver and essential oils that kill germs that cause bad breath.



New in Wellness! Fluoride Filters

Long-requested by our owners, we now have fluoride filtration systems for your tap! Made in the USA by **Crystal Quest**, these 7-stage filter systems remove fluoride, lead, arsenic, chlorine, sediment, pesticides, herbicides, insecticides, volatile organic compounds (VOCs), PCBs, MTBEs and hundreds of chemical contaminants that may be present in our drinking water that may be causing bad taste and odors! These systems connect to your faucet and require no specialized tools to install. They have a capacity from 1000 to 1500 gallons and are only \$144.99! Owner Appreciation Days (January 19-27) are a great time to make a purchase such as this when you can save 10% on your shopping trip!



Charm Your Valentine with Wine & Cheese by John Robertson, Stocking Supervisor

Very few things impress the one you love more than the ability to fill the Valentines dinner table with an elegant meal. I'm here to make the case for my favorite meal, and here's the best part...you don't even have to know how to cook! Yes, I'm talking about the pairing of two of the world's most delicious indulgences: wine and cheese. Many people will tell you there is a right way and a wrong way to marry these two delicacies, and to be sure the right combination can be transcendent. That being said, the right combination is dependent on your tastes and should reflect that which you appreciate in a wine and a cheese. So have some fun, experiment.

Of course wine and cheese alone won't fill your table. A seasonal selection of fruits, sliced charcuterie meats, olives, chocolate morsels, in addition to crackers and fresh baked crusty bread are all you need to put out a spread that will make your lover swoon. For Valentine's Day I always add an extra special touch. Mother Nature has blessed us with a vast array of all-natural edible aphrodisiacs that are perfectly suited for this romantic dinner for two. Some examples that I've found that compliment a wine and cheese buffet extraordinarily well are peppers, cherries, rosemary, honey and chocolate.

And to that end, the following are a sprinkle of ideas to get your creative juices flowing...

Peppadew Peppers (a slightly sweet pepper with just the right amount of kick to get the blood rushing and heart racing) can be stuffed with **manchego cheese** and then baked just until the cheese melts. Serve this with the cheese's regional cousin a **Campo Viejo Rioja**, which has rich aromas of wild cherry with pepper and oak leaving it balanced and elegant with soft tannins.



Woolrich triple cream brie, a rich and creamy soft ripened goat milk cheese then covered with our **Tillen Farms maraschino cherries** (preservative free and without all that artificial stuff associated with its conventional brethren) accompanied by a flute of **Bocelli Prosecco** (bubbles are the perfect accompaniment to any date).

At Wheatsville we love to support our local friends at **Pure Luck**. Their goat chevre is just begging to be topped with **Bronco Bob's Roasted Raspberry Chipotle Sauce**, a delightful combination of raspberry sweet and chipotle spice. Pair this staff favorite, the **Douglas Green Sauvignon Blanc**. It is an easy drinking, crisp white that won't break the bank.

Though blue cheese is not my favorite, my own personal Valentine absolutely adores it. Being that the point of this exercise was to impress, I couldn't leave it off the menu.

Therefore I picked our **English Stilton**, which was mild enough to be enjoyable to me and marbled enough to satisfy her craving for the blues. Drizzled with the **Savannah Bee cheese**

honey, it turned out to be a wonderfully surprising treat. The **Mouton Cadet Bordeaux** was just light enough to not overpower the cheese but as described by the winemaker "a hedonistic wine, succulent and richly flavored" it could easily stand on its own.



My favorite is an aged **Gouda**, that when placed directly on the tongue, practically melts in your mouth. Couple that with one of many options of our eco friendly Cabernet Sauvignons whose deep and complex nature mirrors my own, and you have found a match made in heaven. To top off this combination a square of dark chocolate tickles the tastebuds.

Sartori's Rosemary and Olive Oil Asiago, which on the package describes the trio as a "perfect savory high note for this rich, nutty and fruity taste sensation," can be coupled with a nice Chianti such as **Candoni**, a duo of Tuscan Sangiovese and Canaiolo grapes. This intensely ruby



red wine has a nose of fresh almond and mature blackberry. Its soft, warm taste is dry on the palate.

While these are a few ideas for wine and cheese pairings, it is only a slight glimpse at the possibilities that Wheatsville has to offer. There are opportunities for both classic pairings and for creative interpretations, all of which are sure to impress those you love this holiday season. *Bon appetit!*



Gluten-Free & Me

by Brent Chesnutt, Bulk Buyer

It's been just over a year since I discovered that I have an intolerance to gluten. Fortunately it's only a mild reaction but it still makes stocking fifty pound sacks of flour a challenge. The transition was not the easiest; in fact, I still brave the consequences for a good sandwich. At first I stuck mostly to salads

and meat dishes but eventually I began to branch out into the world of wheat-free. Tex-Mex was no problem because I was raised on corn tortillas. Pizza was a hurdle but then I found an easy to make recipe using cornmeal crust.

Cornmeal Pizza Crust

- 2 1/2 cups cornmeal flour (99¢/lb)
- 1 teaspoon salt
- 1 stick unsalted butter, cold, cut into pieces

- 6 Tbsp solid vegetable shortening, cold
- 5 - 6 Tbsp ice water

Combine the flour and salt in a mixing bowl. Using your hands, work the butter and shortening into the flour, until the mixture resembles coarse crumbs. Sprinkle the ice water over the mixture 1 or 2 tablespoons at a time. Gather the dough into a ball. Turn the dough onto a floured surface. Using the heel of your hand knead the dough, this will blend the butter and shortening and make the pastry flakier. Refrigerate for 30 minutes. Roll the dough out onto a floured surface into a circle 14-inches in diameter and 1/8-inch thick.

Luckily, we sell many great gluten-free options around the store. My personal favorites are the **Udi's Breads**, **Thunderbird Energetica Bars** and the **Bionaturae Pastas**. Over in the bulk department I have been introducing several wheat-free products including **Quinoa**, **Almond** and **Coconut flours** for alternative baking as well as an ever growing selection of **wheat free snacks**.

Making major changes to one's diet can be a difficult task but here at Wheatsville we try our best to provide you with options. And as always, we interested in hearing your product requests.

Tea Time

by Dheva Liebman, Wellness Clerk



'Tis the season for a warm cup of tea! With all of the wonderfully diverse options for tea in our Bulk Herbs and Tea section, you may be wondering what the difference between all of them is!

Most tea comes from the same plant, *Camellia Sinensis*. Different kinds of tea, such as green, black or white, will depend on how the leaves of the plant are processed.

When the leaves are withered and lightly steamed, baked or pan-fried, the result will be green tea. When the leaves are fermented until dark, allowing for complex flavors to develop, the result is black tea. When the leaves are only partially fermented then the result is Oolong tea. White tea is quite different and a much more delicate process because it is derived from picking the unopened flower buds and young leaves off the bush, in early spring.

Red tea comes from the Rooibus or Honeybush plants. It is naturally caffeine free and typically has higher levels of antioxidants than most green teas. We just brought in a new Chai tea that is caffeine free and packed with flavor, called **Kenya Chai**. It has red tea as it's main component and is made by our favorite local tea company - **Zhi Teas!**

Another very special type of tea that we carry here at Wheatsville is Zhi Tea's **Green Matcha**. Matcha is actually green tea that has been fully pulverized. The result is a fine powder that can be mixed with water and doesn't need any straining. Matcha has ten times the antioxidant power of regular green tea and you are actually consuming the leaves instead of the water they have been steeped in! Another wonderful trait about Matcha is that you need very little to make a delicious tasting cup. In fact, all you need is about 1 teaspoon!





The Only Constant is Change Story & photos by Bob Kinney, Wheatsville Owner

In the wonderful 2009 music documentary – *Anvil: The Story of Anvil* – Lips, the lead singer of the



Lips, lead singer of Anvil

decades-old iconic Anvil metal band that never quite made the Big Time – says, “Time does not move backward. The only constant is Change.” Back in the 60s the Byrds said the same thing in their mantra song *Change is Now* and Bob Dylan sang “He not busy being born is busy dying.”

Change has accelerated in Austin since I moved here for the music vibe life in 1978. Since then, we have lost treasured music venues like the **Armadillo, Liberty Lunch and Soap Creek Saloon**. Our downtown area looks more like Dallas year after year and six condo developments are currently upscaling the landscape along South Lamar. Construction around the **Broken Spoke** has led to the disappearance of its funky landmark—an old-timey Texas Western Swing musician bus (sure hope it returns).

Katie Rose Pipkin, a young friend of mine who is an Austin native and my favorite artist, recently put all this change into perspective for me. “It is what it is,” she simply said.

While we Austin old-timers have seen many changes that are uncomfortable to us, we must also celebrate what change is new and fun, as well as cherish what remains with us – from our **Wheatsville Co-op and Eeyore’s Birthday to Barton Springs** and other



Katie Rose Pipkin and Olivia Pepper at Wardencllyffe

natural gems like **Mayfield Park**.

I celebrate, for example, the March 2012 opening and imaginative growth of the **Wardencllyffe Gallery** (wardencllyffegallery.com) at Springdale Road and Oak Springs in East Austin. Katie Rose Pipkin and Wheatsville staffer **Olivia Pepper** envisioned a place where an eclectic variety of art, music, theater and performance art would flourish – and it certainly has with the support of many Wheatsville folks.

Wardencllyffe is but one example of the recent explosion of art, music, dance and food & clothing trailers on the East Side. The annual **East Side and Central Art Studio Tours** get bigger each year.

Not SXSW, John Conquest’s four-day, free music event whose motto proclaims, “You Don’t Need a Stinkin’ Wristband” grows larger in South and East Austin each mid-March as the other SXSW continues to clog up downtown with mega-corporate slime.

A change I have most enjoyed is the growth of our Co-op Movement here in Austin. Wheatsville was the only food co-op in Austin, let alone Texas, when I served on our board from 1994 to 2009, mostly as board president. During that time our Wheatsville board helped mentor the birth of

Black Star Beer Co-op that has celebrated its first birthday earlier this year. Wheatsville now stocks the tasty vegan donuts that the **Red Rabbit Cooperative Bakery** folks create.

Last June, when Wheatsville staff were bused at midnight to the Lamar Oaks shopping center at 4001 S. Lamar to reveal our second location (bobkinney.wordpress.com/2012/06)



Eeyore’s Birthday celebrants

current board president **Rose Marie Klee** shared her vision of a string of other co-ops (a second Black Star and Red Rabbit bakery and unnamed co-ops yet to be born) sharing that shopping center with Wheatsville. Many thanks to Rose Marie and the rest of our current board for consistently reaching out to a variety of local folks and growing our Austin Co-op Movement.

Wheatsville has changed much since I first began regular shopping at the co-op in 1986. Since then, all the changes I have experienced in our co-op were needed to ensure our existence and make growth possible.

Our store renovation during 2008-09 grew Wheatsville without losing the Austin-loved WV Vibe.

Our staff, other owners and non-owner shoppers dealt with change daily back then. Whole sections of our store were rearranged and then moved again and yet again as renovation and expansion steadily continued. Our staffers finally got out of the cramped store office trailer at the northeast corner of our lot and settled into a pleasant working space north of our store that gave much-needed elbow room with central a/c and heat, a big meeting room and large windows that brought the sunlight in.

Since then, our staff has almost doubled and our yearly sales and net profit have soared to levels unthinkable back in my board years when we hoped for a strong fourth quarter to give us a year’s profit of about \$20,000. The 2011-12 Wheatsville annual report lists our sales at \$17 million and our profit of about \$350,000.

Again, this has been accomplished without losing the WV Vibe – a community love for Wheatsville that has led to us being consistently voted **Best Neighborhood Grocery** in the annual **Austin Chronicle Best Of Austin reader poll**.

In addition to each Wheatsville team head and staffer, thanks and gratitude must go to **Dan Gilotte** for always widening his vision and leading our co-op into the future.

I am pleased to state again that the best thing our board did was to hire Dan, work with him for a better Wheatsville and delight as his managerial vision and ability blossomed. It is no surprise that Dan has become a top leader in the Co-op



The Big Reveal of the new location



WHEATSVILLE FOOD CO-OP NOT TO SCALE
4001 SOUTH LAMAR, AUSTIN TEXAS 78704

Movement throughout the United States. Next June’s **National Cooperative Grocers Association** convention will be held in Austin so hundreds of our fellow co-ops from throughout our country who named us **Best Co-op of 2011**

can experience the Wonder of Wheatsville first hand.

In anticipation of building our second location at 4001 South Lamar, the Guadalupe store has been tweaked recently with some nice changes.

Moving the bulk area to share open aisle space with produce is an imaginative move and shows on a smaller scale what shoppers will see when they enter the new Wheatsville down south. It opens up space for bulk shoppers to do their thing in better lighting and, to my eye, makes our produce look that much brighter since the bulk containers are a neutral color.

Accommodating the bulk move, each grocery aisle moved a bit to the north and some items were rearranged. The one move that provided an “Aha Smile” to me was discovering the salsa now stocked near the chips.

The former bulk space at the southeast part of our store is now filled with paper goods, cleaning items, pet food and a water machine like the one outside Wheatsville before renovation. Leftover space is used for rotating displays and provides ample space for tastings.

I and the 78704 folks who have long lobbied for a Wheatsville South, eagerly await the opening of our south store.

In addition to experiencing what a larger Wheatsville will look like, I expect shopping at our Guadalupe store will be less crowded with more immediate parking easily available.

The healthy growth of our Wheatsville is a change I believe in!

Bob Kinney shops in Wheatsville just about every day. He enjoys taking photos of Wheatsville folks whether they are playing on the co-op’s Virgins of Guadalupe softball team, cheering the team from the bleachers or partying like only Wheatsville folks can. See Bob’s photos and read his words at bobkinney.wordpress.com



Bob by “Bob’s Tree” photo: Aldia B

HONK!TX— a Community Festival Like No Other! by Mike *Antares

For three days and nights, over twenty bands descend on Austin and transform streets, parks and everyday neighborhood places into a sonic wonderland of brass-centric music, all for free. Diversity is the norm for HONK! festivals, and these bands are as unique in appearance as they are in musical style. At HONK!TX, repertoires from bands include New Orleans Second-Line, Balkan brass, klezmer, heavy metal, samba, AfroBrazil and popular music among the many styles and influences. What's more, these musicians travel from around the country (and sometimes beyond) to bring this music to Austinites at no cost. These musicians transforming public spaces into organic stages and dissolve the line between performer and audience, immersing the crowd in the aural spectacle. It is a feast for the eyes and ears, and happily, it is returning to Austin for its third year this **March 22, 23, and 24.**

As a community-supported festival, HONK!TX owes its success to the wonderful continuing support of community-minded businesses like Wheatsville Co-op, a major sponsor for the third year in a row, and to generous locals who volunteer time, energy and money to help the festival's return. While HONK!TX remains free to the public, it incurs substantial costs for permitting, licensing, street closure fees, insurance, supplies, and the modest stipends to help offset traveling bands' costs. As a result, the all-volunteer HONK!TX committee spends much of its

year doing community outreach and fundraising.

Like its sister festivals in Somerville (HONK!) and Seattle (HONK! Fest West), HONK!TX is thrilled to be the local mainstay of the global renaissance of community street band culture, providing music by the people for the people.

These bands, ranging in size from 6 to 40 members, are inspired to travel long distances at great personal expense to joyously reclaim public spaces and create a music-filled environ-



Minor Mishap Marching Band (Austin, TX) gives its musical heart and soul to the Adams Park crowd *photo: Mike*Antares / honktx.org*



Dead Music Capital Band (Austin, TX), this undead brass band puts the FUN back in funeral marches *photo: Mike*Antares / honktx.org*

ment. It's an environment where we can all learn and grow from each other musically, personally, politically, socially, and culturally. And, as with all HONK!s, we can have a lot of fun in the process.

Speaking of fun, it looks like we're in for a pretty amazing year: our parade this time around is going to be bigger, brighter and bolder; bands that have never HONK!ed before will be joining us; and for the first time ever, we will be screening films about brass band culture around the world.

Want to help out? Awesome! In addition to donations, we need volunteers. HONK!TX is staffed by a small army of volunteers who help ensure the festival remains a joyous event for participants and attendees alike, and visiting musicians are hosted with local residents during their visit. You can also help by coming to our FUN-raiser benefit show this winter.

Even if you find you can't volunteer, we want you to come out and join in the revelry this March 22, 23, and 24 – it will be a HONK!ing good time, Texas style. To learn more, visit www.honktx.org or find us on Facebook at www.facebook.com/honktx



Trombonists from Seattle, Austin and Chicago join together and rock the HONK!TX crowd *photo: Roy Moore / controlimages.com*



Second Line Social Aid and Pleasure Society (Somerville, MA), plays to an enthusiastic community crowd at Austin's Resource Center for Homeless *photo: Mike*Antares / honktx.org*

Help Grow New Co-ops

Food Co-op initiative

From kitchen-table conversation to grand opening, Food Co-op Initiative helps bring new co-ops to life.

Read Monadnock's story and find out how you can help communities grow new food co-ops.

foodcoopinitiative.coop/monadnock

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OPEN TIL MIDNIGHT 7 DAYS A WEEK

Staff TOP 10 PICK



CAROL CAMPBELL, FRONT END MANAGER



NO.1: Santa Barbara Pistachio Company Onion Garlic Roasted Pistachios
I KEEP ACCIDENTALLY EATING HALF A BAG AT A TIME.

NO.2: Wheatsville Deli Peach Smoothie with Almond Butter
IT'S GOOD FOR ME AND TASTES LIKE DESSERT? YES PLEASE!

NO.3: Wheatsville Deli Turkey & Swiss with Cranberry Mayo Sammich
IT'S THE BEST OF THANKSGIVING BETWEEN 2 PIECES OF BREAD.



NO.4: Champignon Mushroom Mini Brie
CREAMY MUSHROOMY YUMMINESS. SOMEBODY PASS THE CRACKERS!

NO.5: Good Health Natural Foods Peanut Butter Filled Pretzels
SHOOT! I MISSED LUNCH. I KNOW THE PERFECT FILLING SNACK!



NO.6: Bocelli Rosso Toscana Wine
THANK YOU GRAPES FOR GIVING YOURSELF TO A HIGHER CAUSE.

NO.7: San Pellegrino Aranciata Rossa (Blood Orange)
THIS WITH VODKA, LIME, AND TOPO CHICO EQUALS THE HAPPIEST HOUR.



NO.8: Liberte Blueberry Yogurt
SUPER SILKY AND FLAVORFUL. CAN I REQUEST A NEVER ENDING CONTAINER?

NO.9: Fingerling Potatoes (in Produce)
JUST INVITE OLIVE OIL AND SALLY SALT OVER AND YOU'VE GOT A PARTY.



NO.10: Guayaki Organic Classic Gold Sparkling Yerba Maté
MUST HAVE IN MY FRIDGE!

Staff Spotlight- Jason Ewing

by Annie Downs, Recruiting Coordinator



AD: What is your Wheatsville history?
JE: I'm new! I started back in August, but I have been in the Grocery world for 12 years. I work Grocery, Dairy, Bulk, Frozen, Cheese, and Beer.

AD: Where are you from and when did you get to Austin?

JE: I was born in Nashville, TN but have been in Austin since I was about 2 years old. I grew up in south Austin.

AD: What is your favorite product at Wheatsville?

JE: Do I have to choose one?

AD: What is your favorite thing to do/place to go in Austin?

JE: I really like East Side Show Room and I really miss Aunt Tillie's.

AD: Tell me one thing that most Wheatsvillians don't know about you (that you're willing to share!).

JE: I was accidentally named after the Bad guy in a Hit TV drama in the 80s called Dallas.

Fill in the blanks: I've always wanted to be Han Solo and if I had it my way, The Millennium Falcon would not be fictional.

★ Guess What!! ★ We have staff anniversaries

Tammy Brookshire 24 years as of 2/6
(accounts payable clerk)

★ **Kim Tehan-Barrow 23 years as of 1/14**
(bodycare buyer) ★

Dan Gillotte 15 years as of 2/18 (general manager)

★ **Mindy Dolnick 6 years as of 1/5** (baker)

Susan Amicarella 4 years as of 2/9
(cheese, beer, wine clerk) ★

★ **Christopher Moore 3 years as of 1/6** (chill buyer)

Brooks Wood 3 years as of 2/22
(co-op deals coordinator)

★ **Warren Moore 2 years 1/13** (deli clerk) ★

Tess Gargrave 2 years as of 2/7 (operations lead)

Liz Patterson 2 years as of 2/14 (grocery lead)

Tiffany Tarsitano 1 year as of 1/4 (deli clerk)

Joe Mata 1 year as of 1/4 (meat assistant)

★ **Rory Alexander 1 year as of 1/5**
(operations manager) ★

Brennon Bloemendaal 1 year as of 2/8
(front end clerk)

★ **Caroline Robinson 1 year as of 2/9**
(front end clerk & co-op deals assistant) ★

Bonnie Cox 1 year as of 2/16 (front end clerk)

Rob Miller 1 year as of 2/27 (front end clerk) ★



Travis Audubon Society promotes the enjoyment, understanding and conservation of native birds and their habitats.

They protect critical habitat for the endangered Golden-cheeked Warbler at their 690 acre Baker Sanctuary. Their ten acre Chaetura Canyon Sanctuary is world renowned for research and conservation of Chimney Swifts. TAS spearheads conservation programs locally and supports them abroad. They lead field trips and bird walks both at local birding hotspots and exotic getaways. They offer an exciting array of monthly speakers, workshops, youth birding camp, the annual Birdathon, and seasonal and monthly bird counts & surveys. TAS offers classes from the basics of birding to advanced classes. Their outreach programs educate the community about the vital connection between conservation and sustainable, healthy human habitats. www.travisaudubon.org/fieldtrips.html

MORE HAPPY PEOPLE: What do you like about working at the co-op?



Erica Mendoza, Hospitality Clerk

"I love the laid back atmosphere here. Also, even with all of the things people have going on, school, bands, and side projects, everyone is still really flexible."



Tiffany Tarsitano, Deli Clerk

"I feel fully supported by my co-workers and enjoy their company."

Susan Amicarella, Specialty Clerk

"I love how much we all care about each other. This is probably the smartest, sweetest group of people I've worked with. That, and Cheese, Wine, and Beer! I live for it!"



John Robertson, Grocery Stocking Supervisor

"It's not just that the people that work here surround themselves with passion, we have, hands down, the nicest, most passionate customers. People passionate about food, health, the environment, for life! Combine the customers with the people that work here and you elevate the environment around you. It really makes coming to work fun and not a chore. It's all about the passion."



Lee Jellison, Receiver

"Well, to start out, my co-workers are a bunch of groovy folks. We're encouraged to have fun and be goofy. Not to mention the all of the benefits of working at the co-op! It's great to be working for people that are giving back to the community and are really into it. You can be so much more involved in everything than in chain grocery stores. I feel bad for people who don't have an opportunity to work for co-ops. 20 years, man! It really makes you proud!"



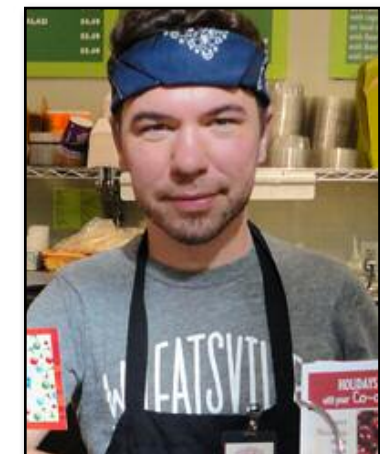
Chris Moore, Chill Buyer

"I love working at Wheatsville because I have a direct influence on all the local products coming into my departments. Whether it be investigating and talking to the people who are actually making it or setting up demos and trying excellent locally made food. Knowing that I handle two departments that directly effects the local economy by supporting local artisans and farmers who also are our owners and patrons. It is a great feeling to shake the hands of the people that make the product as they deliver and in return offer it to the patrons at Wheatsville with another handshake and a smile."

Wheatsville in general is a great place to work, working around a crew of positive co-workers with smiling faces and upbeat attitudes makes a hard day totally worth it."

Lucy Mer, Deli Clerk

"I get paid and have benefits! It's like a friend with benefits, only the friend part is getting paid!"



Clark McKay, Deli Clerk

"We're a big Family! Everyone is happy and has pride in their work. We're all there for one another, both at work and personally. It's one big cooperative."



Compiled by Annie Downs,
Filing & Recruitment Clerk

Workers Assistance Program, Inc. is an Austin (c)(3) community-funded nonprofit collaborative fission of charitable and educational services. Since 1977 our mission has been to serve Austin folks of all ages by promoting optimal levels of organizational and individual well-being through providing:

- training in resiliency strategies
- community-based substance abuse prevention and intervention
- after school group mentoring sessions to build relationships between youth and adults
- awareness, education and involvement in the prevention of HIV and related diseases
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Sign up for the Wheatsville Email List!

A few times a month, you'll get an e-mail from us informing you of upcoming events, new products or changes in the store.

Go to **www.wheatsville.coop** to sign up!

We will not sell, lease, lend or otherwise disclose your email address to any other entity.

I ♥ Wheatsville!

Each week we capture all the love you give us—in person, on comment cards, emails, Facebook, Yelp, Twitter etc. Here are a few of the comments we've gotten that we thought would be fun to share! Got love? We have I ♥ Wheatsville comment cards at the Hospitality Desk.

"I don't even know why I came in the store tonight. Oh now I remember. I was in the neighborhood and I love Wheatsville!" May K

"Our first time to Wheatsville today. We had only the most helpful, nicest, and coolest folks made our trip more than well worth it. Can't wait to go back." Barb C

"I need to get a Wheatsville t-shirt like yours. I'm such a fan!" Becca

"I have to tell you how much my family enjoys shopping at the co-op....everyone is so friendly and willing to go above and beyond. We have been shopping at the co-op for years and of course everyone has always been friendly and helpful, but I feel in the last year there's a new level of customer service. I call Wheatsville our pantry, because we're in there almost every day. Thanks for a great store and service!" email from Ali K

"This place is so cool!" (customer looking at Manly Mustache Mirror Clings)

"I know I can come to Wheatsville and your produce is SPOT ON Other places are hit-or-miss, but your produce is always beautiful, fresh, and I appreciate the local and organic options!" (heard at register)

"I love it here! I'm not an owner but I love that I can come in here grab what I need and get out without spending more than I intended and I never have to worry about the quality of the items I get. Thanks!" (heard at Hospitality)

"I always make my own stuffing and gravy but eat Wheatsville's whenever I am at the store! This year I think I am gonna just get yours to go for TDay. I LOVE all your vegan items on the hot and cold bars! I always tell you guys/gals when I'm there - your prepared food is simply The Best! Thank YOU!!!" Lisa B R on Facebook

"Became an owner today. Yay Wheatsville!!! Thank you SO much for the awesome treatment and help today. Everyone was great. See you all again soon. Happy Thanksgiving." John M on Facebook

"I love you guys, I look forward to grocery shopping trips now!" Shelby (via Miffit)

"Oh heck yeah...Wheatsville ALWAYS saves my vegan ass in a pinch. And when I buy things for coworkers for their bdays, I never feel like I have to compromise ethically, because I can buy treats that are DELICIOUS and vegan. Y'all are amazing indeed." Sherene A on Facebook

"One of the many reasons I love Wheatsville? on what might be the busiest grocery day of the year, I was helped to find a parking spot by a friendly employee, navigated through a busy store to find a large bag's worth of groceries, checked out very quickly, and was back in my car in less than 15 minutes. thank you for an(other) awesome shopping experience!" Erin O on Facebook

On seeing Caroline in turkey costume and asking for a picture, "I'm so happy I shop here, I just love you guys." Melissa B

"Wheatsville...you have the best coffee in town. I'm a coffee snob, and after trying dozens of coffee in the various shops, stores, etc., it's clear that your fresh brew is the tastiest around. Thank you!" Jill B on Facebook

"If it could ever be a positive experience shopping on the day before Thanksgiving it was definitely that here today." Heather B

"A day without Wheatsville is a day without sunshine." Karol M

"We just moved into our house and now everything is ready. I just bought my turkey, had those wonderful samples...we're so excited to come here now. Wheatsville came to the rescue!" Suzanne L

"I want everyone to know how pleasant my holiday shopping experience was! I love the displays and selection as well as a speedy checkout!!!" Linda H

"Happy to say that we purchased every single item of our Thanksgiving feast at Wheatsville Food Co-op, our new favorite store." Barb C

"I love this grocery store. It's full of healthy food, that makes me feel good when I eat it. The staff are all consistently available, in great moods and ready to advise where things are, or how to use something. This is a great local store, that is cooperatively owned by the people who shop there. It feels good to support the community, by shopping there." Kristin U. on Yelp

"I've been shopping here since 1987 and I always feel good when I come in here. Even if I don't see anyone I know this place just makes me feel better. You guys have really made a difference with your store. (heard at register)

"I would still love to find out the super nice Wheatsville Employee who brought my squash to me! Two days before Thanksgiving the squash I bought was not in my bag when I got home. I called WV and the guy who answered said he would bring it to my apartment. Hello so nice! But I was at work when he stopped by and never got to thank him. Whoever you are, thank you so much." Karen H on Facebook (it was Bill Sherborne, Staff Accountant, who delivered the squash)

"A grocery store with local produce, incredible hot bar, popcorn tofu!, a great beer selection, and all the hard to find things other grocery stores don't carry. Did I mention they have popcorn tofu? They also have popcorn tofu sandwiches and popcorn tofu vegan pizzas. Great stuff." Mark D on Yelp

Customer looking at the Wheatsville Gingerbread house made by Cat Ramos, "This makes me so happy, I was in such a bad mood this morning until I saw this. This made my day, I love this place."

"This (Sweetsville, the gingerbread WV) is awesome! You guys are awesome!"



"Best, most beautiful veggies money can buy! But without the sticker shock. I never imagined that I could find everything I wanted in this tiny store, but I did! The cheese selection and prepped food is great, as is the alternative meats for vegg lovers like me." Lisa B

Stock Up and Save with the Co+op Deals Coupon Book!

The January-February edition of the Co+op Deals coupon book offers money-saving coupons on your favorite brands including **Lundberg Family Farms**, **Organic Valley**, **Amy's**, and **Country Choice Organic**. Warm up your winter with delicious, organic and healthy pantry staples, cereals, juices, snacks, natural remedies and other great products from your locally-owned food co-op.

This coupon book is brought to you by more than 125 food co-ops working together across the country. You can find out more about co-ops and how they help build stronger communities at www.strongertogether.coop. Happy New Year!

Look for the coupon books at the co-op in January. Coupons are valid through February 28, 2013.



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