

MEATLESS MONDAYS

Up to **40% OFF** OF SELECTED ALL VEGETARIAN PREFERRED BRAND ITEMS

ALL VEGETARIAN
Preferred Brands



GROCERY

	Reg. Price	Sale Price
Food For Life Sprouted Grain Pasta Linguini, 1 lb.	\$6.19	\$4.29
Food For Life Sprouted Grain Pasta Fettucini, 16 oz.	\$6.19	\$4.29
Food For Life Sprouted Grain Pasta Penne, 16 oz.	\$6.59	\$4.29
Food For Life Sprouted Grain Pasta Spaghetti, 16 oz.	\$6.59	\$4.29
Wai Lana Yogi Bar Apricot Cashew, 2.1 oz.	\$2.39	3 / \$4.00
Wai Lana Yogi Bar Cherry Pomegranate, 2.1 oz.	\$2.39	3 / \$4.00
Wai Lana Yogi Bar Tropical Macadamia, 2.1 oz.	\$2.39	3 / \$4.00
Wai Lana Yogi Chip Whole Grain Chili Lime, 2.4 oz.	\$3.59	\$2.09
Wai Lana Yogi Chip Whole Grain Low Salt, 2.4 oz.	\$3.59	\$2.09
Wai Lana Yogi Chip Whole Grain Rosemary Garlic, 2.4 oz.	\$3.59	\$2.09
Wai Lana Yogi Chip Whole Grain Sour Cream and Chive, 2.4 oz.	\$3.59	\$2.09

CHILL

	Reg. Price	Sale Price
Follow Your Heart Vegan Cheese Cheddar, 10 oz.	\$7.19	\$4.99
Follow Your Heart Vegan Cheese Monterey Jack, 10 oz.	\$7.19	\$4.99
Follow Your Heart Vegan Cheese Mozzarella, 10 oz.	\$7.19	\$4.99
Follow Your Heart Vegan Cheese Nacho, 10 oz.	\$7.19	\$4.99

FROZEN

	Reg. Price	Sale Price
Follow Your Heart Vegan Whole Smoked Chicken, 10 oz.	\$8.19	\$4.99
Turtle Island Tempeh 5 Grain, 8 oz.	\$3.59	\$2.49
Turtle Island Tempeh Indonesian Style, 8 oz.	\$3.59	\$2.49
Turtle Island Tempeh Soy, 8 oz.	\$3.59	\$2.49
Turtle Island Tempeh Veggie, 8 oz.	\$3.59	\$2.49
Amy's Kitchen Veggie Burger Quarter lb, 16 oz.	\$8.79	\$4.99

EVERY MONDAY - JUNE 14TH - JULY 12TH

Down to
Earth

40% Off Meatless Mondays Every Monday!

Down to Earth ALL VEGETARIAN *Organic & Natural* launched "Meatless Mondays" on Monday April 26th and will continue celebrating it every Monday. Customers will get up to 40% off the regular price of selected ALL VEGETARIAN Preferred Brand items.

"The idea behind Meatless Mondays is to encourage everyone to go meatless once a week," explains Mark Fergusson, Down to Earth's Chief Vegetarian Officer.

"Our goal is to make it easier for everyone to go meatless on Mondays by giving them big savings on great tasting meat alternatives. By eating less meat people can reduce global warming, protect the environment, and improve their health" says Fergusson. "There are only positive benefits to going meatless, with no unwelcome tradeoffs or unintended negative side effects."

"Participating in Meatless Mondays will help improve your health, help reduce your carbon footprint, and save you money while you do it!"

The Meatless Mondays Sale will be on selected ALL VEGETARIAN Preferred Brand items from the brands listed below (The brands on sale will vary each month):

- **Amy's:** Over 170 delicious natural frozen foods for breakfast, lunch, and dinner. <http://www.amys.com>
- **Field Roast:** Exceptional line of vegetarian grain meats that includes roasts, deli meats, sausages, etc. <http://www.fieldroast.com>
- **Follow Your Heart:** Vegemaise® eggless mayonnaise, Vegan Gourmet® products, fresh natural and organic dressings, and "Chicken Free Chicken" <http://www.followyourheart.com>
- **Food For Life:** Breads, Buns, English Muffins, Pocket Breads, Cereals and Pastas <http://www.foodforlife.com>
- **Roads End Organics:** Organic and dairy-free Mac & Cheese® pasta dinners that are soy-free, nut-free, vegan, Trans fat-free and cholesterol free http://www.edwardstardsons.com/rev_info.html
- **Turtle Island:** Tofurky® and tempeh products to promote the health and vitality of both the people and the ecosystems of our "island" home <http://www.tofurky.com>
- **Wai Lana:** Delicious healthy snacks <http://www.wailana.com>

Historical Roots in US History

Meatless Monday is a non-profit initiative of The Monday Campaigns, in association with the Johns Hopkins Bloomberg School of Public Health. The campaign has historical roots in WWI and WWII USA government food rationing campaigns. With the slogan "One day a week cut out meat," it has recently grown into an international movement supported by celebrities such as Sir Paul McCartney. A resolution favoring Meatless Mondays was recently unanimously adopted by the San Francisco City Supervisors.

Here are a few points of interest about the historical roots of Meatless Mondays:

- During World War I, the U.S. Food Administration urged families to reduce consumption of key staples to aid the war effort. "Food Will Win the War," the government proclaimed, and "Meatless Monday" and "Wheatless Wednesday" were introduced to encourage Americans to do their part.
- Herbert Hoover, then head of the Food Administration, spearheaded implementation of the campaign. In addition to advertising, his office created and distributed recipe booklets and menus in newspapers, magazines and pamphlets.
- The effect was overwhelming. Some 10 million families, 7,000 hotels and nearly 425,000 food dealers pledged to observe national meatless days. In November 1917, New York City hotels saved some 116 tons of meat over the course of just one week. According to a 1929 Saturday Evening Post article, "Americans began to look seriously into the question of what and how much they were eating. Lots of people discovered for the first time that they could eat less and feel no worse – frequently for the better".
- The campaign returned during World War II and beyond, when Presidents Franklin D. Roosevelt and Harry S. Truman used rationing to help feed war-ravaged Europe.
- In 2003 Meatless Monday was recreated as public health awareness program in association with Johns Hopkins Bloomberg School of Public Health's Center for a Livable Future. The campaign was endorsed by over 20 schools of public health. Its goal was to help Americans reduce their risk of preventable disease by cutting back saturated fat.

More information about Meatless Mondays can be found at www.meatlessmonday.com

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