

September
2010
Newsletter



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The 3 D's: Desk, Dinner & Delicious

Inspiration on the Inside from Tibby Plasse

Back to school, back to the office, back to full time...whatever you're returning from and to, most of us find the end of summer to be a transition time. The days are shorter and the blooms have shifted to berries and vegetables. And ultimately, we accept that we are spending more time indoors.

What's good about the indoors when we live in a Mountain-Mecca-land? From a gastronomical perspective, many things! But perhaps the two most important factors are that it's the beginning of the harvest and family and friends return to similar schedules. What does this equation mean? It's an ideal time to celebrate dining again. Not that outdoor parties don't have their perks but rarely does everyone sit at one table during a BBQ. The joy of cookouts and potlucks is that guests bring something to share. And not that this should be discredited but planning a full meal, menu, table settings, music, wine, aperitifs to all coordinate with one another is a beautiful and yes, delicious process.

Back to school or returning to the full workweek can be a strengthening and inspiring transition. Full houses of children or roommates require some forethought on what goes into the cabinets and fridge as it is — why not include the whole house or a group of friends when menu planning. Take advantage of the harvest by having prep nights? Enjoy the large selections of cucumbers, greens, tomatoes and squash by making dinners for the future such as casseroles, lasagnas and soups. There's no reason to not enjoy the tastes of August in February. Enjoy huckleberries and raspberries in tarts, jams or store as preserves to make an unbelievable sauce come Christmas Eve for your game hens or chocolate torte.

Canning, freezing and preserving do require a lot of time in the kitchen. My suggestion, make an evening out of it. Have your kids help in the process of lining up bottles, tops and rings or make a girls night out of making raspberry tarts. My first fall in Idaho was filled with evenings at my friend's house, freezing evenings we called them, where we would pick entrees such as lasagna or make cream sauce with all the sorrel available. This not only conserves food from the summer's growing season but it does wonders for getting us amped for the arrival of powder days and quality winter costumes. And who wouldn't want to enjoy a cream sauce with sherry, mushrooms and sorrel over ravioli or brown rice some time in January when the temperatures refuse to rise to positive integers? (These prep evenings are excellent and tasteful tributes to Ullr for an epic winter.)

So let's revisit the fall gloom of schedules and shorter days and consider it as terrific table time, time for prepping foods, time for long dinners and time for friends and family. It's also time to get to know your kitchen again. With all the focus going on the grill or towards backcountry cooking over the last few months, you may not recognize some of the tools in your kitchen drawers from the wear and tear of summer. Knives may have gone missing from all the shuffling of camping and BBQing. Take stock; make some new purchases such as a pairing knife or strainer. The fall is the "spring cleaning season" for the kitchen as we get it ready for

the meals and winter ahead. Small purchases like mandolins, mortar bowls and of course the most fortuitous, the new cookbook will get you invigorated to try a new dish or ensure an old staple's success...it's exactly what the chef needs.

upcoming events

9/1
LOCAL PRODUCE DAY
4-6 PM Local Produce Demo w/Molly

9/2
9-11 AM dL's Custom Concoctions
1-3 PM What's The Fuss Over This Skirt...Skirt Steak
3 PM Beer Tasting : Oktoberfest!
4-6 PM Customer Service w/Stacey

9/3
11-1 PM Customer Service w/Stacey
1-4 PM Cake Decorating

9/6
12-2 pm You Scream, We Scream for National Coffee Ice Cream Day!
4-6 PM Customer Service w/Stacey

9/7
11-1 PM Customer Service w/Stacey

9/8
LOCAL PRODUCE DAY
4-6 PM Local Produce Demo w/Molly
4-6 PM NCD Demo w/Vaxa Attend

9/9
9-11 AM dL's Custom Concoctions
12-1 PM NCD Demo w/Vitamins D
1-3 PM Not-So-Bad-For-You-Delights:
Honey Nut Brittle
4-6 PM Customer Service w/Stacey

9/10
11-1 PM Customer Service w/Stacey
1-4 PM Cake Decorating

9/13
1-3 PM Better Breakfasts
4-6 PM Customer Service w/Stacey

9/14
11-1 PM Customer Service w/Stacey

9/15
LOCAL PRODUCE DAY
4 PM WINE TASTING w/Bottleneck Wines
5-8 PM NCD Demo w/ Nordic Naturals

9/16
9-11 AM dL's Custom Concoctions
1-3 PM Dinner Delights: Pasta sauces,
4-6 PM Customer Service w/Stacey

9/17
11-1 PM Customer Service w/Stacey
12-2 PM NCD Demo w/Tilvee Facial Products
1-4 PM Cake Decorating

9/20
12-2 PM Canning Demo w/Jen Jacobsen
4-6 PM Customer Service w/Stacey

9/21
11-1 PM Customer Service w/Stacey
12-2 PM NCD Demo: Meet Pangea
3:30 PM Happy Hour Tonics!

9/22
10:00 AM LOCAL PRODUCE DAY
4-6 PM Local Produce Demo w/Molly

9/23
9-11 AM dL's Custom Concoctions
12-1 PM NCD w/Weleda's Wild Rose Line
1-3 PM Pancakes & Waffles
4-6 PM Customer Service w/Stacey

9/24
11-1 PM Customer Service w/Stacey
1-4 PM Cake Decorating

9/27
12-2 Enjoy National Chocolate Milk Day
4-6 PM Customer Service w/Stacey

9/28
11-1 PM Customer Service w/Stacey
4-6 PM National Drink A Beer Day w/GTB

9/29
10:00 AM LOCAL PRODUCE DAY
4-6 PM Local Produce Demo w/Molly

9/30
9-11 AM dL's Custom Concoctions
1-3 PM Zucchini Carpaccio
4-6 PM Customer Service w/Stacey

*NCD /Natural Care Department



Whether it's time to stock up on notebooks and number two pencils or just prepare for a more structured schedule, fall marks another transitional time of year. Keeping the "back to school" theme fresh is a challenge, whether we're talking school supplies or lunch-box ideas. Luckily as more of us think about simultaneously improving our health while saving both money and the planet, a mix of fresh and old school ideas makes sense.

Judging by the number of new products in both the organic and conventional grocery worlds geared towards individually wrapped or smaller-size snack and beverage options, it seems clear packing lunches is "in." Portion control, taste and convenience are the goals with many of these choices and they aren't always the best nutritional, environmental or economic choice for everyday eating. The good news is you don't have to make all or nothing decisions about these foods. Find some of them you like and strike a balance among taste, nutrition and cost that works for you, then add some made-from-scratch options too (that you can pack in reusable containers). If you begin by packing lunches a couple of days a week that's a great step - again, try not to get caught in the all or nothing trap.

by Mary Ryan, MS, RD



General Tips for Prepping Lunches to Go:

Make extra at meals that taste good as leftovers (healthy pizza, stir fry, tacos, pasta). These can make great wraps or pita pocket stuffing or salad toppings. Combine post-dinner clean up with making lunch for the next day then it's done and you can relax.

Get the kids involved! Remember that if you pack your lunch for work you lead by example (and we all know kids do what we do more than what we say - until they hit adolescence anyway).

Some Fresh Ideas:

Flavored nuts and seeds - spicy sunflower kernels, cinnamon almonds, honey pecans. There are lots of choices both pre-packaged and bulk or recipes to make your own.

Cut fresh fruit into fun shapes with cookie cutters (watermelon, cantaloupe & pineapple are awesome this way!).

Dried fruit strips or leathers made with 100% fruit or simple dried fruit pieces

Dried crunchy veggies like corn, carrots, peas or mixes. Some of these are flavored and others plain but all are crunchy, colorful and may be just the ticket to spruce up a lunch box.

Mini whole wheat bagels with packets of cream cheese, maple almond or honey peanut butter.

Try a new trail mix with your favorite nuts, seeds, dried fruit, cereal, and chunks of dark chocolate - bulk, packaged or make your own.

Stuff leftover chicken and veggie stir fry into a small whole wheat pita pocket or wrap turkey, cream cheese and dried cranberries in a whole wheat tortilla

Make peanut (or any nut) butter and whole fruit spread sammies using leftover whole grain pancakes from a weekend breakfast (oatmeal blueberry pancakes are my fave spread with almond butter and honey!)

And Don't Forget About The Old School Standbys:

Sweet, crunchy veggies with dip
(carrots, sugar snap peas, grape tomatoes)
Mini raisin boxes
String cheese
Apple sauce or fruit cups
(with 100% fruit and no added sugar)
Small yogurts
Granola bars
(without excessive added sugar)

Sure, sure, you know the drill, ensuring fruits and vegetables are in your diet, makes all the difference. Their good for you vitamins, minerals and fiber are what you need to look and feel not just good, but great. And to feel great, you need 2 1/2 cups of vegetables and 1 1/2 cups of fruit every day (based upon 1,800 calorie diet).



JWG • September • 2010

Back To School? No Problem, Veg Out

But you say it's impossible to eat one bunch of carrots or a basket of berries in one sitting. Good news, you don't have to. In fact, you shouldn't eat a cup at a time. The most effective way to incorporate fruits and veggies in your daily routine is to spread them throughout your daily menu. Try new side dishes at dinner, like kohlrabi, cardoon or carambola. Find a new fruit bar to replace your bagel or potato chips. Enjoy summer's berryful bounty with your yogurt or salad. Create crunch in your sandwich with cucumbers, arugula, sliced radishes, celery, red pepper, water chesnuts or red onions.

What's most important? Finding your balance through all three meals each day. Most of us think grabbing a cup of coffee in the morning is enough to get the day started—but it's not. Starting your day with a good breakfast gets your metabolism going, boosts your energy, increases your attention span and heightens your sense of well being. A well balanced breakfast should generate 1/3 of your day's calories. If you're a late riser or you claim to not like breakfast foods, try these suggestions: start small with one piece of fruit or a slice of whole grain toast, choose fruit for breakfast, fresh, canned or dried over cereal (hot or cold) or yogurt or with milk. Be careful of consuming too much dried fruit due to the high amounts of sugar. Choose high fiber cereal and experiment with different grains like millet, corn grits, brown rice. Hot cereals are not only good for you but are an economical solution when there's more than one person at your table. Cook grains in a crock pot over night. Reheat the large batch for the following day.

**Always Wanted A Friend
To Discuss Food Systems
Or Sustainable
Practices With?**

**Your Friends
Are Waiting For You**

**In
The Menu For The Future
Discussion Group.**

**Email:
tibbyp@jackwholegrocer.com**

**To Sign Up & For Details
About This Exciting
Six Week Discussion
Group Beginning
September 16th**

Choice Meats is excited to announce that Lava Lake Lamb will be available this month at JWG! Lava Lake Lamb located, southeast of Sun Valley where the Pioneer Mountains collide with the Snake River Plain, raises 500 acres of certified organic hay for winter feeding. As a family of ranchers & environmentalists, they are committed to restoring & preserving this land because of its history, its beauty & its biological diversity.

And a whole side from Robinson Family Farms returns this month too!

Enjoy the 3rd Annual Harvest Festival

local produce, beer, wine, mead & prepared foods

Purchase local produce from our local farmers' last harvest of the season. Learn how to can, freeze and store produce so you can enjoy the bounty of local produce during the long winter months. Enjoy natural care professionals, local artists and musicians as we celebrate the close of another growing season. This year's Harvest Festival has paired up with the Teton Wellness Institute's Annual Teton Wellness Festival.

When: Saturday, October 2nd, 2010, 11-4pm

Where: Snow King Baseball Diamond

Why: Because is there anything better than celebrating food? Yes, celebrating our local food & producers.

Fabulously Fun Food Fact:

***Most People Opt For Take Out
Or Go Out To Eat Because There Are Dirty
Dishes In Their Sink. (Silly, Messy People)***



Natural Care Department 's Focus: The Fall Migration

In preparation for the migration inside and the inevitable stagnation of brain power, we need to prepare our bodies for the coming cold season. Whether you are headed back to school or seated behind the work desk, there are many key nutrients to help with the arrival of September.

First and foremost check in on your body by examining your diet. There is nothing better for your brain than a well balanced diet. This includes good grains (brown rice, barley, millet, quinoa, spelt, etc.), proper amounts of protein and ample fruit and vegetables, especially berries. When we get busier with a full schedule we often forget about making sure we are still eating well. As the colder days arrive, we have a propensity to forgo fresh food and take a quick and easy turn towards processed foods.

There are many nutrients that we require for optimal brain function, most importantly Vit. B, C & D, Probiotics, Lecithin, Protein, Fiber, Micro-Algae, Antioxidants, Ginkgo Biloba and a high quality multi-vitamin. Antioxidants, Vit C & D as well as Protein are no less important but let's focus on the nutrients we are less familiar with:

Probiotics help to break down and properly utilize food, which means as food is incorporated and digested through out the body, probiotics can facilitate more nourishment for your brain as you clean your dinner plate. Micro-Algae is high in protein and vitamins.

In fact, 1 teaspoon of micro-algae is equivalent to 1 ounce of animal protein. Ginkgo Biloba aids in ridding the brain of free radicals and can help with dementia.

There are many different Vitamin B's and they all help with brain function in some way or another. Whether or not they are helping with stress or eye function, Vit B's benefit everyone sitting behind a desk, classroom or office. A combination of the Vit.B's is recommended.

Lecithin improves memory specifically visual and verbal, and helps to enhance brain activity. It has been known to help with ADD, ADHD and restlessness.

Tonic Bar Focus Of The Month: Brain Waves

The Tonic Bar has everything you need to start (or restart) your brain's ignition. There are many delicious drinks to choose from on our new menu. Take advantage of the a la carte section of the menu and incorporate items like organic protein, omega-3, or spirulina to boost your favorite smoothie or tonic. You'll be shocked how well your brain and taste buds get along. Smoothies and fresh juices are great for the little ones too.

OUR PICKS

Antioxidant Blend: Strawberries, Blueberries, Goji Berries, Acai Juice, Blueberry/Pomegranate. Add flax oil and hemp protein for added brain power!

Blue-Greenie: Mangos, Blueberries, Bananas, Spirulina, Blue Green Algae, Wheatgrass, Mango Juice.

Chill Out: Mangos, Strawberries, Yogurt, Lecithin Granules, Tranquil Child, Childrens DHA and Fresh Squeezed Orange Juice.

JWG'S Everything-But-The-Kitchen-Sink-Picks

Your BBQ has taken up all of your attention over the last few months; clearly your kitchen has been neglected. Show this much needed workspace and yourself a little love. Indulge with these new items:



Kuhn Rikon has created this handy pairing knife makes quick work of small slicing and peeling tasks. Its nonstick coating slices smoothly and efficiently, and releases foods easily without clinging.



Homemade tortillas are truly a treat, and like nearly all flatbreads, not too difficult to make. Get your tortilla flat and even with this simple manual press from Norpro.

Norpro's Quick Slice Julienne Mandoline plus a handy removable container makes jobs faster & easier with a lid for refrigerating extras, a hand-guard that doubles as blade protector and keeps food neatly contained.



Enjoy Norpro's lime and orange juicers & extract all the juice without the rind, pulp or seeds. Maximum juicing with minimal effort. Durable cast aluminum.

JWG WINE CLUB
Play Time Doesn't End
After Labor Day So Why The Empty
Wine Rack?
Join JWG's Wine Club
To Make Sure You're Always
Prepared! Curious As To What Wines
Have Been Featured In The Wine
Club? Come Find Out On
Sept 21st @4pm

"A fresh juice or smoothie everyday will help keep the stupid away!"
-Unknown