

Organic foods : you'll be amazed at the choice / Budgens.

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OUR RANGE IS GROWING BY THE DAY

As the demand for organic food increases, the variety of organic products in supermarkets continues to grow. We



are about to introduce Hipp baby food, Santa Cruz soft drinks and Pasta Reale organic fresh pasta and sauces, and will continue to add new products as soon as they become available.



The ever growing range of new organic products that have just started to appear in some of our stores includes • Absolutely Organic Ham • Simply Delicious Mayonnaise and Dressings • Kallo Stock Cubes and Liquid Seasoning • Filippo Berio Olive Oil • Seeds of Change Soups and Pasta Sauces • Country Harvest Organic Rice • Benson's Sea Salt Crisps • Respect Organic Frozen Ready Meals • Doves Farm Biscuits • Fuller's Organic Honeydew Ale • Weston's Organic Cider • Yarrah Dog and Cat Food

JUST WHAT DOES "ORGANIC" MEAN?

Organic food is produced by the use of more natural farming methods. This involves avoiding the use of pesticides and artificial fertilisers, genetically modified ingredients and growth promoting hormones.

The result is more natural food that is both good for you and good for the environment. Organic foods do not reach the supermarket shelves without the approval of several organisations. These include the Organic Food Federation, the Soil Association and Organic Farmers & Growers who strictly observe the production of organic foods to ensure they are always entirely "organic".

When you find these signs, including Budgens Organic Choice, you'll know you've found genuinely organic products.



ORGANIC FOOD
FEDERATION



SOIL ASSOCIATION
CERTIFICATION LTD



ORGANIC FARMERS
& GROWERS



BUDGENS ORGANIC
CHOICE




ORGANIC FOODS

YOU'LL BE AMAZED AT THE CHOICE

BUDGENS

ORGANIC FOODS

AN INCREASINGLY POPULAR ALTERNATIVE

The popularity of organic food is rising dramatically. And with a constantly growing range to choose from, more and more people are including organic alternatives as a regular part of their daily diet. Budgens offers over 280 outstanding value organic food products for you to choose from. Enough in fact, for you to enjoy an organic diet. As always, all our organic products are covered by our Great Local Value Guarantee  which ensures that you won't find better prices within a three mile radius of the store.

Today, having a more natural diet doesn't mean having to give up anything you like. We've put a great deal of effort into providing an organic alternative for every major food category. So you're sure to find a few pleasant surprises in our range.



As you'd expect, our organic fruit and vegetable range is dependent on natural growing seasons. So look out for whatever's in season, you'll always find a fresh and varied choice. Our range includes the best

apples, pears, bananas, broccoli, carrots, potatoes, tomatoes, pre-packed organic salad and much more.

Lots of people don't think of frozen food when they think organic, but a quick look in our frozen food section tells a different story with a range that includes Simply Organic frozen pizzas and burgers, Mackies ice cream and a variety of Four Seasons vegetables. You'll even find oven chips, and what's more, organic ketchup to pour all over them.



Our dairy cabinets are well stocked with an interesting choice of organic cheeses, butters, milks, eggs and yogurts. These include Pilgrims Choice Medium Cheddar, Pure Organic Spread and West Country Creameries organic semi skimmed milk.



If you rely on regular cups of tea and coffee to wake you up in the mornings, and get you through the day, why not try a more natural brand? Twinings and Clipper organic tea and aromatic Clipper coffee provide a refreshing alternative and will give you a bit of a lift when you need it. We also have a range of organic biscuits if you like a sweet snack with your hot drinks.

We offer the most wholesome breads including Hobis Organic Sliced Bread as well as Budgens very own range. For something nice to spread on them,

Duerr's offer a delicious selection of jams and marmalades. And if you're fond of peanut butter and chocolate spreads, Whole Earth peanut butter and Green and Black's chocolate spreads will certainly hit the spot.

You'll also find many other organic products including an assortment of different pasta that includes spaghetti, fusilli and penne, Meridian sauces, New Covent Garden soups, Jordans muesli, Libby's fruit juices, and even Border Gold organic ale and French Organic Red and White wine.



*Equivalent products of the same quality must be on sale in a competitor within a 3 mile radius of Budgens and within 7 days of Budgens product purchase. Our guarantee applies to products of equivalent quality on sale in a competitor supermarket within a 3 mile radius of Budgens and within 7 days of Budgens product purchase. Applies only to products where you see the Great Local Value Guaranteed symbol (astore). Subject to availability. Receipt required. Refund limited to 3 of each product. Photographic representation of products throughout this leaflet are serving suggestions only. Products subject to availability. Some products may not be available in all Budgens stores/ Xpress Budgens/ Budgens at Jet. Products not available in NI.

YOU WON'T BELIEVE WHAT YOU'LL FIND IN OUR ORGANIC RANGE