

Discover the world of natural and organic / Wild Oats Markets.

Contributors

Wild Oats Markets.

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discover

the world of
natural and organic™



WILD OATS
NATURAL MARKETPLACE



discover new flavors

it's as
simple
as this

WE SELL FOOD THAT REMEMBERS ITS ROOTS.™

Every day, we draw our inspiration from the roots of our business—customers, community, farmers, vendors, employees and the environment.

As a leader in the natural and organic food industry, we understand the actions we take and the products we sell have an impact on the people and the world that surrounds us. Our vision extends beyond customer satisfaction and delicious foods. At Wild Oats, we are planting the seeds that will support our employees, communities, and the environment for generations to come.

Share our passion for natural and organic while you discover delicious and environmentally friendly choices available throughout our stores.

Celebrate food, community and the environment, every day, with Wild Oats Natural Marketplace.





taste the world



QUALITY

Our commitment to quality is unparalleled in our industry. Using rigorous criteria, we strive to provide products and foods that are ecologically sound, and humanely raised and processed. Our Standards Committee leads this effort and helps us ensure consumer confidence, promote environmental sustainability and foster social responsibility.

COMMUNITY

We are passionate about supporting our communities and protecting the future of the environment and our food resources. In 2001, we donated more than \$1.2 million to nonprofit organizations in our local communities, and contributed thousands of pounds of food to soup kitchens and food banks.

The Wild Oats giving program helps non-profit, local organizations with small budgets and big hearts. We focus on motivated, innovative groups striving to promote individual and community wellness, education and environmental preservation. We also encourage our employees to volunteer in their community and support this effort by paying them for up to 52 hours a year for volunteer service.

NATURAL KNOWLEDGE™

From our customers to our employees, we are committed to providing information and education to help improve your everyday health and well-being. Discover cooking classes, information kiosks, recipes, special in-store events, local health educators, knowledgeable employees and more.

our
commitment
to you

discover • taste • nourish • share • celebrate

our mission

Wild Oats was founded on the vision of enhancing the lives of our customers and our employees with products and education that support health and well-being.

Wild Oats is committed to providing the highest quality, organic and natural food, health and wellness products in vibrant stores with people who are friendly, eager to serve and ready to educate.

At Wild Oats, we sell food that remembers its roots.™

our guarantee

Wild Oats is so committed to providing you with an extraordinary natural and organic experience, we guarantee your satisfaction. 100%. Every day. If something does not meet your quality and taste expectations, we'll make it right or give you your money back. We value you as a customer and are motivated to see that you return, time and time again.

At Wild Oats, we stand behind everything we sell.

WE WANT TO HEAR FROM YOU.

To find a store near you, or if you have any questions or comments, please contact us:

1.800.494.wild (9453) or info@wildoats.com



nourish your body

PRODUCE

Any fresher and you'd be picking it yourself.

Local growers, regional farmers, and orchards from around the world provide our stores with the freshest fruits and vegetables available. From apple orchards across the United States to juicy New Zealand kiwis, to Florida, California & Texas citrus and sweet golden pineapples from Hawaii—season to season, we sell the freshest, highest quality produce available.

The heart of our produce department is an array of organic fruits and vegetables, grown using methods that work with nature and strive to protect the soil for our future. To provide the best selection year-round, we also offer an assortment of the highest-quality, conventionally grown produce.

BULK

Fresh. Economical. Environmentally friendly.

Our bulk foods are unrefined, organic whenever possible and have no added preservatives, chemicals, artificial colorings or flavors. Select from hearty energizing grains, colorful pastas, fresh nuts, specialty and everyday flours, baking essentials, snacks, mixes or candy. When you reuse your own bulk container or bag, you help keep paper and plastic waste out of landfills.

Buy as much or as little as you want. Quantity is up to you. Quality is guaranteed by us.





 share with friends and family

SEAFOOD

So fresh, you can say you caught it.

When the fishermen dock their boats, our buyers are there to greet them. They select the best catch, transport it to a state-of-the-art facility where they clean, cut and pack it, then deliver it directly to our stores. No preservatives. No chemical dips. No fillers. If it doesn't meet our strict standards, it doesn't make it to our stores.

Seafood you can believe in. Flavor you can trust.
Quality you can see.

MEAT

Raised naturally by farmers who care.

We sell natural meats that are different from conventional meats—certified free of artificial hormones, antibiotics or preservatives, they are vegetarian and grain fed, raised the "old-fashioned" way. Our standards ensure we provide only the finest, freshest quality you can taste.

Proudly, we are on a first-name basis with our meat providers. We know them, we trust them, and you can trust us. At Wild Oats, when you buy natural meat for yourself or your family, you can be confident it was raised by people who care.

WILD CAFE & WILD OASIS

Natural and delicious foods, fresh from the earth to you. Deli, sushi, pizza, sandwiches, salads, entrées, desserts, artisan breads and more. Each day we prepare sensational traditional, vegetarian and vegan dishes, using only the freshest and most flavorful ingredients. No artificial colors, flavors, additives or preservatives, hydrogenated oils or irradiated spices. Just pure, tasty delights to satisfy every craving.

Support, stimulate, relax or rejuvenate your body at the Wild Oasis, our juice and java bar. Nutrient-rich fruits and vegetables spun into tantalizing creations, fresh roasted organic coffee, exotic spiced chai, classic or herbal teas. Dining-in or on-the-go, share the experience of natural and organic with friends and family.



celebrate food



GROCERY, DAIRY & FROZEN

Everything and more.

We feature a wide selection of natural, organic and environmentally friendly foods and products that are sure to fit any lifestyle. Eggs, yogurt, soy, kefir, tofu, milk, butter, bread, pastas, canned foods, mixes, frozen pizzas, ice cream, paper products, household cleaners, pet food and more.

Our exclusive Wild Oats® label reflects our passion for purity and our commitment to quality. When you purchase foods with the Wild Oats® label, you can be confident every item is free of artificial colors, flavors and preservatives with environmentally conscious manufacturing, packaging, and organic ingredients whenever possible. Our suppliers guarantee foods are grown from non-genetically engineered seed.

From comfort foods to gourmet treats, you can trust the Wild Oats® label.

NATURAL LIVING

Nourish your mind, body and spirit.

Whether you are looking for information to prevent osteoporosis, enzymes to aid digestion, gifts for a friend, a yoga mat, cold remedies or everyday skin and body care, our Natural Living department offers supplements and solutions to nourish any lifestyle.

Discover vitamins, pure essential oils, natural herbs, homeopathic remedies, luxurious bodycare, exercise tapes, cooking and healing books, artisan greeting cards made with recycled paper and vegetable inks, handmade aromatherapy candles, traditional and unique household wares and more.

Our exclusive Wild Oats® label includes organic wild-crafted herbs and extracts, natural supplements, vitamins and Wild Essentials aromatherapy. Pure, natural quality and value you can believe in.



discover new flavors



CHEESE & OLIVES

Discover the world one cheese at a time.™

French Brie, California Blue, German Emmentaler, Italian Mozzarella, Swiss Appenzeller, Dutch Gouda, Wisconsin Jack—our delicious collection of organic and natural cheeses are brought to you from around the globe. Traditional, specialty, farmhouse and artisan, we offer a variety of cheeses to tantalize any palate.

Stuffed, soaked and marinated with natural, gourmet ingredients, our olive bar is filled with rich tastes that embody the ancient beauty of Mediterranean sun-drenched groves. Ask for a sample and discover flavors that have been cultivated for over 5,000 years.

FLORAL

Flowers, like smiles, never go out of season.

Fragrant gardenia blossoms, brilliant gerbera daisies, delicate red roses and lush tropical foliage—season to season, many of our stores offer the freshest flowers and plants from local greenhouses and from growing regions around the world.

NEW LEAF PAPER

ENVIRONMENTAL BENEFITS STATEMENT



By using recycled paper containing post-consumer waste in this brochure, Wild Oats has saved the following resources:

trees	water	electricity	solid waste	greenhouse gases
22 fully grown	2196 gallons	2864 kilowatt hours	6 cubic yards	3628 pounds

Calculated based on research done by the Environmental Defense and other members of the Paper Task Force.

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