



THE NATURAL GROCERY COMPANY



NON-GMO MONTH



October is Non-GMO Month! 🦋
Support the Non-GMO Project in preserving nature's integrity

It started here.

A customer at our **Berkeley Store** asked one of our staff members if the soy lecithin we carried was genetically modified. He did not know. That "not knowing" **sparked a movement.** We rallied 161 stores in a letter writing campaign asking manufacturers about the GMO status of their ingredients. Simultaneously, The Big Carrot in Toronto, researched and developed an in store non-GMO purchasing policy. In 2007, the Non-GMO Project was born. **Every October we celebrate Non-GMO month** to raise awareness and highlight the products we are proud to carry. You can support non-GMO producers by looking for the Non-GMO Project seal or our green shelf tags.

FROZEN & REFRIGERATED

OLIPOP • Non-GMO, Gluten Free	
Pre-Biotic Sodas 12oz reg. \$2.49	2.29
STRAUS • Organic, Non-GMO, Local	
Kefir 32oz reg. \$5.99	4.79
Ice Cream 16oz reg. \$6.29	4.99
ACTUAL VEGGIES • Non-GMO, Gluten Free, Vegan, Soy Free, Nut Free	
Veggie Burgers 12oz reg. \$7.29	5.99
THREE TREES • Organic, Non-GMO, Local	
Almond Milk 28oz reg. \$7.79	6.79

GROCERY

C2O • Non-GMO	
Coconut Water 17.5oz reg. \$2.99	2.29
GARDEN OF EATIN • Non-GMO, Made with Organic Corn	
Tortilla Chips 5.5oz reg. \$3.99	2.99
GO MACRO • Organic, Non-GMO, Gluten Free	
Protein Bars 2-2.4oz reg. \$3.79.....	2.99
WESTBRAE • Organic, Non-GMO, Gluten Free	
Canned Beans 15oz reg. \$3.79.....	2.99
ANNIE'S • Organic, Non-GMO	
Salad Dressing 8oz reg. \$6.99	4.99
TRADITIONAL MEDICINALS • Organic, Non-GMO	
Tea 16 bags reg. \$6.49	5.29
BOB'S RED MILL • Organic, Non-GMO	
Whole Grain Rolled Oats 32oz reg. \$7.29	5.99
SIMPLE MILLS • Non-GMO, Gluten Free	
Cookies 6.7oz reg. \$7.29	5.99
NIXIE • Organic, Non-GMO	
Sparkling Water all flavors 8/12oz cans reg. \$7.79	6.49
ORGANIC VALLEY • Organic, Non-GMO	
Ghee 13oz reg. \$18.49	14.99
NAPA VALLEY NATURALS • Organic, Non-GMO	
Olive Oil 25.4oz reg. \$27.99	22.99
TASTY BITE • Non-GMO, Gluten Free	
Indian Entrees 10oz reg. \$4.99-5.99	20% Off

Berkeley Natural Grocery Company, 1336 Gilman St, Berkeley
El Cerrito Natural Grocery Company 10367 San Pablo Ave., El Cerrito
Prepared Food Annex, 10387 San Pablo Ave., El Cerrito



THE NATURAL GROCERY COMPANY



FAIR TRADE MONTH

We offer a wide variety of *Fair Trade* certified products.

Deep connections, shared goals, responsible business, *conscious consumption*, and sustainable livelihoods for producers and their families.



We Are Farmers
We Are Brands
We Are Retailers
We Are Community



IN OUR STORES

PRODUCE • Organic, Non-GMO, Fair Trade

- Haas Avocado small 84ct Mexico69/ea
- Yellow Bananas Costa Rica99/lb
- Pineapple Costa Rica 1.59/lb

DR. BRONNER'S • Organic, Fair Trade

- Liquid Castile Soap 32oz reg. \$17.99 15.29
- HUMMINGBIRD BULK • Organic, Made with Fair Trade Chocolate
- Chocolate Coated Ginger reg.\$23.49/lb 19.99/lb

EQUAL EXCHANGE

EQUAL EXCHANGE • Organic, Fair Trade

- Chocolate Bars 2.8oz \$5.49..... 4.49
- Tea all varieties, 20 bags \$5.49 4.49
- Hot Cocoa/Baking Cocoa 8-12oz reg. \$10.79 8.49
- Chocolate Chips 10oz reg. \$10.99 8.79
- Bagged Coffee 10-12oz \$12.79 10.29
- Bagged Decaf Coffee 10-12oz \$14.29 11.29

EQUAL EXCHANGE BULK • Organic, Fair Trade

- Bulk Coffee reg. \$12.99/lb 10.49/lb

MADE IN THE ANNEX

Mocha (Hot or Cold) ... 20% Off

Made with Equal Exchange Coffee & Annex Chocolate Ganache



We make our chocolate ganache with Equal Exchange Bittersweet Chocolate (70% Cacao) that is Fair Trade & Organic and with Straus Organic Heavy Cream.

Equal Exchange Coffee and Cacao Beans are grown and produced at the source with work practices that benefit the growers and residents of the community.

@fairtradecertified



@fairforlife

