November - December 2016

Your Neighborhood Natural Foods Store

You Belong Here

Announcements

- **The trimmings are coming! From eggnog to stuffing and piecrusts to potatoes, we will have your holiday feast covered! Reserve a Mary's Free-Range Turkey today. Order at the counter, at eurekamarket.biz, or give us a call.**
- **Jae is available in our supplements department Wednesday-Saturday from 10-4. With a decade and a half of nutrition and supplements experience, she is at your service for consultations. No charge.**
- **Hundreds of Eureka Market customers are reaping the benefits of our Loyalty App! On your smartphone, download our app and save 20% off your next purchase. Go to flok.com/app**

Knowledge is Power

Our Education Department (Jae & Megan!) has been busy cranking out Education Guides this year. Containing diligently researched and up-to-date information consolidated into one-page handouts, they are free for the taking!

Our newest guides:

- Plant -Based Calcium
- Vitamin C
- Magnesium Deficiency
- Amalaki: The Real Vitamin C
- Thyroid
- Leg Care
- Adrenal Fatigue
- Manuka Honey
- Berries
- L-Theanine
- Cholesterol Helpers
- Dental Protection

Get Your Ounce of Prevention

Cold and flus are gearing up for their favorite seasons! Adults get an average of 2-4 colds per year, but here at Eureka Market we work hard to help people bring that number down. *You can be less-sick by becoming more-healthy*.

Prepare your body by eating a healthy whole-food diet, making sleep a priority, getting regular exercise and making time to do things that you enjoy. Minimize sugar and stress. Consider supporting your immune system with supplements:

Vitamin D is essential. It increases overall immune function and stimulates production of antimicrobial peptides, and lowers your risk of contracting the flu. It will also work to prevent the sinking mood many people experience in the winter.

Probiotics modulate your systemic immune system and aid in the production of antibodies. Gut health is the epicenter of a healthy immune system.

Amalaki is one of the most potent and complete sources of Vitamin C. It comes from gooseberry grown in India and provides critical support to the immune system. Choose amalaki over ascorbic acid "vitamin C" for a comprehensive, bioavailable form of vitamin C.

Elderberry is rich in antioxidant compounds that protect cells from damage and infections. It contains Vitamins A, B and C, as well as amino acids that can help prevent disease and support the immune system.

Olive Leaf works to inhibit viruses by stimulating an immune process in which cells ingest pathogenic organisms. On guard as a preventative, it can successfully fend-off infections and gives the immune system time to manufacture antibodies.

Connect, Read, Listen, Learn

Resources for our curious customers

Want to go to school in the comfort of your own home? Learn all you ever wanted to know about the immune system in a Crash Course with Hank Green. Hank tells it like it is with plenty of jokes and snappy graphics. Google: Crash Course Immune System part 1 & 2

Mind-altering probiotics? The term psychobiotics refers to living organisms that, when ingested in adequate amounts, produce a health benefit in individuals with psychiatric or neurological illness. Psychobiotics is an exciting and growing field and our top-selling Garden of Life Mood+ has been developed from this research. Look for our January/ February newsletter for more information about mood support.

dperlmutter.com - This website features the work of Dr. David Perlmutter—our favorite neurologist, author of Brain Maker, champion of gut microbes, and formulator of Garden of Life's probiotic line. His brainy research is game-changing!

Fascinating Ted Talk by Jill Bolte Taylor, a neuroanatomist who studied her own stroke as it happened and has become a powerful voice for brain recovery. Listen to her 18 minute talk at www.ted.com/speakers/jill_bolte_taylor

Overloaded with health information? Not sure who to trust? Go to gardenoflife.com and sign up for their Extraordinary Health newsletter. Top-notch articles delivered to your inbox from the most conscious supplements company in the business.

New to the Shelves

Every Fall around 200 new products come pouring into Eureka Market! Here are our top-ten favorites based on customer and staff feedback:

Cadia Frozen Pizza Crust Dough: Thaw the dough and knead according to instructions. The secret, according to Sam, is to bake the crust by itself for about 15 minutes after it has risen and you have pressed it into a pan. Then, load toppings and bake to perfection. Whole wheat and white available.

Earthbound Farms 2-pound bag of Organic Blueberries: You will save a bundle by buying the big bag! Make blueberry crisp, put on cereal or yogurt, throw them in a smoothie … just make sure you are eating one of the healthiest items in the store!

Califia and Chameleon Cold Brew Coffee: Ready-to-drink cold brews and concentrates make your coffee ritual at home a breeze.

Maya Kaimal Indian Simmer Sauces: If the beautiful labels on the jars don't draw you in, the savory and delicious sauces will! Get creative, you can drape about anything in these simmer sauces!

Ozery One Bun Sliced Square Sandwich Buns: Super-thin but sturdy enough to handle your dream-sandwich! Megan stacks them with a fried egg, sausage and cheese for breakfast.

Just Chill Sodas: These fizzy flavorful beverages contain 150 mg of suntheanine to support a calm and focused mind.

Divina Grape Leaves: We now stock these beautiful leaves so you can roll your own dolmas.

Garden of Life Dr. Formulated Magnesium powder: Touted to "relax and restore" this magnesium supplement also contains live probiotics.

Pacific Bone Broths: Protein-rich and a good source of easily absorbable minerals and healing compounds like collagen, these broths can be sipped or used to cook beans or grains. Add a cup or two to soups to boost protein.

New meats: RP Cattle (local!), Dakota, and Crystal River all have new additions to our meat freezer. Top quality.

All Eureka Market Newsletters are intended for educational purposes only. The guides are not intended to substitute for professional medical consultation and as such, do not diagnose, prescribe or offer personal medical advice. Always consult with your health care professional before taking supplements with prescription medications.

Simple and Soothing Chicken Soup

Folk remedy? Placebo effect? Why does chicken soup make us feel better when we are sick? It turns out there are several reasons and they are being studied:

- Research by Dr. Stephen Rennard showed that chicken soup inhibited the migration of the most common type of white blood cell, neutrophils, which defend against infection. He theorized that inhibiting consolidation of these infection-fighting cells in the body reduces upper respiratory cold symptoms. Cold symptoms are a response to cells accumulating in bronchial tubes.

- Research reported in the American Journal of Therapeutics showed that a compound in chicken soup—carnosine—helped the body's immune system to fight the early stages of flu. Carnosine is a compound found in chicken that is made of two amino acids.

- Hot, salty chicken broth works to help thin mucus secretions—similar to the way cough meds do — by clearing airways, easing congestion, and cutting inflammation. It has also been shown to be more effective than hot water at improving the function of cilia, the hair-like projections in the nose that prevent contagions from entering the body.

- Garlic and onions in chicken soup contain organosulfides that stimulate production of immune cells called macrophages. The compound allicin in garlic shows antimicrobial activity and is best added to the soup pot shortly before serving, to retain full potency of biologically active components.

- Carrots and celery provide fiber and a generous dose of vitamin A comes from carrots.

The chicken soups that were studied contained the following: onions, garlic, celery, carrots and chicken.

Recipe: Immune-Boosting Chicken Soup

This chicken soup recipe that includes some extras like ginger and turmeric for their anti-inflammatory and immune-boosting properties. A generous amount of parsley provides vitamin C, K and A.

- **2 quarts chicken broth (homemade or not)**
- **2 cups shredded cooked chicken**
- **1 ½ C. celery-diced**
- **1 ½ C. carrots-diced**
- **1 small yellow onion sliced and diced**
- **1 can lentils (optional)**
- **2-5 cloves of minced garlic**
- **1-2 T. finely grated ginger**
- **1-2 tsp. finely grated fresh turmeric root (if available)**
- **1C. minced parsley; loosely packed**

Add celery, carrots and onion to bottom of soup pot with enough oil to sauté for 3-5 minutes. Add broth, chicken, and lentils and simmer for 10 minutes. Add ginger, garlic and turmeric and simmer about 3 minutes. Remove from heat and stir-in parsley. Salt and pepper to taste.

***Adapted from a recipe on goodfood.com**

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We order turkeys from 10-22 lbs. in two (2) lb. increments. In some cases a turkey will be substituted in the next weight range due to availability. Please indicate if you prefer ***smaller*** or ***larger*** if your weight range selection in unavailable.

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Turkeys will be available at the store beginning **NOVEMBER 3**

PLEASE SPECIFY PICK-UP DATE _____

TOP FOURTEEN SUPPLEMENTS FOR PREVENTION AND TREATMENT OF COLDS & FLU

1. **Amalaki** is an ideal source of bioavailable, whole-food, natural Vitamin C. Choose Amalaki over ascorbic acid vitamin C.
2. **Vitamin D** is critical for immune support and pain management. The Vitamin D Council recommends 5,000 IU daily for adults.
3. **Probiotics** are essential for your immune system to do its job, and are a cornerstone of good health. Our probiotics cooler offers many options.
4. **Elderberry** is rich in antioxidant compounds that protect cells from damage and infections; this age-old berry works to fortify the immune system.
5. **Olive Leaf** is a simple food-supplement that can be used as a long-term preventative to ward off illness and for treatment during sickness. It is available in liquid and capsules.
6. **Ridgecrest Clear Lungs** takes both an herbal and homeopathic approach, and targets lung congestion and mucus. It is an important supplement for those with chronic lung maladies like COPD, pneumonia, and bronchitis.
7. **Kyolic Immune Garlic Blend** - The deck is stacked with heavy-hitters in this formula that features aged garlic extract, medicinal mushrooms, oregano leaf, and olive leaf.
8. **Sovereign Silver** - This antimicrobial superstar colloidal silver is delivered in a small, absorbable particle size that makes it more effective than other brands that boast more parts per million.
9. **Boiron's Oscillococcinum** has been used in over fifty countries for sixty-five years. "Big O" is designed to be taken at the first sign of flu-like symptoms to reduce severity and duration of symptoms.
10. **Xlear Nasal Spray** washes away pollutants and contaminants while soothing sinuses. A simple formula of saline, xylitol, and grapefruit seed extract.
11. **Monolaurin** is a food-supplement that is derived from raw coconut and is touted as a potent antimicrobial that supports the immune system.
12. **Source Naturals Wellness Formula** is a top-rated blend is loaded with goodies to maintain or regain wellness.
13. **Raw Herbal Aloe Force** is laced with powerful immune-building herbs that are extracted directly into the aloe where they support immune cells.
14. **OregaMax** is mountain-grown wild oregano in its most potent form—raw, and undiluted. It is a potent antimicrobial and supportive to the immune system.

Amber and Heidi Kirk

Staff Picks

What are your favorite Eureka Market treats? Your weaknesses?

Josh: *"The* **Ozark Natural Bread Company Cinnamon Rolls** *and* **Alden's Ice Crea***m—any flavor. I make a milkshake and add fresh cream."*

David: *"***Midel Ginger Snaps** *are my favorite commercial cookie.* **Greek Gods Honey Yogurt** *makes a great pudding."*

Jae: *"I love* **Chocolove Cherries and Chilies Bar.** *Also the* **Quest Chocolate Chunk Bars**—*I buy them by the case—they are so satisfying."*

Carrie: *"***Chocolate covered almonds** *and* **Walker's Shortbread Cookies.** *What can I say? A cup of tea and a shortbread cookie ... perfect!"*

Kate: *"I like* **Walker's Shortbread Cookies** *and* **Deluxe Nut Mix** *in bulk for a fast protein pick-me-up."*

Renee: *"***Eureka Sweet***s treats—all of them! The* **Peanut Butter Chocolate Uncle Eddie's Cookies** *are out of this world."*

Anna: *"The* **Red Wine Vinegar Kettle Chips** *are my downfall. Also,* **crystalized ginger**—*for snacking or to cut up and add to granola."*

Piper: *"The C***hocolove Almond Sea Salt bar***…it's a no-brainer. And* **Talenti Sea Salt Carmel Gelato.***"*

Sam: *"It used to be* **Uncle Eddie's Chocolate Chip Peanut Butter Cookies**, *but I don't do sweets anymore so now it's* **apples and almond butter.***"*

Megan: *"I go for the* **Amy's Crunchy Bar** *… it's like a Heath bar but a thousand times better. I love all the dark chocolate bars, 70% dark or higher."*

Ellen: *"***Harmless Harvest Coconut Water**—*totally fabulous. I eat* **Almond Perfect Food Bars**—*I love the texture and flavor."*

Suzanne: *"***Bubbies Pickles**—*I crave them. And* **Kind GF Peanut Butter Granola** *on top of* **White Mountain Bulgarian Yogurt.***"*

Heidi: *"I love the dairy-free* **So Delicious ice cream** *made with cashew milk. And the* **Amy's Crunchy bar** *… like mother like daughter."*

Richard: *"I love those* **Justin's Dark Chocolate Peanut Butter Cups** *and* **Duke's Shorty Smoked Sausages**—*Mmmm, tasty."*

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