

**TRADER JOE'S**  
**GUIDE TO SUMMER**  
 A GOOD READ FOR THE PRICE. FREE.  
 2011

## Legendary Tea & Lemonade – Organic

One of our favorite warm-weather activities is enjoying a chilled glass of **Trader Joe's Organic Tea & Lemonade**. **Tea & Lemonade** is the traditional beverage of the golf course, and this blend of organic black tea and organic lemonade is a veritable hole in one.

In homage to its golfing heritage, our **Tea & Lemonade** bottle is peppered with some snappy golf terms you can use to impress your friends, whether you're on the course or at the 19<sup>th</sup> hole. A quick read of the label will give you the meanings of such golfing gems as niblick, dormie and mashie. A quick sip of what's inside will render those definitions insignificant.

What is significant is the price of just **\$2.99**, plus deposit where applicable, for a 64 ounce bottle. Just another legendary value you'll find only at your neighborhood Trader Joe's.

## Potato Trio Potato Chips \$1.99 a Bag! No Salt! No Kidding!

**Trader Joe's Potato Trio Potato Chips** are made with three distinctive potato varieties: red bliss, blue and Yukon gold. Each brings its own unique flavor to the mix, and the vacuum frying process used to cook the potatoes results in chips so loaded with the big bold flavors of the potatoes themselves, we decided to leave them naked. Naked of salt, that is. We haven't added any. A quick glance at the nutrition panel on the bag tells the whole story – 0mg of sodium. OMG. We're selling each five ounce bag for **\$1.99**, a great value for these unique, kosher certified chips.

## Fresh Ground Turkey Patties \$3.29 for Four

If you're in the mood for a burger – and who isn't, this time of year? – **Trader Joe's Fresh Ground Turkey Patties** are sure to please. Ready to pop on the grill, they can easily be the star of your outdoor barbecue season, cooking quickly and adapting easily to your favorite burger accoutrements. Things like **Organic Ketchup**, **Organic Pickles** and sweet-smoky **BBQ Sauce**.

At **\$3.29** for each one pound tray of four ready-to-cook patties, they're also an excellent value, so you can afford to gobble gobble 'til the cows come home.

*Does anybody know a five-letter word for "expansive sandy area abutting water"?*



## Sunflower Seeds in the Shell 8 Ounce Bag • 99¢!

In speaking of sunflowers, it is possible to simultaneously cite their beauty and their mathematical relevance (see both *Fibonacci* and *Vogel* if it's the math that interests you most). There is yet another significant sunflower section worthy of study. The seed – well, technically *not* a seed. Botanically speaking, the outer shell is the hull and the inner, edible portion is the kernel. We're sticking with the common food-centric definition and calling them seeds. The botanists may not be happy, but you will, because **Trader Joe's Roasted & Salted Sunflower Seeds in-shell** offer all the crunch and flavor that have made these seeds famous, for the super value price of **99¢** for each eight ounce bag, every day. Ballplayers chew them because they're a heck of a lot healthier than the alternatives. We like the challenge of sucking the salt off the shells before we crack 'em open and enjoy the inner kernel (oops, our inner botanists are coming out). We also really like that **99¢** price.

## Hold the Cone! 70 Calories Each!

An ice cream cone with only 70 calories? Oh, yes. Yet **Trader Joe's Hold the Cone! Mini Ice Cream Cones** are big on flavor. Each easy-to-hold-in-your-hand wafer cone is filled with rich, creamy ice cream dipped in a smooth, chocolaty coating. They're simple, for sure; and oh-so wonderfully satisfying.

We'll admit to being head over heels in love with **Hold the Cone! Mini Ice Cream Cones**. That they have a mere 70 calories each is icing on the cake. That each 5.9 ounce box of eight cones (**Chocolate** or **Vanilla**) can be yours for **\$2.99** is cause for celebration. We'll bring the **Hold the Cone! Mini Ice Cream Cones!**

## Almond Windmill Cookies

Do you find yourself tilting at windmills? You are so not alone. Rather than a Quixotic battle, we suggest eating them – **Trader Joe's Almond Windmill Cookies**, that is. These are buttery, shortbread-like cookies, topped with almonds for added flavor and crunch. They make a super snack and a delightful dessert. And they're shaped like windmills, of course. We could have baked these cookies into pretty much any shape. They're such a breath of fresh air, though, that the symbolism of the windmill was too good to pass up. Plus, it gave us an excuse to bring up Cervantes, what once seemed like an impossible dream.

We're selling **Almond Windmill Cookies** in a big, 15 ounce tub for **\$3.99**. No, you're not imagining anything – that's a great price!

## Tuscan Cantaloupe • \$2.99 Each!

Fun fact about cantaloupe: what we call cantaloupe in the U.S. is technically a muskmelon. European muskmelons are slightly different, and the closest you'll find stateside is the **Tuscan Cantaloupe** you'll find at Trader Joe's.

The **Tuscan Cantaloupe** is a variety with Italian origins so it shares many of the qualities of its European cousins. Among those qualities are the sweet aroma, rich flavor and distinct exterior grooves that indicate flavor and ripeness. This is a very sweet melon that makes an excellent breakfast or brunch addition, is excellent with ham or prosciutto and is super satisfying in a fruit salad. We're selling each **Tuscan Cantaloupe**, grown in the U.S., for **\$2.99**.

## Grifone Chianti Reserva

**Grifone Chianti Reserva** (that's Gree-fou-nay) comes to us from a family winery steeped in the history and traditions of winemaking. It's a dry, medium-bodied, fruity wine with notes of chocolate and black cherries, aged three years to earn its **Reserva** distinction. A classic Chianti blend of Sangiovese (85%), Canaiolo (10%) and Cabernet Sauvignon (5%), this wine sings when served with rich, flavorful dishes like freshly grilled **Carne Asada** or ribs with our **All Natural Barbecue Sauce**.

The wine's label is adorned with a griffin, an appropriate image for this king of Chianti. And our price of **\$5.99** a bottle may well be the king of summer wine values.

## Cup o' Joe Bouquet • \$6.99 Stunner!

The **Cup o' Joe Bouquet** is a "best of the field" mix of flowers – in industry jargon, this bouquet represents a "seasonal surge." In Joe jargon, every day, our grower looks at the abundance of riches growing in the fields, chooses the best and most beautiful stems and wraps them together just for us. This bouquet could be different every time you see it – what you'll get every day is a great value on these beautiful flowers. You might find gerberas, lilies, sunflowers, asters or hydrangeas. There may be bells of Ireland, tulips, poms, snapdragons or iris. There will be about 14-16 total stems, and they will be stunning. Just like their price of **\$6.99** for each **Cup o' Joe Bouquet**. Only at your neighborhood Trader Joe's.

## Quintessential Berry Crumb Pie So Good! Just \$6.99!

**Trader Joe's Quintessential Berry Crumb Pie** is filled with raspberries, blackberries, blueberries, cranberries and cherries (not technically berries, we know, but they taste *so* good). It has a sweet, buttery, cinnamon crumb topping that really calls out for the *à la mode* treatment. The pies are baked to utter perfection and delivered fresh to our stores seven days a week.

Did we mention that each **Trader Joe's Quintessential Berry Crumb Pie** comes in at a whopping 22 ounces and costs a mere **\$6.99**? You could pay significantly more for a pie this good, but why pay sky-high-pie prices when you can buy that pie at Trader Joe's for less?

*Hide & watch, Sancho. This is how the cookie crumbles!*

*Here we go again.*



## **Carne Asada Autentica**

**Trader José's Carne Asada Autentica**, a must-have for any summer *soirée*, is made with impeccably trimmed hand-butterflied beef, so it cooks in mere minutes over a very hot grill or in a very hot pan. (Tip: Using high heat seals in the flavors of the meat and the citrus-y, slightly spicy marinade.) The authentically flavored marinade is made just for us – we worked with one of our longtime suppliers to create this very traditional, northern-Mexico-inspired blend of citrus & spice. **Carne Asada** is a natural for tacos, burritos, fajitas or the center-of-the-plate with all the traditional accompaniments of Mexican cuisine (we're thinking sour cream, guacamole, tomatoes and cheese, for starters). Or add grilled peppers and onions, some mild cheese and a hearty roll to make a unique cheese steak sandwich.

**Trader José's Carne Asada Autentica** comes in random weight packages of about 1.5 pounds. It's a mere **\$6.99** a pound and you'll find it in our fresh meat cases.

## **Crumbled Goat Cheese**

**Trader Joe's Crumbled Goat Cheese** is made with fresh goats' milk, and because this is the time of year when the grass is at its most lush, the milk is also at its best, making the cheese richer, tangier and more flavorful than at any other time. The crumbles are easy additions to salads, burgers, pizzas, omelets, bagels and toast. Goat cheese is low in cholesterol, with twice the calcium of cream cheese and half the fat, making it eminently enjoyable any time at all. Adding to that enjoyment is our price of **\$2.29** for each four ounce tub with a resealable lid.

## **Authentic(ally Trader Joe's) Tzatziki Dip**

**Trader Joe's Tzatziki** is a creamy garlic cucumber dip that's modeled after a staple of Greek cuisine. It's loaded with cucumbers, garlic, dill and mint, with a base of sour cream and kefir cheese, a Mediterranean specialty with yogurt-like flavor and texture. Ours is lower in fat & calories than the classic Athenian iteration, but doesn't skimp on flavor. It's a super dip for veggies, a great sandwich spread, perfect stuffed into a pita and a surprisingly delicious salad dressing. We're selling **Trader Joe's Tzatziki** in a 12 ounce tub for **\$3.49**. You'll find it in our refrigerated case.

## **Organic Kosher Sandwich Pickles**

You've grilled the perfect burger, built the ultimate American sandwich. How could you possibly top either of these creations with tasteless pickles? It just seems wrong, doesn't it? **Trader Joe's Organic Kosher Sandwich Pickles** are crunchy, tart and perhaps best of all, as long as the cucumbers from which they're cut. These are thinly sliced pickles – lay them across your burger or sandwich and know that you'll get perfect pickle crunch in every bite.

These pickles have been crafted for us using organic cucumbers and are free of artificial flavors, colors and preservatives. At a mere **\$2.99** for each 16 fluid ounce jar, they're not just great pickles; they're a great value, too!

## **TJ's All Natural Barbecue Sauce**

Several years ago, armed with our knowledge of just how personal barbecue can be, we broke all our own rules about such things and added a second barbecue sauce to our selection. **Trader Joe's All Natural Barbecue Sauce** has been a favorite ever since. This sauce, made with simple, natural ingredients, is smoky-sweet with just a little kick. Really good on ribs, this sauce is also excellent atop burgers in place of ketchup, and a terrific addition to a meatloaf. And we're selling each 18 ounce bottle for just **\$2.49** – how's that for a little kick?

## **VINTJS Napa Valley**

### **Sauvignon Blanc**

**\$5.99 a Bottle!**

Would you think less of us if we told you the inspiration for the name of this wine, **VINTJS**, came while sitting in traffic, looking at license plates? It's a silly play on words, put on wines that aren't silly at all. The **VINTJS** label is specifically for wines of a certain pedigree whose producers wish to remain anonymous. And who can blame them? It's not every day that you'll find a positively *super* wine such as this, crisp and zesty, with hints of lime, tangerine and guava, from a *superior* Napa Valley winery, for a price anywhere near our **\$5.99** a bottle. Well, actually it *is* every day, as long as this wine lasts... if you're shopping at Trader Joe's.

## **TJ's Organic Ketchup**

**Trader Joe's Organic Ketchup** may look like the same old thing, but it's worlds away from ordinary. Made with 100% organic ingredients – including vine-ripened, organic California tomatoes – the flavor is more flavorful, the color is more colorful and your burgers will be more... burgerful? Well, they'll taste better. Don't take our word for it. Try it for yourself. Like all our products, our **Organic Ketchup** comes with our unconditional guarantee. So you've got nothing to lose – except boring burgers and dogs, that is. Each 24 ounce, squeezable plastic bottle is **\$1.99**, every day, a price we like to call "valuable."

## Fresh Boneless Skinless Chicken Thighs

### The Barbecue is Calling

Trader Joe's All Natural Boneless Skinless Chicken Thighs are among our favorite meats for the grill. We've removed both the bones and the skin, making it easier than ever to cook this flavorful dark chicken meat. **Boneless Skinless Chicken Thighs** are flavorful enough, actually, to put on the grill completely unadorned. If you really want to amp up the wow, though, marinate them in our **Island Soyaki** before cooking on a hot grill, stovetop or oven.

Our **Boneless Skinless Chicken Thighs** are from chickens raised on a vegetarian diet and without the use of antibiotics. We're selling them in random weight packages of about 1.5 pounds for **\$4.49** a pound, every day. You'll find them in our fresh meat case.

### Pre Sliced Fresh Mozzarella

Trader Joe's **Pre Sliced Fresh Mozzarella Log** is slices of fresh mozzarella, perfectly sized to perch atop a tomato slice and longing to be topped with a basil leaf. Instant *Insalata Caprese*. Each package contains 12 ounces of **Fresh Mozzarella**, crafted with the milk of cows – not treated with rBST – from Idaho's Emerald Valley. The cheese is milky and fresh-tasting, very difficult to resist. We think they're delish! And for the delicious price of **\$3.99** for each 12 ounce package.

### Beefsteak Tomatoes

Despite their name that evokes freshly grilled meat, when you think **Beefsteak Tomatoes**, chances are you think of big, bold, bright tomatoes with firm texture and easy slice-ability. **Trader Joe's Beefsteak Tomatoes** will not disappoint. These are the biggest tomatoes you'll find in our stores, with good tomato flavor. They're the perfect size to slice onto a burger or sandwich, and make a beautiful base for a Caprese salad.

During the height of tomato season, while supplies are plentiful, we're selling big **Beefsteak Tomatoes** for **79¢** each – a big value. You'll find them in our fresh produce section.



Trader Joe & his crew, setting sail on another culinary adventure.

### Grilled Chicken Strips

Summertime is upon us – in spirit, even if the calendar hasn't officially caught up yet. Summertime cooking should be simple, quick and always delicious. **Trader Joe's Grilled Chicken Strips** not only make it easy, they make it affordable and delicious, too.

**Trader Joe's Grilled Chicken Strips** are thinly sliced strips of boneless, skinless chicken breast meat. We've added a bit of salt, pepper and oil for flavor. Then we grill the chicken to perfection and slice it into strips. Every bite is moist, juicy and tender. You can enjoy these **Strips** cold on a salad, in a sandwich or wrap, or heat them to use in a quick stir fry. We're selling each 12 ounce package of **Grilled Chicken Strips** for **\$5.29**. You'll find them in our refrigerated case.

### Wasabi Arugula

Arugula was pretty esoteric not too many years ago. These days, it has become decidedly mainstream. For all you arugula lovers out there, we now have a new variety, **Wasabi Arugula**. **Wasabi Arugula** has the earthy, peppery flavor of traditional arugula, the small leaves associated with "wild" arugula, and a little extra pepper punch that tastes a little like, you guessed it, wasabi.

You can use **Wasabi Arugula** in a salad just as you would the traditional varieties, either on its own or mixed with more mild greens. We like it with **Crumbled Goat Cheese** and **Fat Free Balsamic Vinaigrette**. We also like it atop burgers in place of the traditional lettuce leaves, and it's quite interesting served atop a pizza – trust us on this one. We're selling each seven ounce bag of **Wasabi Arugula** for **\$2.49**, a terrific price for these unique greens.

### Reduced Fat

#### Cilantro Salad Dressing

When the salad calls, you can bump up the flavor with **Trader Joe's Reduced Fat Cilantro Salad Dressing**. This unique dressing begins with a reduced fat mayonnaise base, and gets its color from loads of fresh cilantro. We include crumbled *Cotija* cheese, pasilla peppers and finely chopped *pepitas* (pumpkin seeds) to round out the flavor profile. It's tangy and a little sweet, an apt accompaniment to a garden salad, and an excellent addition to wraps, sandwiches, fish tacos or even a baked (or grilled) potato.

We're selling each 12 ounce bottle of **Reduced Fat Cilantro Salad Dressing** for **\$3.49**, every day. You'll find it in our refrigerated case.

## Fat Free Balsamic Vinaigrette

When it comes to salad, your dressing options are virtually unlimited. With all the choices, it can be tough to decide. Luckily, **Trader Joe's Fat Free Balsamic Vinaigrette** is ideal for just about any salad. This is a simple yet elegant dressing made with balsamic vinegar and an aromatic blend of herbs and spices, fat free, yet full of flavor. Of course it's excellent on salads. You should also try it drizzled atop grilled fruits – peaches or nectarines will work nicely here – or brush it over **Veggie Kabobs** to add some zing!

The price of **Trader Joe's Fat Free Balsamic Vinaigrette** is a zinger, too. We're selling each eight ounce bottle for **\$1.99** every day. You'll find it in our grocery aisle.

## Simply Fat Free Sour Cream 16 Ounces • \$1.99

**Trader Joe's Simply Fat Free Sour Cream** is simply smooth, creamy, tangy and surprisingly thick and rich for a fat free product. It's produced from the milk of cows not treated with rBST, and made without any artificial flavors, colors or preservatives.

We know what you're thinking... "Trader Joe, it's fat free sour cream – how good can it taste?" Trust us, it's *good* – super thick, with concentrated flavor. If we didn't point it out to you, we're quite certain you'd never guess this was fat free and had only 15 calories per serving. So mix it into dips or add a dollop (or two) anywhere you like sour cream. You'll love the taste, the texture, the nutritional profile and the price of **\$1.99** for each 16 ounce tub.



## Sweet Pineapple Chunks in Pineapple Juice

Perhaps it's redundant, but we feel it necessary to tell you that **Trader Joe's Sweet Pineapple Chunks in Pineapple Juice** are sweet. Wonderfully so. Not too tart, plenty of natural sweetness. This is because they are the Champaka variety of pineapple, grown in the Philippine region of Northern Mindanao, where the climate, soil and elevation come together to give this special fruit its unparalleled flavor. People use the word *terroir* in reference to wine; the chunks of pineapple in this can prove that *terroir* does not apply only to grapes.

We've packed the sweet fruit in its own juice, so there's no added sugar – there's nothing else added, actually. Use our **Sweet Pineapple Chunks** in summer salads or smoothies, on pizza, combined with veggies or meat on skewers, or blend them with chili peppers for a kickin' sweet & spicy salsa. If you're a pineapple lover, these are a real treat. And so is their price. We're selling each 20 ounce can for the sweet price of **\$1.29**. You'll find them in our grocery aisle.

## Bacon Wrapped Mahi Mahi Fillets

There are some who say everything is better with bacon. We're not sure this is a universal truth, though we're willing to participate in any research that needs to be undertaken to be sure. Until then, we *are* sure that **Trader Joe's Uncooked Uncured Bacon Wrapped Mahi Mahi Fillets** offer proof, rather than a refutation of the above-mentioned claim.

If you're looking for a terrific, affordable and perhaps unexpectedly delicious entrée for your summer grilling, look in our freezers for this **Bacon Wrapped Mahi Mahi**. The boneless fillets are rubbed with an apricot glaze – which enhances the fish's naturally mild flavor with just a touch of sweet & tart – then wrapped in uncured bacon. Thaw, then grill them over medium heat and in no time at all (actually about 20 minutes) you'll have an inventive main course for two, ready to enjoy. Add our **Veggie Kabobs** and dinner is complete. We're selling each 11 ounce package of two **Bacon Wrapped Mahi Mahi Fillets** for **\$5.99**. You'll find them in our freezers.

## Villa Borghetti Pinot Grigio

The ideal liquid accompaniment to a summer salad, grilled vegetable platter or **Uncured Bacon Wrapped Mahi Mahi** at the center of your plate, **Villa Borghetti Grigio Luna Pinot Grigio** heralds the beginning of the summer season (and the middle and end, too, if you ask us). Crafted with 100% Pinot Grigio grapes grown in Italy's Veneto region, in the provinces of Verona & Treviso, the wine is light in body and easy-drinking, crisp and fresh, with notes of pear and apricot.

Whether served with food or simply as an *aperitif*, **Villa Borghetti Grigio Luna Pinot Grigio** will bring the sensation of summer to your glass, and a sensation of savings to your wallet. We're selling each bottle for **\$5.99**, every day, at your neighborhood Trader Joe's.

## Yogurt Covered Almonds

Our **Yogurt Covered Almonds** are tangy, sweet, salty and crunchy – talk about getting everything you could possibly want in a snack! They're made for us using fresh California almonds and without the artificial flavors, colors or preservatives found in similar snacks. We're selling each 11 ounce tub of kosher certified **Yogurt Covered Almonds** for **\$3.99**, a crave-worthy price for these crave-worthy treats.

## Meyer Lemon Cookie Thins

**Trader Joe's Meyer Lemon Cookie Thins**, made exclusively for us, are delicate, buttery delights – light & crispy, refreshing and satisfying, sweet & tart. They are astonishingly thin, and full of the sweet-tang of Meyer lemon, courtesy of the natural lemon oil in the recipe. Wonderful with a cup of tea or a tall glass of iced tea, these **Thins** also make a tempting dessert treat with a bowl of ice cream or sorbet. The price of **\$3.99** for each nine ounce box makes that temptation even sweeter.

## Veggie Kabobs

These cleaned, chopped and skewered vegetables are ready to pop on the grill or under the broiler, saving you loads of time and delivering great taste in the process. Each **Kabob** contains Crimini mushrooms, yellow & green squash, white onions and green & red bell peppers. You can season them if you like, but the vegetables are flavorful enough that if you choose to leave them in their naked state, you certainly won't be disappointed. We're selling **Trader Joe's Vegetable Kabobs** in a 16 ounce package (two kabobs per package) for the everyday value price of just **\$3.99**.

## Sliced Muenster Cheese

We take you to Northern Utah's Cache Valley, where fresh milk from cows not treated with rBST is abundant, and the seventh generation of a Swiss family of cheese makers busily crafts quality cheeses, including **Trader Joe's Sliced Muenster**. Mild, creamy, smooth and delicate, these slices melt beautifully, which makes them a perfect partner for the aforementioned burgers, an ideal ingredient for *panini* and a super starting point for grilled cheese sandwiches. It's also a natural on a meat and cheese tray if you're planning a gathering. We're selling this top-quality **Sliced Muenster** in 12 ounce packages for **\$3.49** each.

## Spicy Thai Style Pasta Salad with Chicken

We can't recall ever tasting a pasta dish just like **Trader Joe's Spicy Thai Style Pasta Salad with Chicken Breast** in Bangkok, but we think it would blend in well with the locals. Marinated, roasted white meat chicken is tossed with angel hair pasta, carrots, peanuts and green onions, then seasoned with a spicy dressing that evokes Thai cooking with its flavors of peanuts and ginger. It's cool & crisp, hot and smooth, and a good value at **\$3.99** for each 12 ounce container – it makes a deliciously satisfying lunch or dinner for one, or, combined with a green salad, is enough to share with a friend for an impromptu al fresco dinner. You'll find it in our refrigerated case.

## Reduced Fat Celtic Cheddar

**Trader Joe's Reduced Fat Celtic Cheddar** is handcrafted from the milk of cows that spend their days grazing on the lush pastures of the Irish countryside and are never treated with artificial growth hormones. The rich Irish grasses contribute substantial beta-carotene to the cows' milk, and that beta carotene gives the milk a naturally golden hue. Rich in flavor and texture, it has 55% less fat than other Cheddars. We challenge you, though, to actually *taste* that difference. It's just good cheese. At a good price. We're selling it in random weight chunks for **\$5.49** a pound, every day. (Random weight = approximately eight ounces = approximately \$2.75 a chunk.)

## Unsweetened Blueberry Pomegranate Green Tea

**Trader Joe's Blueberry Pomegranate Green Tea** is made for us in small batches, using unsweetened green tea and natural blueberry & pomegranate flavors. This is a calorie-free drink that's bursting with flavor and, because it's unsweetened, really does quench your thirst. It's naturally a little sweet and a little tart, with the underlying grassiness for which green tea is adored. You'll love the price almost as much as you love the tea. We're selling each 33.8 ounce bottle for **\$1.69**, plus deposit where applicable, every day.

## Pineapple Juice

If we had a carton of **Trader Joe's Pineapple Juice** to show you right now, we'd point you to the ingredients statement. There you would find two words, pineapple juice, for there is nothing else in that carton. No artificial colors, flavors or preservatives. No added sugar. No water to "reconstitute" concentrated juice, because this juice comes straight from fresh, Costa Rican pineapples.

Then, we'd advise that you add that carton to your day's groceries. It's sweet and tangy, and a terrific value at **\$3.99** for each 64 ounce carton. You'll find it in our refrigerated juice case.

## Josephsbrau Summer Brew

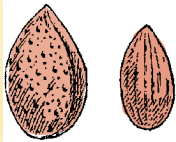
When the summer heat has you yearning for a beer to cool you down, reach for **Josephsbrau Summer Brew**. This is a Kölsch-style beer, signifying its similarity to the beers of Cologne, Germany. It's light in body and top-fermented with a special German yeast strain. You could think of it as an ale-lager hybrid – it's fermented with an ale yeast, but for a longer period, akin to a lager. Or you could just think of it as a smooth-drinking beer that's perfect with barbecue. In other words, it simply screams summer. Hence, the name.

We're selling **Josephsbrau Summer Brew** in six packs of 12 ounce bottles for **\$5.99** each, plus deposit where applicable.

## Super Sweet Baby Bell Peppers

**Trader Joe's Super Sweet Baby Bell Peppers** are, technically speaking, not baby peppers at all, but fully grown peppers that are small in stature, and positively *huge* when it comes to sweet flavor and crunchy texture.

These peppers can be eaten raw (*very* crunchy), grilled or sautéed. And they're great sliced, stuffed or whole – the stem-end makes a great handle. They're loaded with vitamins C and A as well as beta carotene. Each eight ounce bag contains a mixture of red, yellow and orange mini bell peppers. We're selling them for the excellent everyday value of **\$2.99**. You'll find them in our fresh produce section.



*Sometimes you feel like a nut. Sometimes you feel like two. A bag of Wasabi Almonds has more than that, so you're covered.*

## Tortilla Chip Rounds

### **\$2.99 for 2 Pounds!**

Among our favorite snacking treats, **White Corn Tortilla Chip Rounds** are made from stone ground white corn and seasoned with a nice amount of sea salt. These rounds are sturdy enough for dipping into chunky salsas or guacamole, and they make super nachos with your choice of toppings. They're made fresh just for us with no artificial flavors, colors or preservatives.

We recently negotiated a lower cost for these chips from our supplier, which means we've been able to lower the price by 50¢. In these days of rising prices, we think that's a pretty big deal. We're selling a two pound bag of **Trader José's White Corn Tortilla Chip Rounds** – a pretty big bag – for **\$2.99** – a pretty small price. Oh, how we love a value!

## Arctic Char • Icelandic Fish Rich in Omega-3

Similar in flavor and texture to Salmon, Arctic Char is a cold water fish that can be found in both fresh and salt waters. Ours comes from the icy cold waters of Iceland, where it is sustainably farmed – in fresh water for the first year, then in salt water for another year. After approximately two years, the fish are processed and frozen immediately, on site, to ensure the freshest tasting fish with the best flavor.

**Trader Joe's Arctic Char** are skin-on fillets that resemble salmon in color as well as flavor – the color of the fish ranges from pale to bright orange. It's flaky, tender and rich in flavor, excellent on the grill – try it on a cedar plank the way you'd cook salmon. You can also sauté, bake, poach or broil it. In other words, this is one versatile fish. Add in its high levels of Omega-3 fatty acids (the "good fats") and you've got yourself a winner. And we've got a winner of a price. **Trader Joe's Arctic Char** comes in a vacuum-sealed package of two fillets (about a pound) for **\$9.99** a pound, every day. You'll find it in our freezers.

## Ultimate Pretzel Rolls

Our **Ultimate Pretzel Rolls** are excellent carriers for burgers or any kind of sandwich, really. You can grill them slightly, treat them to a light toasting or just slice and serve. Add a **Turkey Patty**, some **Wasabi Arugula** and a slice of **Muenster Cheese** for a truly original burger. These rolls are being made exclusively for us, so consider that burger creation a TJ's original!

We're selling each 15 ounce package of four **Ultimate Pretzel Rolls** for **\$2.99**, a great value for these rolls that are destined to become classics.

## Wasabi Almonds

Sometimes inspiration strikes when we least expect it. Like when we're enjoying some Wasabi Peas and looking at a bag of almonds. Boom! The earthy heat of wasabi, the sweet crunch of California almonds... such a natural pair.

**Trader Joe's Wasabi Almonds** bring this pair together. Deliciously, if we do say so ourselves. Our supplier starts with raw, California almonds, then roasts, seasons and packs them just for us. Unlike the seasoning found on many wasabi-flavored products in other stores, the wasabi seasoning here is all natural, without any artificial flavors, colors or preservatives. These nuts are hot, but not hot enough to keep you from enjoying a handful or two.

We're selling each 14 ounce bag of **Wasabi Almonds** for **\$4.99**, a terrific price, every day.

## Frozen Peach Pops

### Cool & Fruity

Trader Joe's Peach Pops are frozen "pops" that, on the surface, bear some resemblance to other push-up pops you'll find in the freezer. Some differences? Ours are made with orchard-fresh peaches from Central California – in fact, the supplier who makes these for us is actually a renowned peach grower (see **Peaches** below). Plus, these **Peach Pops** have no added sugar – we have added peach juice concentrate for even brighter peach flavor – or artificial flavors, colors or preservatives. And they're loaded with chunks of those sweet, glorious peaches.

We're selling each box of six 1.75 ounce **Pops** (that's 10.5 ounces total) for **\$1.99**, a price that's just, well, peachy.

So many great products... we ran out of room for the Shopping List! Go to [traderjoes.com](http://traderjoes.com) for a printable List. While you're there, sign up for our Newsletter for even more inside info!

### *The wiener and champion!*

## Uncured Chicken Dogs

Trader Joe's Uncured Chicken Hot Dogs are low fat, full-flavored dogs made with boneless, skinless chicken – 60% breast meat and 40% thigh meat. We've added spices like garlic, onion, black pepper and paprika, boosting the flavor without adding fat or calories. Each of these wieners has a mere 60 calories and 2.5 grams of fat, with less than one gram of saturated fat.

They're made without added nitrites or nitrates, have no MSG and are gluten free. We're selling each 16 ounce package of eight dogs for **\$3.99**.

## Fresh Peaches or Nectarines • Four Pound Box • \$5.99!

This is a great deal. Four pounds of big, beautiful, flavorful peaches or nectarines (depending on what's most ready for harvest each day), packed in an easy-to-carry box, for the excellent price of **\$5.99**. Our supplier is a third generation California tree-fruit grower, and they grow some of the best stone fruits (peaches, nectarines, plums, etc) we've ever tasted. For this box, they're providing us with big fruit that's juicy and incredibly flavorful. The fruit is shipped to our stores very cold, so it stays as fresh as possible. This keeps the fruit firm – don't make the mistake of thinking the fruit isn't ripe. It's really ripe. Just leave it out at room temperature for 24-36 hours to let the fruit soften and the bright aromas shine through.

This is a special value on very special fruit that we'll only have while these particular varieties are in season. So eat a peach – or a nectarine. Use them for pie, cobbler, smoothies, and salads or on the grill for a super summer dessert. Enjoy them often, while they last.

**TRADER JOE'S®**

P. O. Box 5049  
Monrovia, CA 91017-7149

## Island Soyaki Sauce

We love words almost as much as we love food. (Almost.) And if there's a food we really like that doesn't have a word we really like to describe it, we're not above inventing one. Case in point, **Trader Joe's Island Soyaki** (*Soyaki* is the word we invented, in case you were wondering). Far from your average teriyaki sauce, this one features fresh garlic, fresh ginger and preservative-free soy sauce as its flavor base, with a jolt of pineapple to really sweeten the pot, so to speak. In addition to the freshness of the ingredients, where this sauce veers from the everyday is in the addition of sesame seeds to the mix. The seeds add flavor and texture, setting **Trader Joe's Island Soyaki** quite apart from the crowd.

**Island Soyaki** is an excellent marinade for chicken, beef, pork or **Arctic Char**. The sweet flavor of the sauce tastes great on food cooked over coals. We use it as a stir-fry sauce for veggies and tofu, too. Sometimes we buy it just so we can stare at the jar and say its name over and over and over. Soyaki, soyaki, soyaki...

Our price of **\$3.69** for a 20 ounce bottle may leave you longing to coin new words for "value." If you do, we'd love to hear them.

# HANDY SUMMER GUIDE SHOPPING LIST

## Bakery

- Quintessential Berry Pie (2)
- Ultimate Pretzel Rolls (7)

## Beverages

- Blueberry Green Tea (6)
- Organic Tea & Lemonade (1)
- Pineapple Juice (6)

## Cheese

- Crumbled Goat Cheese (3)
- Pre Sliced Fresh Mozzarella (4)
- Reduced Fat Celtic Cheddar (6)
- Sliced Muenster (6)

## Frozen

- Arctic Char (7)
- Bacon Wrapped Mahi Mahi (5)
- Hold the Cone (2)
- Peach Pops (8)

## Grocery

- Barbecue Sauce (3)
- FF Balsamic Vinaigrette (5)
- Island Soyaki Sauce (8)
- Organic Ketchup (3)
- Organic Kosher Pickles (3)
- Sweet Pineapple Chunks (5)

## Produce & Flowers

- Baby Bell Peppers (7)
- Beefsteak Tomatoes (4)
- Cup o' Joe Bouquet (2)
- Peaches & Nectarines (8)
- Tuscan Cantaloupe (2)
- Veggie Kabobs (6)
- Wasabi Arugula (4)

## Refrigerated Products

- Carne Asada (3)
- Chicken Hot Dogs (8)
- Fat Free Sour Cream (5)
- Grilled Chicken Strips (4)
- Ground Turkey Patties (1)
- Natural Boneless Skinless Chicken Thighs (4)
- Reduced Fat Cilantro Dressing (4)
- Spicy Thai Chicken Salad (6)
- Tzatziki (3)

## Snacks 'n Sweets

- Almond Windmill Cookies (2)
- Meyer Lemon Thins (5)
- Potato Trio (1)
- Sunflower Seeds In Shell (1)
- Tortilla Chip Rounds (7)
- Wasabi Almonds (7)
- Yogurt Covered Almonds (6)

## Wine 'n Beer

- Grifone Chianti Reserva (2)
- Josephsbrau Summer Brew (7)
- Villa Borghetti Grigio Luna Pinot Grigio (5)
- VINTJS Napa Sauvignon Blanc (3)

## Other Things You Need

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- \_\_\_\_\_
- \_\_\_\_\_

## Things You Don't Need

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- \_\_\_\_\_
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